



CASE STUDY #4: RECRUITING FOR THE GREAT FALLS AMERICANS



CLIENT OVERVIEW

The **GREAT FALLS AMERICANS** are a Tier III junior hockey organization, providing young athletes with an opportunity to develop their skills and compete at a high level. As part of their ongoing efforts to attract players from across the country, the **AMERICANS** needed a high-energy recruitment **video** that would showcase the team's culture, facilities, and player development opportunities.

THE CHALLENGE

The **AMERICANS** faced several recruitment hurdles:

- **Competing with other Tier III and higher-level teams to attract top prospects.**
- **Highlighting the team's unique advantages—coaching, facilities, and community support.**
- **Delivering an emotional and compelling pitch that would resonate with young athletes and their families.**
- **Maximizing exposure through digital platforms to reach players nationwide.**

THE SOLUTION

GENTLE THUG VISUAL MEDIA crafted a high-impact recruitment video that captured the intensity and excitement of playing for the **Americans**. Our approach included:

- **Fast-Paced, Cinematic Action Shots** – Showcased gameplay, hard-hitting action, and key moments on the ice.
- **Behind-the-Scenes Footage** – Gave players an inside look at the locker room, training facilities, and team culture.
- **Coach & Player Testimonials** – Featured real stories from current players and coaching staff about the benefits of joining the Americans.
- **Epic Sound Design & Editing** – Incorporated high-energy music, dynamic cuts, and engaging visuals to create an adrenaline-fueled experience.
- **Clear Call-to-Action (CTA)** – Ended with a direct message to prospects.

THE PROCESS

- **Pre-Production & Storyboarding:** We worked with the team to define key recruitment messaging and identify must-have visuals.
- **Filming on Location:** Captured high-energy game footage, player interviews, and behind-the-scenes moments.
- **Post-Production & Editing:** Applied cinematic color grading, high-intensity motion graphics, and a soundtrack that amplified the excitement.
- **Strategic Distribution:** Optimized the video for social media, YouTube, and the team's website for maximum visibility.

THE RESULT

- **Increased Player Inquiries:** The video generated a surge in interest from prospective players across the country.

- **Stronger Team Branding:** The Americans now have a powerful recruitment **tool** that enhances their credibility and appeal.
- **Social Media Engagement:** The video saw high engagement and shares from fans, players, and families.
- **Ongoing Use:** The team continues to use the video for recruitment efforts, including outreach to high school and junior league players.

KEY TAKEAWAYS

- **A high-energy recruitment video is essential for attracting top-tier talent.**
- **Authentic testimonials from players and coaches build trust with prospects.**
- **Strategic video marketing amplifies reach and engagement.**

CONCLUSION

By partnering with **GENTLE THUG VISUAL MEDIA**, the **GREAT FALLS AMERICANS** gained a recruitment asset **that brings their program to life and sets them apart from competitors**. This project highlights the **power of video marketing in athlete recruitment and team branding**.