



Client: Stanley Steemer

Project: Service Web Videos

Outreach: Web

Story: Stanley Steemer is recognized coast-to-coast as the leader in carpet cleaning. With a significant percentage of its business coming from customers booking on the company website, Stanley Steemer wanted to enhance customer experience on the web. Stanley Steemer turned to MediaSource to produce, shoot, design graphics and animation, edit and deliver several videos produced specifically for the website.

Content Objective: The goals of the videos were to educate, demonstrate and expose customers to many of the additional services Stanley Steemer provides beyond carpet cleaning.

Results: Visitors to www.StanleySteemer.com can now watch videos featuring all of the company's services. They really do do more than just clean carpets!

Highlights: MediaSource took over a model home for three days of shooting. With upwards of 30 people in the same house, numerous lighting and setup changes, and complete carpet, hardwood and tile cleaning, most areas were frequently inaccessible. After dozens of furniture moves and using actual Stanley Steemer employees for the shoot, MediaSource was very proud to deliver quality video content.

