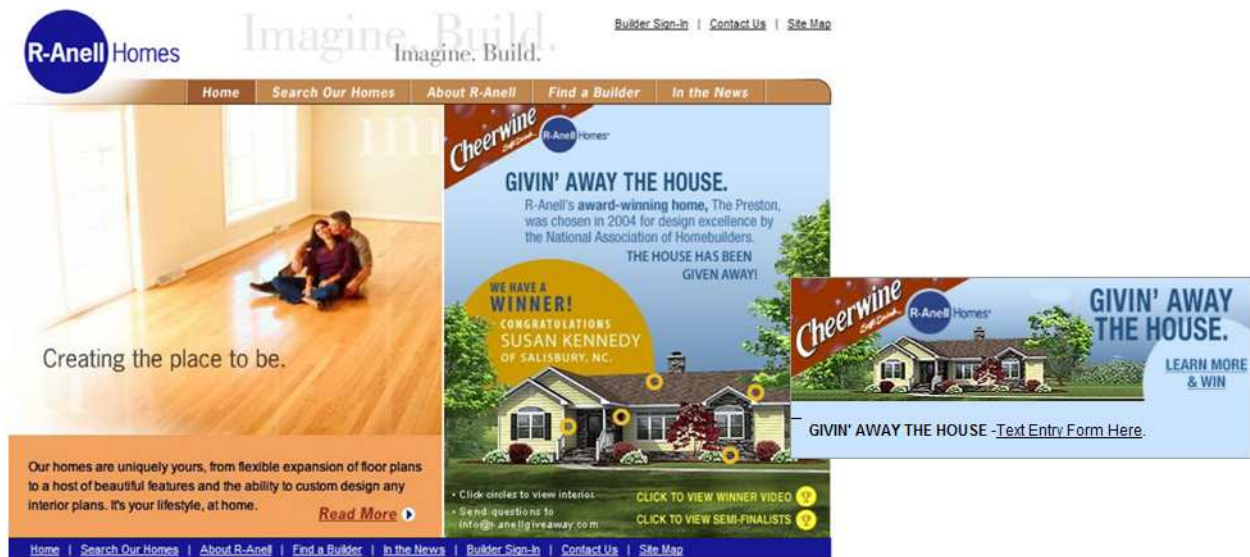


ZANZICO

A DIGITAL COMMUNICATIONS AGENCY

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



Situation: How do you “virtually” giveaway a house?

Creative Tool: Online Sweepstakes

Idea: R-Anell is a builder of modular homes. They feel that they build top quality, beautiful modular homes and wanted to tell more people about their company. Zanzico created an online sweepstakes to help them meet their needs. R-Anell teamed with Cheerwine, a large local soft drink company, to promote the home giveaway, Zanzico created an online sweepstakes tool that allowed people to enter the contest online. It also managed the database of prospects and the drawing of the winners. The online entry form even served as a promotional tool by offering photos and floor plans of the prize home.

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