



CASE STUDY

Capturing the heart of Jolly Jesters Nursery through professional video content that boosted engagement and online enquiries.

In February 2025, Emerald Green Media was commissioned by Michelle Cassidy, a Marketing Strategy Consultant at MC Marketing, to support a key client project. Michelle was managing a new campaign for Jolly Jesters Nursery but lacked in-house videography capabilities. She brought us on board to capture the essence of the nursery through high-quality video content that could be used across digital platforms. The collaboration produced results that exceeded expectations, with a notable increase in online enquiries after publication.



SERVICES

Video Marketing

Social Media Video



APPROACH

Emerald Green Media began by working closely with Michelle Cassidy to understand the core message Jolly Jesters Nursery wanted to communicate. We planned a full-day shoot that included interviews with staff and parents, capturing heartfelt testimonials that added authenticity and trust. We filmed natural classroom moments, interior visuals of the nursery, and used drone footage to showcase the surrounding environment. Our team handled everything from scripting and filming to editing and delivery. We produced one long-form video for the nursery's website and three short-form reels tailored for social media platforms.



RESULTS

The videos were published across Jolly Jesters' digital channels and immediately began generating positive attention. Michelle reported an increase in website enquiries shortly after the launch of the content. Both Michelle and her client praised the quality and effectiveness of the work. She left a 5-star public Google review, highlighting our creativity, professionalism, and ease to work with. The project not only delivered polished and engaging content but also strengthened Jolly Jesters' online presence in a meaningful way.

YouTube Video



Full Length Video
[Click here to view](#)

Social Media Video



Parent Testimonial Video 1
[Click here to view](#)

Social Media Video



Parent Testimonial Video 2
[Click here to view](#)



"I recently engaged Emerald Green Media to work on a video project for one of my clients, and the results were exceptional. From the very beginning, the team were professional, efficient, and incredibly easy to work with. Not only did they deliver high-quality, polished video content that aligned perfectly with the brand and service offering, but they also brought a friendly and proactive attitude. Their creativity and professionalism made the entire experience stress-free and enjoyable! All updates and edits were communicated clearly throughout, and delivered everything on time. If you're looking for a videographer, I highly recommend these guys. Looking forward to working together again!"



John Bittles, Owner



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