

# CLIENT CASE STUDY

UPDATED 2019



## CHEETAH CLEAN

a video use case study

VID MONSTER PRODUCTIONS

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## THE COMPANY

Cheetah Clean is an auto wash business with multiple locations, dozens of staff, and is a portion of the business portfolio for J. Warner Ventures. They serve an average of 7,500 vehicles per month and serve 20 fleets. They also have a patent pending specialty auto wash tool called "The Beast Brush".

## GOALS & OBJECTIVES

01

Brand Elevation within the community and surrounding areas

03

Brand consistency in marketing use online

02

Brand and methodology communication efficiently & effectively to internal team

04

Budget friendly supporting marketing tools

## SERVICES PROVIDED TO CLIENT

- Virtual Training Videos
- Virtual Training Platform establishment with Lightspeed TV Integration
- Website Videos
- Social Media Videos
- Team Highlight Videos
- Community Event Coverage Videos
- Conference/Expo Event Coverage Videos
- Conference Presentation Videos
- Franchise Education Marketing Videos
- Internal Training Video Documentation

**2+ YEARS**  
CLIENT/PROJECT  
RELATIONSHIP

# PROJECT OUTCOME

## RESULTS AND FEEDBACK

### 3x REDUCTION

In average employee training time, resulting in cost-savings for the company

### "Integral"

Description of our video services in their business

### 57% MORE

Views on social media with Vid Monster's Videos than other videos

### "Significant Increase"

Avg. # of inquiries for franchising from online video

### Testimonial:

"Altogether, whether it be Virtual Training or Promotional Videos, [Vid Monster's] videos give us a professional look/edge over competitors. Many people are blown away by the quality and content. It looks like we are spending tons of money to get it produced, when in reality its super affordable. You all help make us look legit and people take us seriously for it!"