

ZANZICO

A DIGITAL COMMUNICATIONS AGENCY

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The screenshot shows a Jeep website with the following elements:

- Header:** Jeep logo with the tagline "Your Carolina Jeep Dealers". Navigation links include "Find a Dealer", "Local Events", "Contests", and "Jeep.com".
- Main Content:** A large image of a 2006 Jeep Commander SUV with the text "2006 COMMANDER LIVE YOUR OWN ADVENTURE".
- Promotional Section:** Three columns for other models: 2006 GRAND CHEROKEE, 2006 WRANGLER, and 2006 LIBERTY. Each column lists a lease offer: "\$299 MONTH \$999 DUE AT SIGNING 36 MONTH LEASE".
- Right Side:** A "Register & Win!" promotion for "Win tickets to the Panthers Game!" with a photo of a couple and a "Register" button.

Jeep

There's only one

Situation: How do you reach new consumers?

Creative Tool: Product Showcase

Idea: Put promotions in front of sports fans and they will look at your product. We developed a promotional Jeep dealer DVD which was handed out at NFL games. The DVD showcased the new line of Jeep vehicles along with interactive team information. Sports fans love their teams and they will associate Jeep vehicles with their favorite past time.

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