



AngelVision Technologies

Case Studies

■ Chlor Rid

Location: www.ImpactMovie.com/chlor_rid

Released: August 17, 2005

AngelVision: **Have you been able to use your movie?**

Client: Yes, we are using it several ways. We're using it on our website, we're using it at trade shows, and we're using it on a product information CD. The Impact Movie automatically plays when loaded. We've had a long history in our trade show booth of people walking up and not understanding what we do. We don't sell anything they can physically lay their hands on, so we were always explaining what it is we do. We put the trade show version up on a 19" flat panel monitor and we instantly had 6 or 8 people standing around. Not once did anyone watch our movie and then come ask us what we do. They understood it. Some would watch for 30 seconds, but most watched the entire movie. We were the most popular booth at the entire show!

AngelVision: **Are there any other ways you are using your Impact Movie?**

Client: We've got a distributor introducing our movie to Indonesia and Thailand, and for him to have this movie on our product information CD, it makes sense for these people that don't speak English fluently. They can watch it 15 times if they need to and the sales person doesn't need to explain it over and over. While we're sleeping at night, our Impact Movie is working for us. We're also using it with emails, of course.

AngelVision: **What was the initial response from others who viewed your Impact Movie?**

Client: The woman who runs the website we advertise on said, "You guys are so far ahead of us!" No matter where we are, this is just two leaps ahead of the competition. We haven't had any negative responses at all. Everyone we send it to (and it's been plenty of knowledgeable people) has liked it. They've said it's more educational than 'salesy'. People from all over the world watch this movie and it's all been positive feedback. A lot of people have great products but things get lost in the message and that's where you people come in. I keep telling people they need an Impact Movie.

AngelVision: **Have you experienced a big "Wow" story yet?**

Client: **In the typical trade publication, we spend about \$1700 per publication and get maybe 2 leads from that. In the first few weeks alone, our Impact Movie generated 16 new leads! Based on advertising dollars, that would've cost \$14,000 in the trade publication advertisements. I'm far happier with the production of our Impact Movie than the other advertising we were doing previously.**

AngelVision: **How was the overall experience of working with the AngelVision production team?**

Client: We are unbelievably grateful for Dirks help in the process. That extra service is what makes the difference between good vendors and outstanding vendors. That type of service to a small business is what makes AngelVision outstanding. I'd actually like to do 3-4 more Impact Movies with you folks. We're getting a great ROI on the movie and I can't wait to see how much we save over the next year in comparison to what we spent in other advertising projects. The Impact Movie will also significantly decrease the amount we spend in sending our sales reps around the country on business trips. We can simply cover more ground with an Impact Movie.