



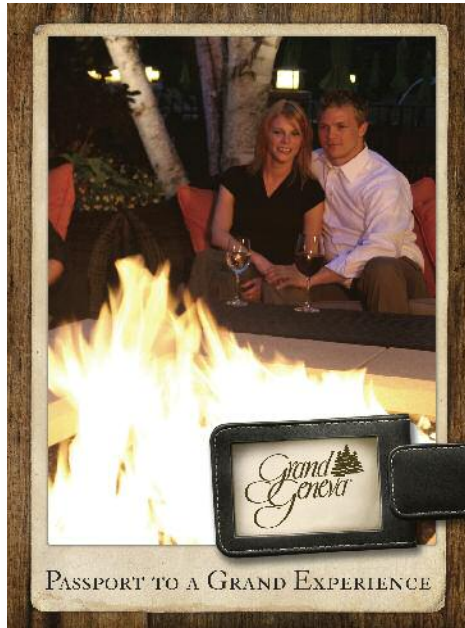
z2marketing.com
vervecast.net

A Newly Renovated Experience

When the Grand Geneva Resort in Lake Geneva—one of Wisconsin's classic resorts—updated its guest rooms and amenities, it needed a new marketing push to go along with it. Providing a fully integrated campaign that included TV, radio, print, web and outdoor, Z2 helped the resort achieve its highest marketing response in years.



Television



Brochure



Outdoor



BRAND PLATFORM ■ RICH MEDIA ■ ON-PREMISE MERCHANDISING ■ SIGNAGE ■ EVENT MARKETING ■ SALES COLLATERAL
PRINT ADVERTISING ■ PHOTOGRAPHY ■ VIDEO ■ TV ■ RADIO ■ MEDIA BUYING ■ COPY WRITING

