



AngelVision Technologies

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## A Client Experience

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The following company has graciously volunteered their experiences (regarding AngelVision and their Impact Movies)

### ■ American Time and Signal Co.

**Location:** <http://www.impactmovie.com/atsrepair/>

**Released:** February 17, 2006

**AngelVision: What has surprised you most about the Impact Movie?**

**Client:** Initially, we made the Impact Movie as an educational piece about our company, including the company history, how long we have been in business and we really just highlighted two of our products. The Impact Movie has produced more than we expected. What surprised us was how much the Impact Movie has become an important sales tool. This “educational” movie has paid for itself.

**AngelVision: In what ways has the Impact Movie improved your sales and marketing efforts? What is the biggest impact story?**

**Client:** We have been a direct mail company for such a long time. The Impact Movie was our move toward the electronic age and to update our professional image. **We did three email blast to start with and the response rate was between 22-28%.** Another result that we weren't expecting was that people were actually buying different products than the ones highlighted in our Impact Movie. The Impact Movie introduced the company to customers and pulled people into our company to learn more.

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

**Client:** Extremely positive! The whole experience was very good and easy! It has been a year since we made our Impact Movie and it's still fresh and not stale. Your writers wrote the best copy we ever had and the Production Manager did a terrific job.

**AngelVision: What did you enjoy most about the process?**

**Client:** Most importantly, I didn't have to do it! At first, this undertaking seemed scary. I am a catalog person and I do print, I get print. When trying to create different channel messages, it was intimidating. I sat through the “Coffee with AngelVision” presentation and from that moment, a light went off in my head and I thought we can do this!

**AngelVision: If someone were looking to invest in an Impact Movie, what would you share with them?**

**Client:** Just Do It! And use it! It is so worth it!

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