

Jeff Gordon Brand Development

Creative Opportunity

Jeff Gordon is one of the most popular drivers in the auto racing world. Anyone who has watched a NASCAR race can recognize Jeff and the 24 Dupont car, but Jeff sought to establish a brand and an image for himself off of the track. The Jeff Gordon team came to The ZANZICO Agency asking us to develop a new Jeff Gordon brand for product development. They wanted the new Jeff Gordon trademark to have an upscale image for use in developing luxury products such as wine, Italian leather accessories and premium priced lifestyle products.

Unique Promise Process

We started with the "Unique Promise of Leadership" process and through this process we determined Jeff Gordon's unique promise was a "Winning Attitude". This brand promise would be the foundation for all design, packaging and marketing communication. The brand started with the Jeff Gordon Wine Collection and as they develop other products, they will have a brand guide for future marketing ventures. Therefore, future products will reinforce the brand's unique promise and help build the consumer's emotional connection to Jeff Gordon products.

Creative Conclusion

Developing a new product's emotional connection to its unique promise is a fun process and involves teamwork. Jeff Gordon and his new brand bring that emotional connection of a winning attitude and a successful lifestyle. Consumers are drawn to the Jeff Gordon brand because they have the desire to have the winning attitude.



Chrysler Jeep Sports Marketing and Brand Entertainment

Creative Opportunity

Every company wants to have its sports sponsorship dollars directly increase sales and revenue. The Chrysler Jeep organization was no exception and asked The ZANZICO Agency to develop an interactive media program that would have a direct and positive affect on local car dealership sales. Their sponsorship program with the Carolina NFL franchise needed a fresh approach utilizing interactive communication.

Unique Promise Process

Through the unique promise of leadership process, we found that car dealerships wanted to take the fan loyalty for the Carolina Panthers NFL franchise and form an ongoing communication with potential customers.

The ZANZICO Agency team developed a comprehensive sports marketing program which attracted the NFL consumer fan to the local car dealerships. We developed interactive NFL game giveaways, internet dealer incentives, lead generation programs from database entries and dynamic interactive internet screensavers for the fans. The interactive screensavers allowed Chrysler Jeep to send messages directly to the individual fans desktop.

While the leadership focus was on fun interactive images, individual dealers could change announcements for new product offerings, customer discounts or sales incentives. Car dealerships were able to talk directly to NFL fans through their computers in a non-intrusive process. We made it happen with brand entertainment tied to the Chrysler Jeep NFL sponsorship.

Creative Conclusion

Understanding the consumer's emotional connection to their favorite team was the winning combination for the brand connection. Taking the NFL sponsorship program and thinking outside the box gave Jeep the leadership image and emotional connection it was looking for from NFL fans. This brand entertainment led to a significant increase in new lead generations which led to a strong increase in sales per dealership for the Jeep brand.



COMMUNICATE THE IMAGINATION