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## ZIMMERMAN ADVERTISING'S TANGO USES "ACTIVATION BULLS-EYE" APPROACH



Zimmerman Advertising has launched TANGO, a new division offering promotional services that bring together established brands and partnerships and promotions in order to succeed at retail. According to Zimmerman, TANGO has been in development for years. "We invested in TANGO to add dimension and content to our Brandtailing methodology for client results," said Jordan Zimmerman, chairman and founder of Zimmerman Advertising. TANGO has already aided Amscan/Party City with their sports sponsorships, building partnerships between Party City and the New York Giants, New York Nets, New York Jets, and Madison Square Garden. Executive Vice President and Managing Director at TANGO, Erik Rosenstrauch, says he created those partnerships using the TANGO "activation bull's-eye," which includes increasing brand awareness beyond the stadium using mentions at in-game-time programming as well as through the team's Facebook, Twitter, and e-mail databases.

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