



News Release

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For Immediate Release

ZWO Names Van Zandt Creative Director

Greenville, South Carolina – March 31, 2014 ZWO, a South Carolina-based, business-to-consumer branding and marketing firm has hired Jeff Van Zandt as creative director. Van Zandt will provide brand strategy direction, direct the creative product across all campaign and client platforms, and mentor, lead, and grow ZWO's creative team.

Van Zandt's career has spanned stints in South Africa, Prague, and Toronto as senior copywriter, as well as associate creative director positions at Cramer-Krasselt and Ogilvy & Mather. Notable brand projects include: writing for Nike, Andretti Autosport, and Ferrari Team Risi Competizione; writing Geico's first iAd; writing Bud Light and H-E-B Super Bowl ads; developing cross promotional work for The Discovery Channel and the Red Cross for Shark Week; writing & directing a High Museum of Art video; and writing, directing & producing a holiday video for Coca-Cola.

"ZWO is overflowing with awesome work and people who genuinely enjoy doing it," says Van Zandt. "I've always felt fortunate to be able to make a living at being creative -- and to get to do this kind of work with people who are talented, authentic, and like one another just adds to the fun. Hopefully that combination only makes our work more engaging and more memorable."

"ZWO has focused on two goals over the past several years," says CEO of ZWO Tina

Zwolinski. "First, we have worked hard to create a great environment for creatives to work -- seeking out clients that offer the creative freedom for us to help them connect with their target markets. And second, we want to expand on an unusually strong creative team. We know that talent is one of the key distinctives in producing great ideas and great work for our clients. Jeff adds a world of experience, strategic thoughtfulness, and leadership to our team, and we are thrilled to have him."

Van Zandt graduated from Atlanta's Portfolio Center in copywriting, and received a BS in political science from James Madison University. He has received numerous awards for his work, including Clio, Creativity International, IAC, National Addy, New York Festival, and One Show awards.

ZWO is a branding & marketing firm that engages brands and consumers in remarkable ways. We work to transform our clients' customers into communities of thoughtful, involved, passionate brand advocates. ZWO accomplishes this by implementing cause, community, customer experience, influencer, and word of mouth marketing -- particularly using web, social media, and web 2.0 tools. The company's expertise in strategic counsel, marketing direction, and brand development for local, state-wide, national, and international clients has allowed it to serve clients in diverse industries, including apparel, student housing, retail, sports, senior life, events, youth, and non-profit segments. For more information on ZWO visit <http://www.betalkable.com> or contact them at 864.509.1057.

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