

ZANZICO

A DIGITAL COMMUNICATIONS AGENCY

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Situation: How do you stretch the sponsorship dollar?

Creative Tool: Sports Promotions

Idea: It is fun to be creative. And we like working with sports marketing because we are always trying new things. This was a DVD we gave out at NFL games to promote team sponsors and boost fan interaction. Consumers took the discs home and downloaded it onto their personal computer, allowing us to take a corporate sponsorship and put it into the hands and hard drives of consumers. We believe that is what creative communications is all about.

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