



HARPER HOUSE
Your Marketing Partner

CASE STUDY

We are a Creative Marketing Agency that provides our clients the advantage of integrating multiple services under one roof to streamline the process, speed up the cycle time and increase the quality of their product.



ARMSTRONG FLOORING

CHALLENGE:

The client approached us to execute a new flooring line in a room set environment. As in the past, they provided us with demographics as to the market they were wanting to penetrate.

To give you one past example, we were given info such as West Coast retro with a household income 200k to 250k. In this particular situation, the creative director wanted five hero shots with a Hamptons decor, look and feel for someone well-traveled that had probably collected art pieces abroad. Household income approximately 250k, empty nest with children out of college. It was suggested we watch the movie "Something's Got To Give" to come up with shot ideas for a kitchen, entry way, dining room, living room, and bedroom for our build.

Our first challenge was dealing with prototype flooring which we only received 100 ft. and 500 ft. was necessary for each shot. Naturally we were able to lay what flooring we had and image the rest with our creative retouching and manipulation.

SOLUTION:

- We pulled screen grabs from the movie and sent them to the client to discuss the concepts and set design. It was approved that we would produce the project within their budget and time allotted. Undoubtedly the set designs and shots turned out to be great portfolio pieces.

RESULTS:

- **Retouching and Manipulation** - With limited product for the shot list we were able to replicate the flooring and bring to life using post production visual cloning. The client received the hero shots needed along with additional call-out shots to be used in their marketing and packaging materials on-time. We even saved the client money by not having to actually have the entire load of product shipped to the studio.
- **In-House Stylist and Carpentry** - To meet the target delivery date we enlisted the help of our onsite carpenter to create the inspiration from the movie and our in-house stylist to help stage that created true-to-life settings.
- **Worry-Free Project Management** - With 35,000 sq. feet of studio space, set builders, in-house stylists, and digital retouchers all under one roof, we are able to manage every step of the process in-house, expeditiously and keep costs within budget.