

Home Lore Series– Details

After more than 2 years of successfully creating videos designed to explain the basics of mortgages and personal financing, Home Lore was created to act as a less branded but still engaging addition to the Rocket Learn YouTube channel lineup. By focusing on notable homes in the country, the tie to the Rocket Companies is still obvious to the viewer while allowing for greater freedom of topic choice, tone and visual branding. As the main goal of the video is to build affinity and an engaged audience, this light branding choice was favorable.

The series was designed to find the middle ground between the popular HGTV style and the video essay format commonly found on YouTube. Sweeping establishing shots and beautiful interiors were paired with historical facts and quirky direct-to-camera moments from the host. Direct references to the brand were brought in sparingly, with each video signing off with a related tie to one of the Rocket Companies and a link for next steps in the video descriptions. To gain increased viewership, a series of YouTube Shorts were also developed. This allowed for experimentation around titles and to see which moments from the long form could generate the most interest.

With 11 of the videos launching in 2022, the series gained over 4 million views and over 251,000 total hours of watch time with an average video completion rate of 54%.

Creative Components

1. 11 full length YouTube Videos
2. Accompanying Titles and Descriptions
3. Original Title Cards
4. One Original End Screen
5. Six YouTube Shorts

Submitted Creative Episode Titles:

1. 650 Sq. Ft. Shack Becomes Artist's 5,000 Sq. Ft. Dream Home | Home Lore
2. Famous Haunted Castle Has A Hardcore History | Home Lore

YouTube Channel Info

1. Rocket Learn
2. <https://www.youtube.com/@RocketLearn>