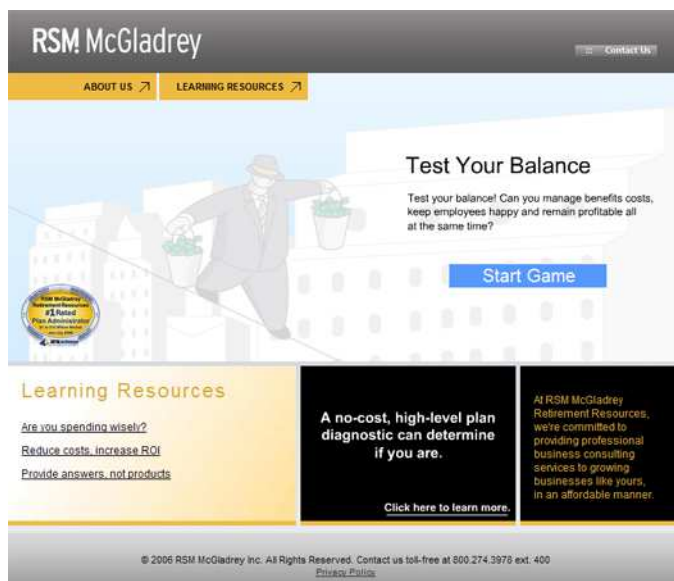


ZANZICO

A DIGITAL COMMUNICATIONS AGENCY

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



Situation: How can you entertain someone while communicating your message?

Creative Tool: Interactive Game

Idea: RSM McGladrey wanted to tell potential clients about its employer benefit plan services. To introduce users to the site and encourage further interaction, Zanzico created a game on the front page of the website. Users try to answer a series of benefit questions while “walking the tightrope”. All of the questions reinforce the benefit services RSM McGladrey is offering on the site. It’s fun and informative at the same time.

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