



z11 communications Marks 20 Years of Human-Driven Creativity in a Tech-Driven World

OAK RIDGE, TN, UNITED STATES, October 31, 2025 /EINPresswire.com/ -- As [z11 communications](#) celebrates its 20th year in business, the full-service marketing and public relations firm reflects not only on two decades of success but on the philosophy that has shaped every campaign, client relationship, and creative decision: technology enhances creativity, but it will never replace it.

Founded by Zane Hagy, z11 communications has built its reputation on results — through strategy, storytelling, and design that combine modern tools with timeless intuition. While the firm embraces cutting-edge advancements, including AI-driven insights and automation, Hagy emphasizes that true innovation remains a distinctly human pursuit.

"We live in a world where technology can do almost anything — but creativity, empathy, and intuition still belong to people," said Hagy, "AI can analyze patterns, but it can't see the big picture the way a human mind can. Every project we take on starts and ends with real human thought — because that's where the magic happens."

Over the past two decades, z11 communications has become one of Tennessee's most respected names in marketing, public relations, branding, web design, digital media, and social media strategy.

As the firm steps into its next decade, z11 communications remains committed to innovation — not as a replacement for creativity, but as a tool to expand it. The company helps clients integrate emerging technologies, including AI, into their business strategies while ensuring that human intelligence, imagination, and authenticity remain at the core.

"We'll always use the best tools available," Hagy added. "But what defines us — and always will — is human creativity. It's what allows us to tell stories that connect, build brands that endure, and create work that moves people."

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About z11 Communications

z11 communications is a full-service marketing and public relations firm based in Oak Ridge, Tennessee. For 20 years, the firm has provided clients nationwide with creative, strategic, and

human-centered solutions across branding, public relations, design, and digital communications. At z11, technology supports creativity — but people drive it.

Zane Hagy

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