

## A DIGITAL COMMUNICATIONS AGENCY

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**Situation:** How can you up-sell a product with an interactive tool?

**Creative Tool:** **Interactive Mouldings Showcase**

**Idea:** EastCoast Mouldings offers a wide selection of mouldings to improve the look of a home or office. Most consumers think of using a single piece of moulding in a particular part of the room. Through years of industry experience and their creative promise; the power of mouldings, EastCoast Mouldings knows that certain combinations can create additional looks. Zanzico designed an interactive tool to let consumers view these profile combinations and learn how to create them for themselves. It's a win-win situation; the consumer gets a unique and special moulding treatment and EastCoast Mouldings can double, triple, even quadruple the linear feet of an order.

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