



AngelVision Technologies

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## Case Studies

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### ■ Challenger Sports, Inc.

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

**Released:** September 27, 2006

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

**Client:** We use the Impact Movie on the Website, as a tag line in the signatures for all our staff's email, as a lead in for sales calls, for follow up sales calls, and to reach out for sponsorship and marketing contacts. The Impact Movie has really been able to paint the picture very vividly for our contacts. **In 3-minutes we can paint a very clear picture of what we do and cover more ground than the 30-minute phone conversations we traditionally conducted.** The Impact Movie has been a very useful tool.

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

**Client:** Very professional, very prompt. I pushed for a little faster time line and it was delivered. The messaging team and scriptwriters did a very good job of reading between the lines. The story line that was developed for us was very appropriate. The Impact Movie turned out to be a very professional and a very polished product making our jobs much easier.

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

**Client:** Like any creative process. I liked starting with the concept and following it to fulfillment and ending up with a product we can be very proud of. Like others, I had some sticker shock to begin with. I was able to get over this very quickly when we saw the end result and what it has been able to do for us.

**AngelVision:** **What were your main sales and marketing challenges before the movie?**

**Client:** It is easy to know what our camp is if you have been to one. You know that it's unique. Our challenge was explaining this to someone whose only reference to a camp is the local high school soccer coach doing one in the summer. We wanted to visually paint a picture, the feel of the camp, to show the experience, to share the emotion. Our Impact Movie achieves this. The dynamics, the color, culture, flag waving, face painting and all the traditions of the world cup and the uniqueness of our soccer camp were able to come across in the Impact Movie. It's a very effective tool enhancing our ability to communicate with our prospects.

**AngelVision:** **Tell me about the initial response to your Impact Movie?**

**Client:** **It immediately changed the perception of who we are and what we really do. The feedback was positive.**