



AngelVision Technologies

Case Study

4myBenefits

Location: <http://www.impactmovie.com/4mybenefits/>

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AngelVision: **How have you been using your Impact Movie?**

Client: We've given out CDs to prospective clients, looped it on a big screen TV at all our trade shows. We also put the movie, along with links to other marketing collateral, on a bright orange CD to hand out at trade shows—it really got people's attention. A lot of people watched it that night, then came back to talk to our sales guys the next day—which is unusual for a trade show. In January, we plan to begin using it on our website and begin an email campaign to take advantage of the advanced tracking feature.

AngelVision: **How was the overall experience of working with AngelVision and our Production team?**

Client: We'd never embarked on such a complex marketing project—we were concerned about the amount of input it would take on our part. But overwhelmingly, the process was very well designed, and your staff made the experience very easy. It was so wonderful in fact, that we've referred you to some of our partners.

AngelVision: **Did you have reservations about investing in an Impact Movie?**

Client: No, we really didn't have any reservations. We'd designed our own flash CD many years ago... I knew how many hours of work went into it. We did look at other vendors, and what sold us on you guys was your process. One flat fee, no consulting hours like a traditional multimedia or marketing firm. And we thought your product was vastly superior.

AngelVision: **What were your main sales and marketing challenges before the movie? How confident are you that the IM will address those challenges?**

Client: Well, of course it's been an enormous help in getting our foot in the door. It just accelerates the sales process—there's such a great level of clarity in getting the message across, sooner and better. And it's been a great tool to show our distributors how to get clients. It's also had the added benefit of showing us where to focus our marketing dollars—in this case, less trade show and more direct marketing. We've already seen a big difference, and I know once we start our e-mail campaign we'll see even greater results.

AngelVision: **Was it a good investment?**

Client: Pound for pound, it's been a great investment for us. It had a "shotgun effect" to getting all our marketing materials condensed. We now load all marketing documents, like brochures, articles and white papers, on CDs along with the Impact Movie, saving us over \$6 a client in printing costs. And considering that we spend \$5000-7000 on trade shows, the Impact Movie has by far outperformed and been a much better investment.