

About Zizzo Group Marketing + PR + New Media

A Future 50 Company and the ninth-largest agency in southeastern Wisconsin, Zizzo Group Marketing + PR + New Media (ZGM+PR+NM) is the region's most fearless, results-driven, integrated marketing communications agency.

Our teams of seasoned marketers champion clients' successes by providing imaginative and effective marketing solutions that have local, regional and national reach. With expertise in health care, financial, higher education and professional services, the agency provides marketing and PR counsel for business-to-consumer, business-to-business and non-profit clients.

In one sentence: We create integrated programs that drive our clients' businesses and provide measurable results.

ZGM+PR+NM specializes in:

Integrated Marketing

- » Brand Building
- » Qualitative Research and Analysis
- » Brand Positioning and Messaging Development
- » Marketing Communications Planning
- » Relationship Marketing
- » Tradeshow Support and Event Marketing
- » Naming Initiatives
- » Measurement and ROI Analysis

Public Relations & Social Media

- » Strategic Planning
- » Media Relations
- » Media Training
- » Corporate Communications
- » Special Events
- » Community Relations
- » Employee Relations
- » New Product Launches
- » Crisis Communications
- » Social Media Strategy and Execution
- » Measurement

Integrated Creative Services

- » Creative/Content Strategy
- » Creative Concepting
- » Brand Platform Development
- » Brand Standards Protocol
- » Copywriting and Editing
- » Art Direction and Design
- » TV and Video Production
- » Radio Production

New & Online Media

- » Web Strategy
- » Website Design
- » User Interface Design
- » Copywriting
- » User Experience Strategy
- » Online Marketing/Strategy
- » Email Strategy and Design
- » Search Engine Optimization
- » Wireless Application Development

Strategic Media Planning & Buying

- » Online
- » Broadcast
- » Print
- » Outdoor
- » Direct

CONTACT

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FACTS

Privately Held
Company Size of 35 employees
Founded in 1995
\$40M billings in 2010

MEDIA INQUIRIES

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NEWS

For the latest news, go to:
zizzogroup.com/news

About Anne Zizzo

Anne Zizzo is President & CEO of Zizzo Group Marketing + PR + New Media. She founded the firm in 1995, when she left her post as Marketing Director of the Milwaukee Journal Sentinel to take care of her terminally ill father. Today, Anne Zizzo's firm is headquartered in the heart of downtown Milwaukee and one of the top ten largest organizations of its kind in southeastern Wisconsin, representing a variety of premier brands and clients throughout the region and the United States.



Under Anne's leadership, the company is making strides to better the local community.

ANNE'S COMMUNITY INVOLVEMENT INCLUDES:

- » Past President for Children's Service Society of Wisconsin's board of directors
- » Member, Greater Milwaukee Committee
- » Boards of Trustees for:
 - » Marquette University
 - » The Boys & Girls Club of Greater Milwaukee
 - » Children's Service Society of WI
 - » Make-A-Wish Foundation
 - » BizStarts Milwaukee
 - » UPAF (United Performing Arts Fund)
- » Founding member, Project Ripple Effect (projectrippleeffect.com)
- » Past chair, Milwaukee Symphony Ball

ANNE ZIZZO'S RECOGNITIONS INCLUDE:

- » Regional Spirit Award Winner, BizTimes Milwaukee
- » Milwaukee's "40 under 40", Business Journal Serving Greater Milwaukee
- » Communicator of the Year Association for Women in Communications
- » Entrepreneurial Woman of Influence by the Business Journal Serving Greater Milwaukee
- » All University Spirit of Marquette University Award for accomplishments under the age of 40 with the All University Spirit of Marquette award
- » Entrepreneurial Woman Putting Her Stamp on Milwaukee
- » Outstanding Business Leadership

Anne can be reached at AnneZizzo@zizzogroup.com.

CLIENTS

ZGM+PR+NM works with many leading, best-of-breed brands, including:

- » Adventist Midwest Health
- » Aurora Health Care
- » BMO/Harris Bank
- » The Boys & Girls Club of Greater Milwaukee
- » Brady Corporation
- » Children's Service Society of Wisconsin
- » Continuum Hospitals of New York
- » Cox Communications
- » The Frontier Airlines Center
- » Grant Thornton LLP
- » Hearst Corporation
- » Insinkerator
- » Kaiser Permanente Colorado
- » Marquette University
- » Mattress Firm
- » Media General
- » the Milwaukee Brewers
- » Northwestern Mutual
- » Tribune Company
- » University of Utah Medical Center
- » United Performing Arts Fund (UPAF)
- » U.S. Cellular
- » Whyte Hirschboeck Dudek S.C.