

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 PRODUCTION

- Strategic messaging development and scripting
- On-location and studio filming (HD/4K production)
- Interview-based and documentary-style storytelling
- Public information and community engagement videos
- Recruitment, training, and internal communications content
- Executive messaging and leadership communications
- Post-production editing, motion graphics, and sound design
- Short-form, long-form, and campaign-based video series

PHOTOGRAPHY

- Corporate and executive headshots
- Environmental and workplace portraits
- Event and community engagement photography
- Facility and campus documentation
- Industrial and operational photography
- Marketing and promotional imagery
- Professional image editing and color correction

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 final delivery.
- Messaging-First Approach ensuring visuals align with strategic communication goals.
- Agile Small Business Structure enabling flexibility and faster decision-making.
- Experience supporting public-sector and institutional communication initiatives.

ROBERT BERLIN

Government Business POC

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