

Clayton Homes

Commercial Campaign

Clayton Homes is the nation's leading source for manufactured and modular homes. Based in Knoxville, Tennessee, Clayton Homes sells one-third of the mobile and manufactured homes in the United States and was recently acquired by Warren Buffet's Berkshire-Hathaway Inc.

Challenge

Clayton Homes developed the "iHouse," a modular home that presents itself as the eco-friendly housing solution of tomorrow. Clayton Homes came to DoubleJay Creative seeking a powerful visual to introduce this innovative and uniquely energy-efficient iHouse at the Berkshire-Hathaway annual shareholders meeting in 2009.

Solution

Using dynamic visuals and 3D modeling, the iHouse video tells the story of a young professional couple researching, investigating and purchasing an iHouse. Emphasizing the iHouse's money-saving design, green materials, and customized buying experience, this five-minute video is designed to persuade potential customers to purchase the world's most progressive modular home by example.

In addition to producing the video elements, DoubleJay Creative also integrated a variety of 3D models and motion graphics to vividly illustrate the unique features and appeal of the iHouse. Using structural modeling, texturing and light rigging, DoubleJay Creative constructed a model of a 3D iHouse in HD, complete with exterior landscaping and environmental design. Moreover, by employing actual architectural plans, DoubleJay Creative developed a scale, wireframe computer model that included all interior and exterior structures. Beyond lending high-tech sophistication and an undeniable "cool factor" to the video, these computerized graphic models could also be easily manipulated and used for other purposes. Still photographs for print material or even a virtual "fly-through," allowing users to experience a simulated tour of the iHouse, were just a few of the options made possible by this quality production.

