

# ZANZICO

A DIGITAL COMMUNICATIONS AGENCY

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**Situation:** How do you effectively deliver personal messages between numerous people?

**Creative Tool:** Video Production

**Idea:** COMCAR is a trucking company with an unusual problem. They had more business than they could handle. The problem was they had a shortage of available drivers to operate the trucks. COMCAR felt they had something special to offer their drivers. With their Communication Promise of being connected, they truly cared about their drivers and it showed. Zanzico created a video to show potential drivers what COMCAR had to offer. The video provided a forum for current drivers to tell how they felt COMCAR was connected with them. It was shot in High Definition and professionally edited to deliver the perfect message.

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