

## FOR IMMEDIATE RELEASE

**Contact:** Leo Zanis  
[leo@capsandcrowns.tv](mailto:leo@capsandcrowns.tv) ; 646.837.6352

### **Caps and Crowns: New Production Co. Redefines Digital Direct-to-Director Model – Unique Approach to an Industry in Constant Flux Directors Run the Show Here . . . New Company with a New Way of Doing Things**

**New York, NY** – Caps and Crowns, LLC ([Capsandcrowns.tv](http://Capsandcrowns.tv)), a new production company recently formed by creative director & director Leo Zanis, is poised to redefine how digital advertising is done. With its innovative Direct-to-Director model, the company is uniquely able to partner with agencies, start-ups, and other firms looking for highly flexible and bold creative solutions.

The Direct-to-Director model is an agile, streamlined approach that is highly cost-effective and deadline friendly. These are the qualities that distinguish Caps and Crowns; and its work is defined by an international team of premier directors, such as Timothy Kendall (YouTube's [YomYomF network](http://YomYomF.network)), Ralf Demesmaeker, Will Kindrick, and Paul Briganti.

This lineup live and breathe digital – they are expert story tellers; specialists in branded content, commercials, documentaries, and interactive design; who are exceptionally well-positioned in the hyper-dynamic arena of online advertising/content creation.

“Our approach is decidedly new, in part because it bypasses ‘the middleman,’ not unlike what the Internet has done steadily over the past 20 years,” says company founder Leo Zanis.

Not coincidentally, Zanis has been in the business for 20 years, boasting a stellar client list that includes Nike, Michelin, Spike TV, the U.S. Navy, Time Warner Cable, and many more.

#### **About Caps and Crowns, LLC**

Caps and Crowns is a hybrid agency and production company specializing in branded content, commercials, documentaries, and experiential design. Its Direct-to-Director model ensures that great ideas reach their full potential. Founded by Leo Zanis, award winning creative director with more than 20 years of experience, Caps and Crowns is a creative “dream team,” handpicked for their ability to thrive in an advertising industry that’s in constant flux. To learn more, go to [Capsandcrowns.tv](http://Capsandcrowns.tv) or send an e-mail to [leo@capsandcrowns.tv](mailto:leo@capsandcrowns.tv).

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