

Franchise Creative Case Study: Neighborly

Learn more about the photo and video work we've produced for the Neighborly brands—get insights into our process and see examples of the final creative.



Oneupweb has worked with home services franchise leader **Neighborly® brands** for years – since before they were even known as Neighborly. Initially providing SEO services for Molly Maid 10+ years ago, we have since expanded our services with Neighborly brands to include everything from **UX and website design & development** to **content marketing and social media** asset creation.

In 2020, our talented team was ready to execute when the Neighborly brand managers needed creative work. Over the last two years, we've focused on larger projects like **brand and persona videos and brand photography shoots**. We've also improved our social creative efforts through our **content calendars**.

The Strategy

Why video marketing?

Video marketing ROI statistics provide a promising look into video's future. For instance, incorporating video into your content leads to a longer time on-page. This is a great indicator of engagement, which means Google is more likely to rank your page higher in relevant search results. In addition:

- Users prefer video content. According to HubSpot's Global Content Trend Report, 54% of consumers prefer to see video content over any other form of content from businesses. (1)
- Marketers see the video results. HubSpot's compilation of video marketing stats states that 55% of marketers state that video marketing has an average ROI, and 41% claim it has a high ROI. (2)
- The average viewer spends 88% more time on a website that has video than on one that does not. Plus, 72% of people prefer to use video to learn about a product or service." (3)

For us, strategy also means **gaining results** that make sense through an efficient, multi-channel-oriented process.

For example, while shooting a large video project, we continually plan for the 6-, 15- or 30-second cutdowns that will come out of it. We also capture **photography and b-roll** when we're on set to maximize the brand's shoot. We've become very familiar with Neighborly franchise brand marketing through our **blog writing, SEO and other services**, and we know that it's critical to always be creating a unified creative feel across their different brands.

That's why – whether we're shooting photography for Mr. Handyman® or **creating a brand video** for Five Star Painting®, we keep in mind the core principles of the Neighborly aesthetic:

- Heartwarming imagery
- Expert and professional
- Feel-good storytelling
- Emotional yet accessible

(1) Source: [HubSpot](#)

(2) Source: [HubSpot](#)

(3) Source: [Social Media Today](#)

Scope of Work

Since 2020, we've:

- Completed **17** brand photography shoots
- Produced **14** brand videos
- Delivered **3,400** brand photos
- Created **1,194** social media assets (such as cinemagraphs, short videos, quizzes, highly designed images or interactive posts)
- Hired **86** actors (83 humans and 3 canines)

How We Shoot Neighborly Brand Photography

Our [brand photography services](#) deliver Neighborly a large portfolio of images that showcase their franchise brands' services. To make sure we deliver images that Neighborly and their various brand managers are always satisfied with, we put an emphasis on pre-production:

- scouting and securing locations and hiring the right talent
- developing shot lists
- sourcing uniforms, tools, wrapped vehicles, and other brand assets to make the shoots absolutely realistic and representative

In addition to delivering shot lists, we provide the Neighborly brands (and all our clients) with location and talent **lookbooks in advance** of the shoot so they can weigh in on the homes and actors they feel best exemplify the right demographic for their services.

We want Neighborly and their brand managers to feel as comfortable as possible before we move on to the actual photo shoot.



Behind the scenes on a Neighborly video shoot

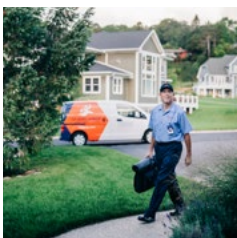
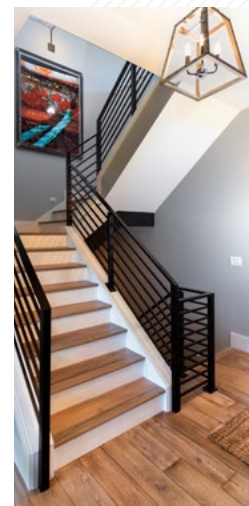
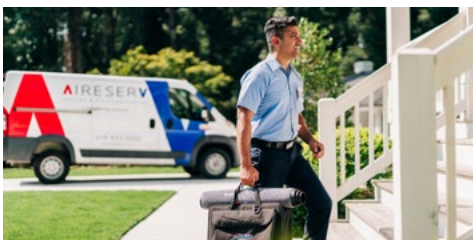
While on set, we take lots of photos for these brand photography projects, which usually last **1-2 days**. Our aim is to secure a wide variety of images.

For Five Star Painting®, for example, we took **close-up “detail”** shots and **wide-angle “hero”** shots for both the interior and exterior of the home. We also aimed to secure homes that had a wide variety of surfaces, such as vinyl, wood, cedar shake, brick, stucco, etc., and interiors with both smooth and textured wall surfaces.

To capture this variety, we traveled to a number of locations around the country. We even completed a **Northern and Southern version of a brand** photoshoot for multiple Neighborly brands that have locations across the country.

Another key Oneupweb differentiator is that Neighborly – and all our clients – **retain ownership of their brand photos** in perpetuity. Many production houses only grant usage rights for two years, forcing companies to continually purchase new creative services. But our clients can use Oneupweb's **creative output for as long as they like**. (This is especially useful for franchise clients, since marketing assets are placed all over the franchisees' sites, social media and print materials, making it difficult to track down and remove assets once their usage rights have expired.)

See some examples of our franchise brand photography below:





How We Produce Neighborly Brand Videos

Just as the photos we create for Neighborly are used across platforms, the videos we produce for Neighborly – and all our clients – are **edited to various lengths** for use on websites and social media and in email and paid advertising campaigns.

Our detailed 3-step process ensures a streamlined, organized project:

– Pre-production

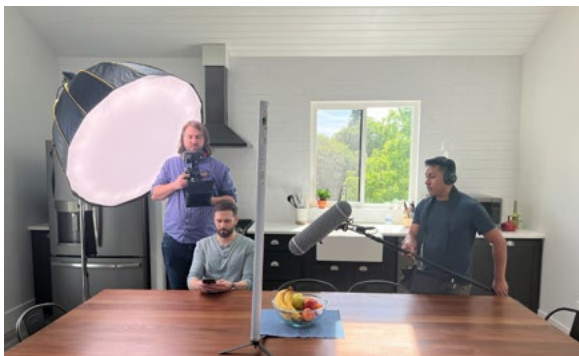
- Creating the storyboards
- Sourcing talent, locations and props
- Creating the production schedule

– Production

- Traveling to the location
- Shooting over the course of 2-4 days
- Capturing versatile b-roll footage for branded use (in addition to brand photography)

– Post-production and delivery

- Assembling, editing and revising the footage
- Delivering the full-length video as well as cut-downs for paid media, social, pre-roll ads and more



As with our photography services, our video production grants **clients ownership rights in perpetuity**. Clients like Neighborly do not need to come back to us after a couple years to purchase more assets and services if they don't want to.

How We Create Neighborly Social Media Assets

The **social media assets** we create for Neighborly home service brands are carefully crafted to be entertaining, engaging and brand-building and are vastly superior to stock images or hastily designed graphics. We call them **social “shorts”** – our term for short videos; fun facts, and glowing customer reviews that we produce as part of our [content calendars](#).

Creating them begins with research. Having already learned what makes the Neighborly brands unique over a dozen years of partnership, we began by looking at which blogs or industry or content trends would perform well as social shorts. We create concepts for each of our social shorts and **run them by Neighborly brand managers** so that they have the opportunity to provide feedback.



The Results

Neighborly is extremely pleased with the work that we deliver. Not only do we create a **unified look** and feel across **12 different brands**, but we produce imagery and video that enhances each brand's visual presence in their bid to continue to attract customers (and franchisees).

But **don't just take our word for it** – here's what Neighborly brand managers and marketing execs have to say:

"I had such a good experience the last two days witnessing your team's ability to bring the story to life. It's such an interesting and fun artistry to watch! Each person on the team knew their job and did it well.... We are all SO excited to see the outcome."

– Magen Fox, Brand Manager, Five Star Painting

"Hi Emily and Rob. I just wanted to take a moment to thank you for the outstanding work in Michigan and Dallas. You guys are AMAZING and the shots are too. You made everything seamless and I can't tell you how much I appreciate it."

– Michele Carroccio, Brand Manager, Window Genie

You can view some of the full-length videos we completed for Neighborly brands here:

[Five Star Painting: Painting the Backdrop of Your Life](#)

[Rainbow Restoration®: Happily. Even After.](#)

Why Video Marketing Is So Powerful

Video content plays a role across all your marketing channels. Platforms like Instagram and Twitter have restructured how content is shared and featured for one simple reason: It's what the people want!

When you consider that 54% of consumers want to see more video content from a brand or business they support (4), or 73% of marketing and sales leaders name webinars as one of the best ways to generate quality leads (5), it's clear that video content is not just for entertainment. It's an essential tool for business growth.

To keep up with this increase in video demand, our agency recommends creating videos for users in all parts of the marketing and sales funnel, from "how-to" and brand videos at the awareness stage to product explainers, testimonial videos and more at lower stages of the funnel.

As of this writing, we continue to provide **creative services** for many of the Neighborly brands, and **we're thankful** for the continued partnership.

If you're looking for a creative services partner, you've come to the right place.

[Drop us a note](#) or give us a call at [\(231\) 922-9977](tel:2319229977). Let's make something amazing!

(4) Source: [Oberlo](#)

(5) Source: [Convince & Convert](#)