



AngelVision Technologies

Case Studies

■ Oswego Crest Financial Group, LLC

Location: www.impactmovie.com/oswego_crest/

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AngelVision: How have you been using your Impact Movie?

Client: The Popcorn and a Movie mailing we did was a huge success! We sent out the Impact Movie with a bag of microwave popcorn. We asked them to watch it and pass it on. **We had a 30% return from that mailing!** This is a large number compared to any brochure mailing we ever did. We are very pleased and of course use the Impact Movie on the website, in emails, and many other ways. The mailer results just blew us away. I am very pleased our team did this.

AngelVision: What was your customer's initial response to the Impact Movie?

Client: Just last week I was at a Christmas party and I met a man who is retired and we got engaged in a conversation. I told him about our Impact Movie and then sent it to him via email. Just yesterday he emails me back and said what a great idea for marketing business. **What impressed him most was how our beliefs, philosophies, and our relationships with our clients came across within the Impact Movie. It was just the type of feedback that we were hoping to receive. We had 5-6 new clients in the first 10 days of using the Impact Movie.**

AngelVision: How was your overall experience with AngelVision and the Production Team?

Client: We were very impressed with the first script and had minimal changes or suggestions to make. We thought AngelVision nailed it on the head. We were impressed by the objective point of view AngelVision had of our business and were able to put it into words and visuals.

AngelVision: What did you enjoy most about the process?

Client: AngelVision helped us to look at ourselves from the outside in. In the past, we asked clients, board directors and other professionals how they viewed us and what they knew about us. AngelVision somehow was able to stand back and take an objective look at how we need to position ourselves to the average viewer. Oh, we are very pleased with the results of using the Impact Movie as well. We've experienced on average about a 20% response rate on our outgoing activities.

AngelVision: What would you share with someone looking to invest in an Impact Movie?

Client: Brochure mailing can be so boring. Does anyone ever read them? If you are looking for something different, an Impact Movie is professional, unique and innovative. This will catch your audience better than any piece of paper. It is so easy to spread the word. Just click and forward the message. It's been our experience that people like to pass it on.