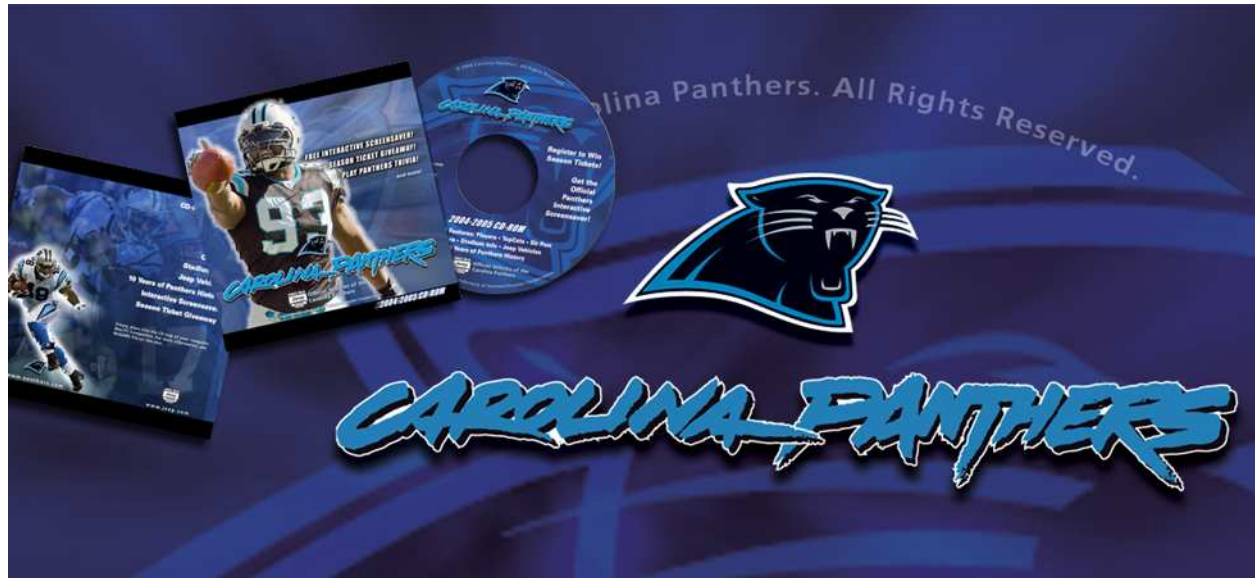


# ZANZICO

A DIGITAL COMMUNICATIONS AGENCY

Storrs Building | 10115 Kincay Ave., Suite 150 | Huntersville, NC 28078 | 704.987.1288 | www.zanzico.com



**Situation:** How do you fit a 300 pound linebacker in a CD?

**Creative Tool:** Consumer Promotions

**Idea:** As part of the Carolina Panthers creative campaign to promote the team, Zanzico created an interactive CD-ROM. The multimedia piece allowed fans to watch video of the Panthers highlights, and learn more about the players, coaches and cheerleaders. The promotion solidified the Panther's unique promise of providing an exciting, entertaining and plush sporting experience.

To learn more about Zanzico and the services that we offer, please contact us today.