

# ZANZICO

A DIGITAL COMMUNICATIONS AGENCY

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**Situation:** How do you tell the stories?

**Creative Tool:** Electronic Magazine

**Idea:** The Zanzico team developed an online magazine to provide all the latest news to the Jeff Gordon fans. The fans want information so it was determined that an Electronic Magazine would be a fun and creative way to tell all the great stories. And the stories are fun and entertaining.

The Jeff Gordon team could go into the content manager system and upload all the information as fast as it comes. In racing there are many stories to tell and another one could happen at any time.

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