

NES GROUP MARKETING IDEAS





RECAP SERIES

“WAT’S GOING ON?”

We’ve got a lot going on at NES, and now there’s an easy way to keep up! Once a month, we’re dropping a quick video to recap the best moments, big wins, cool projects, and fun behind-the-scenes stuff from the past few weeks. It’s a chill way to stay connected and see what the team’s been up to. Keep an eye out — you won’t want to miss it!



PLANS TO PRODUCT

This concept would showcase the full journey of an NES project — starting with the architectural plans, transitioning to 3D renderings, and ending with the completed space. The goal is to highlight our process in a visually engaging way that tells the story of how we bring designs to life. It's a strong way to demonstrate our expertise, attention to detail, and the impact of our work — while also creating great content for marketing, social media, and client presentations.



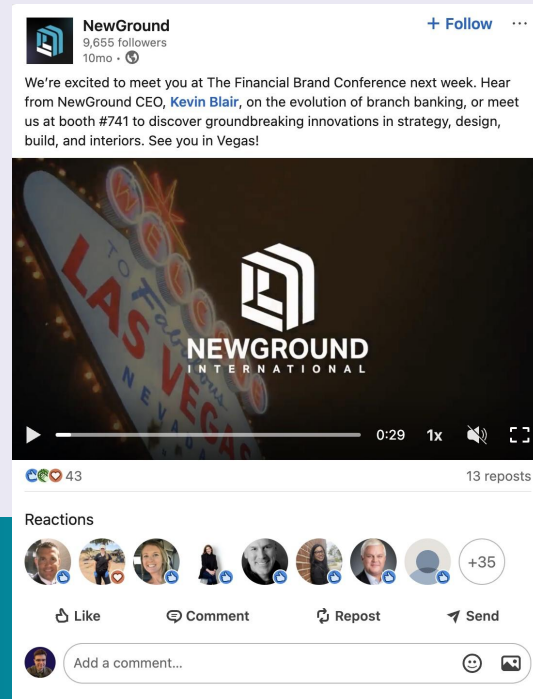
RIBBON CUTTING

As part of our ongoing commitment to showcasing project success and organizational excellence, we propose the creation of a short-form video series centered around ribbon cutting ceremonies from our completed projects. These videos will serve as compelling visual case studies that celebrate key milestones, demonstrate the tangible impact of our work, and reinforce our leadership within the industry. By highlighting these moments, we not only honor the collaborative effort behind each project, but also position our brand as a trusted, results-driven partner in the eyes of current and prospective clients.



MEET US AT THE SHOW

Creating animated “Meet Us at the Show” posts is a dynamic way to drive excitement and boost visibility ahead of upcoming events. These eye-catching animations stand out on social media, grabbing attention in crowded feeds and encouraging engagement through motion, sound, and bold visuals. They not only inform audiences about where we’ll be, but also build anticipation, reinforce brand identity, and create a polished, professional presence that reflects our energy and innovation. With just a few seconds of animation, we can turn a simple announcement into a compelling call to action.

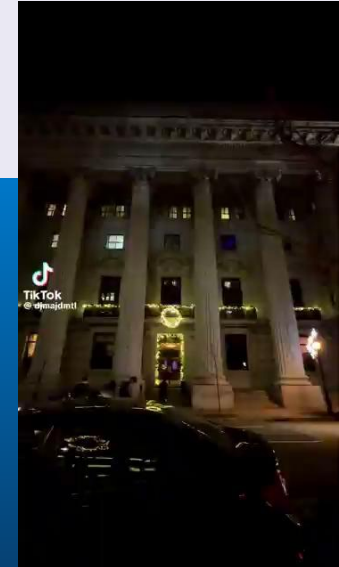


CLICK THE IMAGE

ANIMATION

SHOW UP AND SHOW OUT

TikTok-style video edits for show recaps offer a fast, fun, and highly shareable way to capture the energy and highlights of our events. With quick cuts, trending sounds, text overlays, and a strong sense of personality, these edits feel native to the platform and resonate with today's audiences. They're perfect for showing off crowd reactions, standout moments, behind-the-scenes clips, and key takeaways—all in a digestible, scroll-stopping format. These recaps don't just document the show—they turn it into content people want to watch, share, and remember.



TIMELAPSE


FROM THE GROUND UP

A timelapse of an entire project transforms weeks or months of hard work into a captivating visual story that showcases progress, precision, and impact in just seconds. It's a powerful way to highlight the scale and coordination behind what we do—perfect for showing off transformations, builds, and behind-the-scenes action. Whether used for social media, presentations, or client updates, a timelapse creates a sense of momentum and achievement, turning the process itself into a compelling piece of content that tells the full story from start to finish.



DESIGN TREND REPORT

Banking is evolving—and so are the spaces where it happens. This social media series dives into the top trends redefining bank design, one post at a time. From sleek tech integrations to community-first layouts, each post will spotlight a trend that's reshaping the customer experience, enhancing efficiency, and pushing the boundaries of what a branch can be.



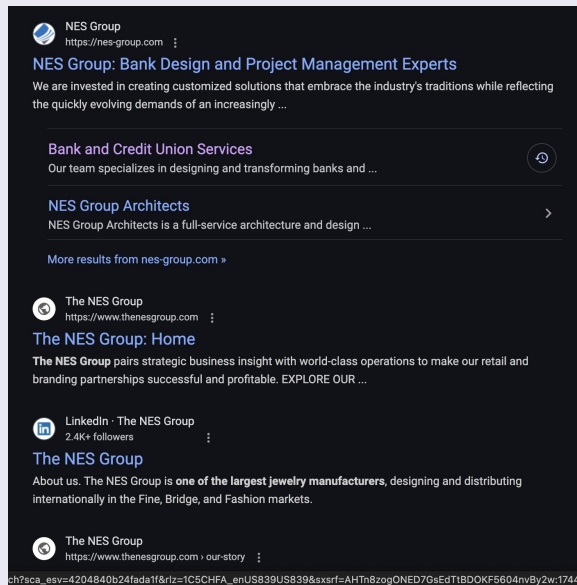
DOING IT IN PHASES

What does it take to bring a dream branch to life? This inspiring video series pulls back the curtain on NES Group's unique 4-phase approach to building next-generation healthcare and wellness environments. Through immersive storytelling and real client experiences, each episode follows one of NES Group's four core phases—Vision, Design, Build, Elevate—capturing the creativity, collaboration, and innovation that define the process from idea to impact.



TELL ME ABOUT NES?

"Tell Me About NES" is a fast-paced, visually engaging explainer video that uses the interface of a search engine to guide viewers through everything they need to know about NES Group. From the moment someone types "Tell me about NES" into the search bar, the video takes off—answers loading in real time, tabs opening and closing, autocomplete suggestions popping up, and results scrolling by like a digital conversation with the internet.



ORIGINAL CONCEPT







NES INSIGHTS

It's time to bring the NES Insights Blog to life—in audio form.

Introducing the NES Insights Podcast, a dynamic new series where our team of in-house experts step up to the mic to explore the ideas, innovations, and real-world challenges shaping the future of healthcare, wellness, and financial spaces.

We're surrounded by thought leaders—from architects and interior designers to strategists, planners, and project managers—who are pushing boundaries every day. This podcast gives them a voice and gives our clients, partners, and industry followers a front-row seat to the conversations that matter.

What to Expect:

-  Expert Interviews – Candid conversations with NES team members and industry guests
-  Deep Dives – Exploring trending topics in design, technology, and user experience
-  Behind the Build – Case studies and project stories from concept to completion
-  Insights in Action – How strategy turns into structure and vision becomes reality