an ORDER disruption

Case Study

In 2016, we joined YellaWood's fight against boring backyards with a campaign called

Backyard Better

The Campaign

https://www.yellawood.com/diy-projects/convertible-table/
https://www.yellawood.com/diy-projects/
https://vimeo.com/207374261
https://vimeo.com/207374274
https://vimeo.com/207374295

Build
Design and build custom made physical backyard products

Photos
Beauty Shots for website and social

Videos
Multi-platform social media videos of small DIY hacks for their audiences backyard using YellaWood Products, Setting up the problem, hack and result in only :15 sec and for each video to work on variousl

Web Design
Add a new section to YellaWood's website for the hack videos, having all the required info, directions, blueprints, products names and the potential to expand for the future

Additional Assets

https://www.dropbox.com/sh/5x1rzgodtuh863o/AAA_b8hf1nDJ7Axhtq9a-q3Aa?dl=0

Demos
slice of life scenarios

Teasers
Promoting the campaign

Product Design
Accurate product 3D Design and Modeling

CGI Videos
Integrating animated 3D assets with live action videos

Sketches
The design process for each hack

Cinemagraphs
Infinite loopable animated GIFs

Sizzle Reel
the campaign's Case study

The Results

https://youtu.be/EcKwZr41XU8
https://www.youtube.com/user/ooYellaWoodoo/videos?sort=p&view=o&flow=grid

- Over **5 Million** Impressions reached within the first month on Facebook and Instagram
- Reaching all-time most viewed YellaWood video on YouTube with **1,079,563** Views
- **Top 3** most popular YellaWood videos all 3 spots taken by Backyard Better campaign
- The Project Plans section on the official website still growing after 3 years and the videos are being released
- Created and submitted **10x** the assets initially asked for by client, Including 40 animated and live action videos with 14 storylines