

ZANZICO

A DIGITAL COMMUNICATIONS AGENCY

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Situation: How do you sell to restaurants?

Creative Tool: Retail Activation

Idea: Viejo Feo is a wine from Chile. We gave it an expensive look and the creative attitude of “Live Life.” Viejo Feo means “Ugly old man” in Spanish so we added fun to the communication messages and sales are now a reality. To have a strong retail activation program just put the plan in place and execute with a fun message.

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