



**Situation:** How do you increase sales to a complex audience?

**Creative Tool:** Public Relations

**Idea:** We launched a creative communications campaign behind candy. What is more delicious than your favorite mints? Hospitality Mints needed to be heard by the restaurant industry so we did it with fun editorials. The word got out and the sales increased.

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