

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

- 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
- Training, recruitment, and internal communications content
- Post-production editing, motion graphics, and sound design
- Short-form, long-form, and campaign-based video series

Social Media Content & Management

- Strategic content planning and editorial calendars
- Platform-specific content creation
- Government and public-sector audience engagement strategies
- Performance tracking and analytics reporting
- Reputation management and message alignment
- Organic growth and community-building campaigns

Advertising Content & Management

- Paid digital advertising strategy and execution
- Campaign development across Meta, Google, and YouTube
- Creative ad development (video, static, display)
- Audience targeting and geographic campaign management
- Budget optimization and performance monitoring
- Data-driven reporting with measurable ROI metrics

Company Snapshot

CAGE: 16X93**UEI: GW53WMFIG8J4****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.

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