AngelVision Technologies

Case Study

Landfill

Location: http://www.impactmovie.com/landfill/

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AngelVision: **How did you hear about the AngelVision Impact Movie?**
Client: I'd seen the Impact Movie featuring the Heart and Science of Yoga, and I thought it really looked great. I thought, if an Impact Movie could sell a book, it might be just what we needed to sell our product and explain what we do. I thought it could set us apart from our competitors.

AngelVision: **How was the overall experience of working with AngelVision and our Production team?**
Client: I'd seen your work, so I didn't have any reservations. The process was pretty quick, which was good, and we were pretty active in the process. You did what you said you would do—you delivered what you promised.

AngelVision: **What were your main sales and marketing challenges before the movie? How does the Impact Movie address those challenges?**
Client: Some of our clients have no understanding at all about of our product. This is the fastest way to explain what it does and what it can do for them. And it's really helped our sales force focus on the principal selling points of our product.

AngelVision: **Have you noticed any side benefits from your Impact Movie?**
Client: We liked the look of the movie so much, we updated the website to be consistent with the Impact Movie. It's helped us refine our look and appear more professional.

AngelVision **Was it a good investment?**
Client: Well, we're looking at investing in another one, so I guess that says everything!

AngelVision **Would you recommend an Impact Movie to a colleague?**
Client: Yes, in fact, I've already given your name to a few different people… I do recommend you guys quite often. The movie was a very useful tool for our sales force. We're very pleased with it.

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