



AngelVision Technologies

Case Study

carf

Location: <http://www.impactmovie.com/carf/>

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

Client: We've posted the link on our website, and emailed it to prospective clients. Our marketing people use the CD when they're out in the field at trade shows and conferences too. We especially like the fact that the movies is so portable—since it's web-based and the file size is small, so we can send it to anyone. They can open the movie and watch it with no wait time.

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

Client: AngelVision was recommended to us by one of our clients... they were so impressed with their Impact Movie, they shared it with us. The AngelVision team was great—really responsive, and just plain enjoyable. They had quite a challenge in distilling a very complicated topic into three minutes. They also helped us keep on track, sending reminders if they needed to, so that we got our movie finished on schedule. Everyone was very satisfied with the end result.

AngelVision: **What were your main sales and marketing challenges before the movie? How does the IM address those challenges?**

Client: We're a niche accrediting service, and it gets complicated explaining what it is we do. Once we explain it to one person, the challenge is when they go back to their organization and try to share all the information with their leadership. The Impact Movie gives them an active, visual, easy to use way to understand accreditation—so much faster and more interesting than a document they have to read.

AngelVision: **Did you have any side benefits in an Impact Movie?**

Client: I've received a number of requests from potential customers who have called because they are considering accreditation, and they want to show it to *their* board of directors to show them the value and benefits of accreditation. And the great thing is, some of our clients have asked us if they can link to our movie from their website once they're accredited.

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

Client: Oh, by all means, yes! I think throughout the company, we all agree that it was a very good investment. It's a great way to showcase our products and services.

AngelVision: **What would you share with someone thinking about investing in an Impact Movie?**

Client: Well, I would tell them not to... if they were a competitor! But if they weren't, I'd tell them that the Impact Movie is a valuable tool for your sales and marketing departments. It really helps distinguish you from the competition.