

THE ZIMMERMAN AGENCY

The *Momentum* Company.

35+ Years in business

100+ Employees

From our proprietary planning methodology to our uniquely balanced hyper-integrated approach, to the highly energized teams that deliver every day for the Agency and our clients, everything we do is designed to accelerate growth.

We Make Momentum Happen.

PURPOSE BUILT MARKETING SOLUTIONS

The Agency is built on a unique platform. Equal disciplines, all working in unity. The equal balance means each discipline has an equal voice in addressing client needs on a prescriptive basis. Solutions are based on client needs and not the limitations of a traditional agency structure.



Strategy

Momentum Planning® is our proprietary planning methodology to develop insights, strategies, actions, ideas, and messages to influence audiences, overcome accepted ways of doing things and accelerate growth.



Digital

Category leading digital marketing solutions tucked neatly inside a hyper-integrated agency, resulting in a digital-always mentality.



Public Relations

A powerful and unique balance of strategy, creativity and dynamic amplification to impact and affect positive exposure for our clients.



Creative & Content Development

Cross-channel solutions to move the people and culture that move our clients' businesses.



Media Planning & Placement

In-house media strategy, planning, and buying backed by \$30 billion in Omnicom buying cloud.



Brand Development

Planning and development from the ground up to brand refresh, including design and implementation.



Social Media Marketing

Operating from an impressive command center, teams build engagement and advocacy that will lead to the conversions that impact the bottom line.



Analytics & Analysis

Custom analytics based on key performance indicators and communications objectives.

KEY CLIENTS

