



## News Release

For Further Information Contact: Sarah Hey, Media & Public Relations Liaison, ZWO Branding & Marketing  
c: 864.346.4494 e: Sarah@PenPointe.com

### For Immediate Release

#### **ZWO Wins Seven ADDY Awards at 2016 Greenville American Advertising Federation Gala**

*Greenville, South Carolina -- February 25, 2016*

ZWO Branding & Marketing was awarded seven ADDY<sup>®</sup> awards from the Greenville Chapter of the American Advertising Federation (AAF) at the annual AAF Gala. ZWO won the most awards of any agency at the event, adding more Gold and Silver accolades to their collection of over 60 ADDY<sup>®</sup>, Telly, and Effie Awards. The American Advertising Awards is "the advertising industry's largest and most representative competition," recognizing the creative spirit of excellence in the art of advertising.

ZWO was honored for its work on Full Circle Sales Promotion Campaign, Gallabrae Scottish Ale Packaging, The Grove Student Housing Lease Renewal Campaign, Artisphere Special Event Materials, Badazoom Web Banner Ad Campaign, The Game Field to Field POS Signage, and Pies R Squared Logo. The awarded work represented the grocery, beverage, student housing, event, technology, sports apparel, and restaurant industries.

"I'm very proud of the work we do at ZWO, but more importantly, I am very proud of the team we have at ZWO and the clients we partner with. When we care about each other -- both our team and our clients -- it shows in the work we do," said ZWO CEO, Tina Zwolinski. "We work hard for each

other and for our clients to achieve measurable results in remarkable, talkable ways. Our proprietary process, The Power of We™, takes our clients through detailed questionnaires, research, and analysis in order to assure that our creative vision matches the unique needs of each client and industry. Both our attitude and process have been key to our clients' success and our work exceeding expectations.”

Chris Bradley, ZWO Creative Director, was equally proud of the company’s creative achievements.

“Our team at ZWO understands that the very best work in the industry is work that produces results. We hold ourselves to two standards: does the piece we’re creating command attention by being arrestingly unexpected, and is that attention put to good use by compelling the viewer to take some kind of action,” Bradley said. “Achieving success in these areas is our true award.”

*With offices in Greenville, SC and Laguna Beach, CA, ZWO is a branding & marketing firm that engages brands and consumers in remarkable ways. The ZWO team works to transform markets and customers into communities of thoughtful, involved, passionate advocates for our clients and their brands. 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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