

ZANZICO

A DIGITAL COMMUNICATIONS AGENCY

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Fire up a high performance grill.
Take advantage of our 12-month, no pay offer.*

We're rolling out this season's six hottest models.

Lowe's high-performance grills, available in propane, charcoal or natural models, are great outdoor fun for an indoor or backyard party. Only at Lowe's can you get this great selection and the best of performance at these affordable prices.

Perfect Flavor™ Spits Lid Grill #32000

- 55,000 BTU of gas cooking power
- A 12,000 BTU side burner
- Five burners, including a tri-color burner and tender cooker
- 70 sq. in. of cooking area (57 sq.in.)
- Hard-to-find features
- Includes meat rack and
- Push-button igniters
- 100% getting-out-there web program

\$599.99

Perfect Flavor™ Five-Burner Gas Grill #32000

- 55,000 BTU of gas cooking power
- 12,000 BTU side burner
- Stainless steel finish
- Push-button igniters
- Includes cast iron cook rack
- 70 sq. in. cooking area (57 sq.in.)
- Side burner lid
- Porcelain cook shelves

\$399.99

Charcoal Perfect Flavor™ #32174

- 50 sq. in. of cooking area
- Charcoal grate, metal and cast-iron
- The grill is from charcoal or natural
- 5 burners for gas grill
- Includes meat rack
- 100% getting-out-there web program

\$199.99

Situation: What does it take to get consumers to read your direct mail message?

Creative Tool: Direct Mail

Idea: As you know, people receive a lot of direct mail pieces. It's very hard to capture their attention. Yet, an effective direct mail piece can be a successful and important part of an overall creative campaign. Zanzico designed direct mail pieces for Lowe's that contained informative copy, eye-catching creative, and a professional design. The result was a direct mail piece that didn't end up in the trash can.

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