

Case Study: Strategic Video Production

UNILAND DEVELOPMENT COMPANY

**UNILAND SELECTS
VALMARK ASSOCIATES FOR
BRAND IMAGE VIDEO**

Opportunity: Uniland is a leading builder, developer and manager of commercial real estate in Western New York, having developed more than 13 million square feet of space in the Buffalo-Rochester corridor. The firm owns and manages more than 6 million square feet of space for office, industrial, flex, residential and hospitality uses. Established in 1974, Uniland has earned a reputation as a trusted developer and landlord among both construction clients and tenants.

Opportunity: The firm had recently launched a campaign entitled “Reputation for Results” as a means to tell its story, but was looking to video as a way to communicate this message in a very visible and impactful way. The purpose of the video was to tell Uniland’s unique story of how the company built its reputation in the local real estate industry by exceeding its customers’ expectations.

Our Role: Valmark Associates and its team was selected to write and produce the video. The main, six-minute production featured internal and external filming of Uniland’s facilities – including aerial shots – along with a series of interviews with both clients and firm executives. In addition, a series of shorter, specialized videos were produced, each highlighting advantages and success stories for various component business units: sales and leasing, construction, and property management.

“Valmark Associates pulled our team together, kept our strategy front and center, and managed the process expertly through to the end. Our video has been a highly successful tool in promoting the Uniland brand.”

*Jill Pawlik, Sr. Marketing Director
Uniland Development Company*

The vignettes featured select properties and interviews, providing a summary of Uniland’s superior service and quality execution – each with vivid examples for prospective clients to see. Additional edits were created suitable for web and social media postings. Valmark utilized its specialized experience and expertise to conduct the interviews – providing content that matched client messaging objectives. In all, these videos captured the essence of the Uniland brand by delivering a succinct, impactful message, using high quality imagery enhanced by the outstanding inventory of Uniland properties.

Result: The main video has received very positive reviews and has become a staple for the firm’s presentations. It received a Gold MarCom Award from the Association of Marketing and Communication Professionals, an international organization that holds a competition recognizing outstanding creative achievement in marketing and communications. The web version has achieved equal success, and garnered over 2,000 views shortly after its launch on the Uniland website. Uniland plans to update the video annually.

This material is the sole property of Valmark Associates LLC and must not be copied and in any way provided to anyone other than the audience for which it is intended.