

## Capability Statement

ZC Productions is a Tennessee-based, Veteran-Owned Small Business specializing in video production, strategic communications, social media management, and digital advertising. We support government and higher education clients with integrated messaging campaigns that enhance public engagement and stakeholder communication. Our team provides concept development through final delivery, combining strategic storytelling with rapid turnaround to help agencies communicate clearly, effectively, and with measurable impact.



## Core Competencies

### VIDEO / PHOTO PRODUCTION

- Scripting, filming & photo (HD/4K)
- Headshots, events & on-location photography
- Editing, motion graphics & sound design

### SOCIAL MEDIA

- Content planning & creation
- Community management & engagement
- Analytics & performance reporting

### DIGITAL ADVERTISING

- Paid strategy across Meta, Google, YouTube, and more
- Creative ad development & targeting
- ROI-driven performance reporting

### WEB DESIGN & HOSTING

- Website design & development
- Hosting, maintenance & security
- Mobile-responsive, SEO-friendly builds

### AI AVATAR CREATION & MANAGEMENT

- AI avatar & spokesperson videos
- AI voice cloning & narration
- Multilingual dubbing & localization

### DIRECT MARKETING

- Email & SMS campaigns
- Direct mail design & production
- List management & reporting

## Company Snapshot

**CAGE: 16X93****UEI: GW53WMF1G8J4****Primary NAICS Codes:**

- 512110 - Motion Picture & Video Production
- 541613 - Marketing Consulting Services

**TN, NC, KY, GA, AL | Veteran-Owned Business**

## Past Performance

- |                              |           |
|------------------------------|-----------|
| • University of Tennessee    | • MKAA    |
| • Blount Chamber of Commerce | • DENSO   |
| • Knox Chamber of Commerce   | • Arconic |
| • Vulcan Materials Company   | • LPS+    |

## Differentiators

- Full-Service Production Capability from concept development through distribution and promotion.
- Integrated Communications Model combining video production, social media, and paid advertising into one coordinated ecosystem – reducing vendor fragmentation.
- Agile Small Business Structure enabling flexibility, direct access to leadership, and faster decision making.

**ROBERT BERLIN**

Government Business POC

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