



News Release

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For Immediate Release

ZWO Completes Branding and Publicity for Artisphere

Greenville, South Carolina – May 12, 2015 ZWO [formerly Woodward & Zwolinski], a Greenville-based branding & marketing firm that specializes in cause, community, and word-of-mouth marketing, has completed the branding and publicity for Artisphere, Greenville's annual signature event that celebrates and promotes the arts. Established in 2005, Artisphere recently placed in the top three of the nation's art festivals in the *USA Today* 10BEST Readers Choice list. The three day festival ran May 8-10 and showcased the work of nationally and internationally-known visual artists in Artist Row [located from the West End to City Hall] as well as performing artists in downtown venues, featured Greenville's high school and college artists, provided creative activities for children through Kidsphere, and allowed festival attendees to watch artists create pieces at Artist Demonstration Row or create their own art through Art Lab. Festival attendees also were able to sample food and drink through the Culinary Arts Café and the Wine & Craft Beer Experience.

"Working with ZWO has re-energized all creative aspects of Artisphere," says president of the board of directors, Charlie Mickel. "Tina and John listened to needs, responded quickly with new and creative ideas and have become an integral part of our team. ZWO has helped launch Artisphere into its second decade!"

ZWO's work for Artisphere included strategic counsel, marketing direction, and the creative for

all event signage and the Artisphere website, brochures, billboards, digital ads, and television and radio ads. ZWO also produced special publicity kits for the top featured artists of the festival, as well as the donor invitations and sponsor kits, which included badges, tickets, information about the event, notecards, and other merchandise.

"ZWO learned early on the core messages and the tone that the festival wanted to convey, and they stayed true to that throughout the entire campaign with every piece that they created," says Kerry Murphy, executive director of Artisphere. "The campaign they developed captured the atmosphere, accessibility, playfulness, and even the educational elements of Artisphere. This is also the first year we've developed artist promotion kits, and it's been gratifying to see the key artists who are participating in Artisphere using and sharing those images that ZWO created."

"It has been a privilege to work with the leaders of one of the premier events in the Southeast," says Tina Zwolinski, CEO of ZWO. "Cause and community marketing are right in ZWO's sweet spot of expertise and, as artists who work right here in Greenville, it's not hard to be enthusiastic about working to highlight the arts for our own city."

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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