

# Agency Listings



## The A Team

232 Madison Ave.  
New York, NY 10016  
**Phone:** (212) 239-0499  
**Fax:** (212) 239-0575  
**Contact:** Andrew Cohen, President  
**Website:** www.ateampromo.com  
**Founded:** 1999

## Branch Office:

8001 Irvine Center Drive  
Irvine, CA 92618  
**Phone:** (949) 754-3022 **Fax:** (949) 754-4001  
**Contact:** Bernie Lee, VP General Manager

**Company Description:** "Big Ideas for Brands with Big Ambitions." Full-service promotional marketing agency with expertise in: strategic planning • concept development • creative design • production management • program execution • event marketing • sweepstakes, game and contest administration • direct marketing • partnership marketing • sports marketing

## Clients:

American Express  
Fredrick Wildman  
H-E-B  
High Falls Brewing Company  
Jaguar  
Land Rover  
Ricola  
SCA  
SKYY Spirits  
Volvo  
Weight Watchers  
vitaminwater  
Lutron Electronics



## ACTIVE MARKETING GROUP

10182 Telesis Court, 3rd Floor  
San Diego, CA 92121  
**Phone:** (858) 964-3844 or (877) 322-8481  
**Fax:** (858) 551-7619  
**Contact:** Stephen Kehle, Vice President, Sales  
**E-Mail:** AMGinfo@active.com  
**Website:** www.ActiveMarketingGroup.com



## Regional Offices:

Boston, Denver, New York

## Company Description:

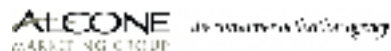
Active Marketing Group is the "go to" promotions and marketing agency for brands targeting active, healthy, on-the-go consumers. As a division of the Active Network, the nation's leading technology service provider to the recreation, sports and activities industries, the Active Marketing Group delivers unmatched *insight* and *access* to active consumers guaranteeing clients receive maximum brand activation with *national reach* and laser-targeted impact at the *local level*.

## Services:

Agency services include:  
Strategic Consulting  
Online Advertising (Active.com & eteamz.com)  
Product Sampling & Premiums  
Direct Marketing  
Customized Field Marketing  
Peer-to-Peer Marketing  
Research & Market Analysis

## Partial Client List:

Kraft Foods  
ConAgra  
Pepsi Co.  
Toyota  
Kmart  
Disney Mobile  
ESPN  
Choice Hotels  
Subway  
Nike



## ALCONE MARKETING GROUP

4 Studebaker  
Irvine, CA 92618  
**Phone:** (800) 419-2470  
**Contact:** Nichole Kezsely, Vice President, Business Development  
**E-Mail:** Nichole.Kezsely@alconemarketing.com  
**Website:** www.alconemarketing.com

**Office Locations:** Darien, CT; Irvine, CA; Saddle Brook, NJ; Chicago, IL; London, England

**Company Overview:** Alcone is a leading integrated promotional marketing agency, focused on Consumer Activation™. Established in 1976, Alcone has been a member of Omnicom Group, Inc. since 1991.

**Key Services:** Strategic planning & consumer insights; promotion planning; creative development; program management; promotional advertising & media; account-specific programming; local market activation; continuity & loyalty programs; partnership & events; POP & retail display; retail activation; sales materials; sweepstakes/contests/games; warehousing & distribution; premiums & incentives; online/offline programming; comprehensive program analysis.

**Specialties:** Consumer Insights & Activation; Research & Planning; Integrated Marketing; Channel Marketing; General Market & Hispanic.

**Partial Client List:** Ateeco, Bel Kaukauna, CalHFA, California Lottery, Coty Beauty, Del Monte Pet Foods, Dreyer's, eBay, Ghiradelli, Hasbro, Heineken USA, Pernod Ricard USA, Paramount Farms, Philips Lighting, Safeway, Seeds of Change, Unilever Company

**Company Statement:** Today's consumers are a more diverse and empowered group than ever before. Alcone pioneered CONSUMER ACTIVATION™ to help clients UNDERSTAND, ENGAGE, MOTIVATE AND CONNECT with their consumers. Our proprietary CONSUMER LAB™ works seamlessly with our business and creative teams to understand the target consumer inside and out. Then we develop insightful, strategically correct, and compelling promotional programs that get these consumers connected with brands and more importantly, buying them.



**Alloy Marketing and Promotions (AMP)**

54 Canal Street  
Boston, MA 02114

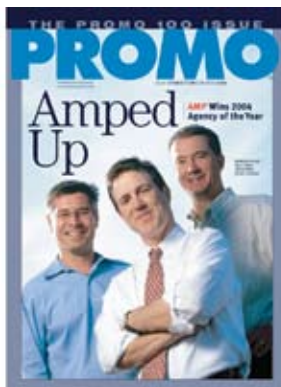
**Phone:** 617-837-8104

**Fax:** 617-723-2188

**Contact:** Gary Colen

**E-Mail:** gcolen@alloymarketing.com

**Website:** www.ampagency.com



2004 PROMO Agency of the Year – A full-service marketing agency, AMP Agency creates unforgettable brand building experiences that inspire consumers to embrace our clients' brands. Combining strategic planning, compelling creative, innovative execution and measurable results, our campaigns exceed the traditional by leveraging our proficiency in experiential programming, retail campaigns, and new media efforts. Offered by Alloy, AMP Agency is strengthened by their segment marketing expertise and nontraditional media outlets.

# Arnold

**ARNOLD BRAND PROMOTIONS**

101 Huntington Ave.

Boston, MA 02199

**Phone:** (617) 587-8000

**Fax:** (617) 587-8844

**Website:** www.arnoldbrandpromotions.com

**Contacts:**

Michael Carey, SVP, Director of Brand Promotions  
(617) 587-8213

**E-Mail:** mcarey@arn.com

Mary McLaughlin, VP, Director of Brand Promotions  
(617) 587-8810

**E-Mail:** Boston, New York, Washington D.C.

**Ranked #1 Promotions Agency — 2007  
PROMO "Agency of the Year" — 2006 PROMO**

For over 10 years, Arnold Brand Promotions has been a leader in building brand-savvy, innovative, promotional programs supported by world-class creative.

As part of Arnold Worldwide (ranked in the top 15 agencies in the country and #5 for creativity overall), we utilize resources including integrated analytics, business insights, channel planning and consumer research to develop the best marketing leadership-mix possible. We understand ROI, business matrixes and results...in fact we've created a proprietary model called the "Px3" that we use to determine the right marketing mix along with projected results, all before we even kick off a program.

We drive results through:

- Word of Mouth Marketing—founding member of WOMMA
- Experiential Marketing
- Mobile and Event marketing
- Sponsorships and Activation
- Sampling Programs
- Retail/Trade Programs
- Partnership Marketing
- Branded Entertainment
- And....much, much more

"One of the twenty hottest agencies in the country." — *Event Marketer Magazine*

**Clients include:**

Ocean Spray  
Tyson  
Hershey's  
McDonald's  
Johnson & Johnson  
Estee Lauder  
Clinique  
Brown-Forman  
Fidelity  
Citizens Bank  
RadioShack  
Amtrak



**B.A.R.C. COMMUNICATIONS, INC.**

170 Columbus Avenue, 5th Floor  
San Francisco, CA 94133

**Phone:** (415) 992-4880

**Fax:** (415) 992-4899

**Contact:** John Randazzo, President/CEO or  
Lori Leiva, EVP/Management Director/Partner

**E-Mail:** jrandazzo@barccom.com;

lleiva@barccom.com

**Website:** www.barccom.com



**BDS MARKETING**

10 Holland  
Irvine, CA 92618

**Phone:** (949) 472-6700

**Contact:** Kristen des Chatelets, Managing Partner

**E-Mail:** marketing@bdsmtg.com

**Website:** www.bdsmtg.com

Go-to-retail consulting, street intelligence, training and in-store support services optimize sales floors, empower sales associates, and activate brands to maximize sell-through. Revolutionizing Retail™.



**BFG COMMUNICATIONS**

**Phone:** (843) 837-9115 x11

**Contact:** Kevin Meany, President

**E-Mail:** kmeany@bfgcom.com

**Website:** www.bfgcom.com

Headquartered in Hilton Head, SC with offices in New York City and Tampa, and a field marketing network of 52 offices from coast to coast.

#### Who we are:

BFG is one of the nation's leading promotion and event marketing agencies. Consistently ranked among the fastest growing creative hot shops, we love what we do and so do our clients.

#### What we do:

We turn consumers into advocates and build brand communities by delivering authentic and engaging brand experiences. Our category expertise includes Consumer Cross-Promotions, Sports and Entertainment Marketing, Special Events, Trade/Channel-Specific Promotions, Sponsorship Maximization, Strategic Alliances, Field Marketing, Sampling, Marketing At Retail, Lifestyle Marketing, Interactive and Brand Community Building.

#### Where you'll find us:

At the center of what's next, hanging out with your consumers.

#### Some names we can drop:

Warner Brothers, Captain Morgan rums, Baileys, Odwalla, Dole, BV Wines, RJ Reynolds, The Coca-Cola Company, The Cartoon Network, Ocean Spray, LPGA, Smirnoff, Bordeaux Wines, Pabst Blue Ribbon beer, Hyatt Resorts, United Artists, Major League Baseball and a number of successful promotions in Target, Wal-Mart, Albertsons and Safeway.

#### References:

James Bond, George Jetson, Superman, Cal Ripken, Jr., Mix Master Mike, Will.I.Am, Fergie, Taboo, Slash, Duff McKagan, Scott Weiland, Paul Simon, John Mayer

#### What we've done recently:

- Produced a full-scale, multi-faceted 40 city concert tour that featured the best emerging bands and world-renowned DJs
- Created and executed a guerilla-infused, grassroots apolitical experiential campaign that almost got Captain Morgan elected president
- Promoted and delivered special event experiences that featured big-name artists like Velvet Revolver and The Black-Eyed Peas
- Redefined global retail promotions with the coolest in in-store contests, interactive events, displays and sweepstakes for Harry Potter

#### What we don't have:

Egos and attitudes. Dissatisfied clients. Time for naysayers.

#### What our clients say:

I'm getting promoted, thanks to you.

#### Why you should call:

To check the surf conditions. But if you need a better reason; we love what we do and that's what makes us so good at it.

Every agency will *tell* you they're creative. We'll *show* you.



#### BOOMM MARKETING AND COMMUNICATIONS

One Westbrook Corporate Center, Suite 560  
Westchester, IL 60154

**Phone:** (708) 836-9500

**Fax:** (708) 836-9501

**Contact:** Gary Mattes, President

**E-Mail:** Gary@boommm.com

**Website:** www.boommm.com



#### Campbell Mithun

#### CAMPBELL MITHUN PROMOTION MARKETING

222 S. 9th Street  
Minneapolis, MN 55402

**Phone:** (612) 347-1000

**Fax:** (612) 347-1400

**Contact:** Thomas A. Tessman

**E-Mail:** ttessman@cmithun.com

**Company Description:** Since 1978, Campbell Mithun has been creating promotion marketing solutions for our clients. Through our pioneering ideas we create business-building promotions that give consumers reason to engage with brands. Our focus is on strategic planning, promotion & direct response advertising (print & broadcast), creative development, program execution & administration, and post-program analysis.

**Clients:** Cargill, General Mills, Good Humor-Breyers, H&R Block, Interstate Bakeries, NatureWorks, Pactiv / Hefty, Toro, and ALS Association.

**Professional Affiliations:** AMA, PMA, AdFed and ASI



#### CAREER SPORT & ENTERTAINMENT

600 Gallerie Pkwy, Suite 1900  
Atlanta, GA 30338

**Phone:** (770) 955-1300

**Fax:** (770) 952-5691

**Contact:** LeAnn Boucher

**E-Mail:** lboucher@careersports.com

**Branch Offices:** Atlanta, Little Rock

**Founded:** 1986

#### Company Description:

Career Sports and Entertainment (CS&E), a sports marketing and entertainment agency, is one of the top 50 companies listed in the PROMO 100. Since its beginning in 1986 as a sports representation agency, the company has grown to cover all facets of the sports and entertainment marketing industry. Its management, marketing and media services divisions serve Fortune 500 companies, sports properties, athletes, coaches and broadcasters with break-through promotions, sponsorships and activation and representation.

#### Specialization:

Integrating campaigns across several disciplines including Sponsorship Consulting and Activation, PR, Creative, Interactive, Property Consulting and Presence Marketing give Fortune 500 and growing companies the best resources to activate and grow business through sports and entertainment.

CS&E also excels at bringing buzzworthy experiences to consumers by delivering both sports- and non-sports-related content to their television, computer and phone handset screens, and in person, during live events.

#### Clients:

In addition to representing over 200 athletes, coaches and broadcasters, CS&E's corporate clients include: Kellogg Company, The Home Depot, AT&T, Aflac, the New York Yankees, the Atlanta Falcons and the New Jersey Nets.



#### CATAPULT MARKETING

55 Post Road West

Westport, CT 06880

**Phone:** (203) 682-4020

**Fax:** (203) 682-4097

**Contact:** Paul Kramer

**E-Mail:** pkramer@catapultmarketing.com

**Website:** www.catapultmarketing.com

**Other Offices:** Los Angeles, Phoenix, Bentonville, Nashville

**Company Description:** A marketing solutions agency that solves brand challenges using an action-biased approach incorporating award winning strategy, customer marketing, consumer promotions, advertising, merchandising, interactive, direct marketing, and cultural marketing to increase brand equity and sales.

**Specialization:** Balancing brand communications,

consumer messaging and retailer needs. No one knows retail better than us. It's key for all our clients, and the fastest growing area in the marketing mix. —We have direct relationships with the marketing departments at all the top retailers in the US. —We look at retail activation not as the end result of our marketing efforts, but as the beginning of developing a loyal consumer and customer franchise.

Catapult is a "client-centric" organization, meaning our world revolves around you, not the other way around. Our Single Point of Client Contact (SPC™ model) links you with a Key Engagement Manager, whose broad-based experience across a multitude of disciplines ensures that they will identify the full spectrum of marketing opportunities available to you, but, more important, also ensure that those opportunities are fully integrated into your strategy.

**Clients:** Dannon, Disney, Fosters, Intel, M&M Mars, Pedigree® Brand Food for Dogs, Perdue Chicken, Novartis, Subway Restaurants, Seeds of Change, Sunbeam, Uncle Bens, Reynolds.

**Company Statement:** Catapult is strategically integrated. *We focus on what people actually do, more than what they merely think or say, as the route to increased marketing effectiveness and efficiency.* —We hire brand savvy, street-smart people who offer a combination of marketing smarts and discipline, combined with a real-world understanding of what will really work at retail.

People who work at Catapult get exposure to, and participation in, many disciplines. We train people to think in ideas that sell, not promotions per se.



**CENTRA MARKETING & COMMUNICATIONS, LLC**  
1400 Old Country Road., Suite 420  
Westbury, NY 11590  
**Phone:** (516) 997-3147  
**Fax:** (516) 334-7798  
**Contact:** Robert A. Bell, Chief Operating Officer  
**E-Mail:** rbell@centramarketing.com  
**Website:** www.centramarketing.com

**Company Description:** An integrated marketing services agency that delivers on marketing strategy, solutions and program management/fulfillment. On time, On Budget Accountability. The result—clients are provided their own intellectual inventiveness and creative structure. We create and manage the process. An agency which delivers the brand experience through account-specific marketing, promotion planning/development, entertainment tie-ins, event marketing, sweep-

stakes, contests, games, online programming, trade programs and more!

**Clients:** Bar-S Foods, CareerBuilder.com, Chef 5 Minute Meals, DaimlerChrysler Corporation, E. & J. Gallo Winery, FHM Magazine, Imus Ranch Foods, JetBlue Airways, Lorillard Tobacco Company, Martha Stewart Living Omnimedia, Inc., News America Marketing, The New York Post, Revlon, Scholastic, Sony Music Entertainment, Inc., and Volvo Cars of North America.

**Company Statement:** In Marketing it's a Fact... Performance is Everything!

**CHAMPIONSHIP GROUP, INC.**  
1954 Airport Road, Suite 2000  
Atlanta, GA 30341  
**Phone:** (770) 457-5777  
**Fax:** (770) 457-1248  
**Contact:** Ardy Arani, President/CEO  
**E-Mail:** info@championshipgroup.com  
**Website:** www.ChampionshipGroup.com

Championship Group is an award-winning sports marketing and sales promotion agency specializing in creating high-impact sponsorships and integrated promotional campaigns for corporate clients since 1980.



**COACTIVE MARKETING GROUP**  
75 Ninth Ave., 3rd Floor  
New York, NY 10011  
**Phone:** (513) 577-7045  
**Fax:** (513) 577-7099  
**Contact:** James Ferguson, Division President  
**E-Mail:** jferguson@getcoactive.com

**Year Founded:** 1973 **Offices:** New York, Cincinnati, San Francisco

**Company Description:** We are a full service marketing agency with more than 300 passionate, brand enthusiasts. We work hand-in-hand with our client partners to develop creative, relevant, motivating and sustainable social marketing programs that deliver unique brand messages and experiences that drive consumer trial and subsequent brand loyalty. We measure success by the company we keep and the results we deliver! Integrated

- Strategic planning
- Consumer promotion
- Trade co-marketing
- Retail shopper marketing
- Interactive marketing
- Direct marketing
- Experiential/event marketing
- Multi-cultural marketing
- Word-of-mouth marketing

**Client Partners: (sample list)**

- Bayer Healthcare
- Best Buy
- Chiquita
- Diageo
- FasMart Convenience Stores
- Fresh Express
- Kikkoman International
- Nintendo
- Procter & Gamble
- SuperValu (Albertsons)



**CONCEPT STUDIO**  
165 Kings Highway North  
Westport, CT 06880  
**Phone:** (203) 227-7444  
**Fax:** (203) 227-7010  
**Contact:** Steve O'Shea

The Concept Studio is a full-service promotional marketing agency providing strategic and innovative solutions supported by flawless execution. Services include promotion planning, creative and asset activation across mobile, online, experiential/events, POP, television, radio, print, promotion analysis, legal and fulfillment.

The Concept Studio is dedicated to the next generation of marketing solutions via wireless. As a leader in the wireless community, The Concept Studio is a driver of the adoption and usage of mobile products and services and their incorporation into the marketing mix. The Concept Studio develops and executes promotions utilizing Text (SMS), MMS, video messaging, WAP, Mobile Ticketing & Couponing, ringtones, mobile advertising, mobile local search, gaming, graphics and more.

**Clients:** AT&T, AOL, MapQuest, Kodak, The New York Jets, EA Sports Mobile, Gameloft, Sony Mobile, Lumenos Health Insurance, Disney and ABC Kids Network.

**Integrated Services:**



**CRN INTERNATIONAL, INC.**

One Circular Ave.

Hamden, CT 06514

**Phone:** (203) 407-3368**Fax:** (203) 407-2368**Contact:** Katie Geddes**E-Mail:** katieg@crnradio.com**Branch Offices:** Minneapolis, Seattle

**Company Description:** CRN is the leading radio marketing and promotions company. It creates integrated campaigns consisting of contests, branded content, DJ endorsements, remote broadcasts, station sampling, product placement, digital integration, interviews and branded entertainment.

**Specialization:** CRN ties retailers into campaigns for consumer goods clients in exchange for displays and other in-store merchandising. It offers strategic and creative planning and turnkey execution.

**Additional Services:** CRN's competencies include multi-cultural, small business, motorsports, and lifestyle marketing.

Its award-winning, non-traditional campaigns consistently deliver measurable returns on investment for Kraft, Microsoft, Nextel, Samsung, Unilever Foods, Procter & Gamble, and many others.

# DIGITAS

**DIGITAS**

355 Park Avenue South

New York, NY 10010

**Phone:** (212) 610-5302**Fax:** (212) 350-7809**Contact:** Steve Greifer, Global Head of Promotions**E-Mail:** sgreifer@digitas.com**Website:** www.digitas.com**Offices:** Boston, NYC, Chicago, Detroit

**Company Description:** Publicis' Digitas — ranked 6th in *PROMO Magazine's* 2006 Top 100 — is a leading digital and direct marketing agency. Digitas offers marketing services and strategy to design, build and run marketing engines for world-leading marketers. Known for its unique blend of strategy, creativity, execution and measurement, Digitas is winner of Promotional Marketing Association's 2005 Super Reggie and *PROMO Magazine's* 2005 Best Overall Interactive Marketing Promotion, as well as multiple 2006 Reggies and many other awards.

**Promotions Practice:** Digitas' Promotions group utilizes the full range of Digitas capabilities and leverages entertainment content and lifestyle based affinities to build and optimize relationships with targeted/segmented customers and prospects over time. Representative

**Clients:** American Express, General Motors, Pfizer, InterContinental Hotels Group

**DIRECTO HISPANIC PROMOTIONS**

11 Golden Shore, Suite 560

Long Beach, CA 90802

**Phone:** (562) 624-4680**Fax:** (562) 624-4601**Contact:** Diana Mejia-Jones**E-Mail:** diana@directohispanic.com

# DRAFTFCB

**DRAFT FBC**

101 E. Erie Street

Chicago, IL 60611

**Phone:** (312) 425-5536**Fax:** (312) 425-6314**Contact:** Kirstin Higgason**E-Mail:** kristin.higgason@draftfbc.com**Website:** www.draftworldwide.com**Founded:** 1873**Company Description:**

Launched in 2006, Draftfcb is a modern agency model for clients seeking creative, accountable marketing programs that build business and deliver a high Return on Ideas™. With more than 130 years of combined expertise, the newly formed company has its roots in both consumer advertising and behavioral, data-driven direct marketing.

The agency is the first global, behavior-based, fully inclusive, highly creative and accountable marketing communications organization to operate against a single P&L. The Draftfcb network spans 100 countries, with more than 9,000 employees worldwide, and is part of the Interpublic Group of Companies (NYSE:IPG).

**Specialization:**

Strategic planning, research, ideation/concept development, media planning/placement, digital marketing, program execution, national and account-specific promotions, calendar planning, retail marketing, merchandising, direct, loyalty and fulfillment services, CRM, environmental branding.

**Clients:**

Boeing, Brown-Forman, CA, Coors, Dockers, Dow Chemical Company, HBC, Hewlett-Packard, Kellogg, KFC, Kraft Foods, Merck, MilkPEP, Roche, Ross, SC Johnson, Taco Bell, USPS, Verizon

**ELITE SAMPLING & PROMOTION**

170 Kinnelon Road

Kinnelon, NJ 07405

**Phone:** (973) 492-3451**Fax:** (973) 492-3464**Contact:** Andy Kovachik**E-Mail:** andyk@elitesampling.com**ERVIN MARKETING CREATIVE COMM.**

9120 Olive Boulevard

St. Louis, MO 63132-3702

**Phone:** (314) 994-1155**Fax:** (314) 994-1159**Contact:** DeLancey Smith, President**E-Mail:** dsmith@ervin-marketing.com**Website:** www.ervin-marketing.com

**Company Description:** Full-service advertising and change management communications company offering research capabilities, internal and external brand development, employee training and communications, and full print, interactive and media

production services.

**Specialization:** We specialize in the creation of unique and motivating advertising and employee communications programs that change people's minds and behavior for the better. Industries of specialization include healthcare/pharmaceuticals, financial services, real estate and entertainment.

**Additional Services:** Focus groups, online surveys, strategy development, collateral materials, trade show programs, print, broadcast and interactive production.

**Clients:** Ford Motor Company, Ascension Health, SSM Healthcare, Harbour Group Industries, THF Realty, Wild Republic

**Company Statement:** Ervin Marketing follows Albert Einstein's point of view that "we can't solve our problems by using the same kind of thinking we used when we created them." We apply fresh thinking and solutions to every project, borne out of true customer need and desire.

**Professional Affiliations:** Society for Human Resource Management (SHRM), American Advertising Federation, Association for Corporate Growth, The Conference Board



**EVENTIVE MARKETING, LLC**

55 Fifth Avenue

New York, NY 10003

**Phone:** (212) 463-9700

**Fax:** (212) 727-1716

**Contact:** david saalfrank, svp

**E-Mail:** [davids@eventivemarketing.com](mailto:davids@eventivemarketing.com)

**Website:** [www.eventivemarketing.com](http://www.eventivemarketing.com)

**eventive knows your consumers**

We know who they are, where they live and what they do. Most importantly, we know how to get them excited about your products by creating relationships that cultivate emotional preferences for your brand.

**experts in creating consumers that are "in play" for your brand**

We live at that point of engagement where a consumer goes from unaided brand awareness to full brand relationship. Eventive accelerates the time it takes for a consumer to embrace your brand through engaging and relevant brand experiences.

**experience makes a difference**

We unite our high level of experience and knowledge with your marketing objectives, ensuring a positive impact on your bottom line—with measurable, quantifiable increases in awareness, trial...and sales. We believe that success comes by developing strategies and tactics that build brands and sell products.

**eventive's expertise**

business-to-employee events  
field team marketing  
mobile tours  
multi-cultural marketing  
nightlife marketing  
public relations events  
retail-tainment  
sponsorship activation  
sporting event activation

**eventive's clients**

Dannon, FedEx Kinko's, HBO, Johnson & Johnson, Kellogg, McNeil Consumer Healthcare, Microsoft Xbox, Nestlé, Partida Tequila, RIM BlackBerry, The National Anthem Project, Warner Bros.



**FLAIR COMMUNICATIONS AGENCY, INC.**

214 West Erie Street

Chicago, IL 60610

**Phone:** (312) 981-6470 or (800) 621-8317

**Contact:** Allyn Miller, President

**E-Mail:** [amiller@flairpromo.com](mailto:amiller@flairpromo.com)

**Website:** [www.FlairAgency.com](http://www.FlairAgency.com)

**Company Description:** Creatively inspired, independently owned full-service marketing communications agency with the scale to manage major initiatives. Flair specializes in traditional and new media/web-based Consumer, Retail, CPG, Financial and Business-to-Business supported by a leading edge Flair Strategic Planning Group.

**The Flair Difference: Consistent REGGIE Award winning work.**

Exacting budget controls. Our proprietary On Demand web-based technology solutions complement our 40+ year history of results-oriented strategic planning and integrated marketing. Expert planning and implementation of US-based Latin Market initiatives. Seamless integration with the nation's top advertising and public relations agencies. Strategic Planning, New Media Advertising, Promotion, Media Planning and Buying, Channel, Account-Specific, Event, Sampling, Trade, Sports, Interactive, Co-Marketing, Entertainment, Kids & Teens Marketing and Premium Sourcing.

**Clients:** Flair has created successful, integrated

marketing solutions for large and small clients including: Dairy Management, Inc., Action For Healthy Kids, Dole Foods, Dunkin' Brands (Dunkin' Donuts and Baskin-Robbins), The JM Smucker Co., ABN AMRO LaSalle Bank, LaSalle Bank Chicago Marathon, Saputo, Inc., and RIM Technologies (BlackBerry)

**For more information, visit** [FlairAgency.com](http://FlairAgency.com).



**GIGUNDA GROUP, INC.**

540 N. Commercial St.

Manchester, NH 03101

**Phone:** (603) 314-5000

**Fax:** (603) 314-5001

**Contact:** Kristi L. Mason

**E-Mail:** [info@gigundagroup.com](mailto:info@gigundagroup.com)

**Website:** [www.gigundagroup.com](http://www.gigundagroup.com)

Welcome to Gigunda Group...a worldwide award winning organization of strategic thinkers & top-notch executors dedicated to delivering unforgettable brand experiences. We wrap our imagination around your most valuable asset, your brand. We create brand experiences that involve consumers allowing them to understand how and why your brand fits them.

Whether it's responding to Hurricane Katrina while building brand equity in the ultimate proof-point environment (*Tide CleanStart Mobile Laundromat*), taking commodity out of the bath tissue equation by engaging families at the point-of-use (*Charmin NYC Restrooms & Charmin Potty Palooza*), delivering a curiously buzz worthy product launch by turning Valentine's Day on it's head (*Altoids Anti-Love Chocolate Shoppes*), or merging a new usage occasion with America's hottest property (*Pop-Tarts & American Idol Concert Tour*), Gigunda delivers involvement to create brand fit.

listing continued on next page



#### GRAND CENTRAL MARKETING, INC.

111 East 12th Street, 2nd Floor  
New York, NY 10003

**Phone:** (212) 253-8777

**Fax:** (212) 253-6776

**Contact:** Matthew Glass, CEO

**E-Mail:** info@grandcentralmarketing.com

**Website:** www.grandcentralmarketing.com



**Los Angeles Office:** 333 S. Beverly Drive, Suite 208, Beverly Hills, CA 90212, (310) 843-9855

**Contact:** SeeLun Mak, Senior Vice President

Grand Central Marketing is an event marketing and promotion agency that creates interactive experiences that bring brands to life. Whether it's producing a reality show starring cats to generate publicity for Meow Mix, opening a Teletubbies pop-up shop to promote their 10th anniversary or creating an exhibition for National Geographic inside Grand Central Terminal, GCM promotions leave an indelible impression on consumers.

**Capabilities:** Promotional Tours, Entertainment Marketing, Grassroots Marketing, Public Relations, Pop-Up Retail, Branded Entertainment, Exhibits, Sports Marketing, Youth Marketing, Bar Promotions, Radio Promotions, Retail Promotions, Sweepstakes, Strategic Alliances

#### Recent Clients:

Bravo  
Conde Nast  
Del Monte  
GGP Malls  
HBO  
Napster  
National Geographic  
Ragdoll, Ltd.  
Robert Mondavi  
Target  
Warner Bros.  
Windstream



#### HMT ASSOCIATES, INC.

151 Orchardview Rd.

Cleveland, OH 44131

**Phone:** (216) 369-0109

**Fax:** (216) 447-1284

**Contact:** Patti Conti, President/CEO

**Email:** info@hmtassociates.com

**Website:** www.hmtassociates.com

**Offices:** Cleveland, Metro New York, Chicago, Honolulu

**Company Description:** We are a full service customer marketing agency. HMT is single minded... Customer marketing is our core expertise, not a division or an add-on. Our experience vast, over 30 years! Our capabilities are totally turn-key from strategic planning through all aspects of promotion plan and execution. At HMT, Excellence doesn't stop with the Big Idea - we offer the same level of commitment and excellence from the idea all the way through the last detail of execution.

**Specialization:** HMT's expertise includes strategic planning, promotional planning and execution, event planning and execution, media planning/placement and third party negotiations.

#### ICLP (International Customer Loyalty Programs)

731 Market Street, 6th Floor

San Francisco, CA 94103

**Phone:** (415) 503-3975

**Contact:** Jef Harris

**E-mail:** sfo@iclpoyalty.com

**Website:** www.iclpoyalty.com

**Company Description:** Established in 1987, ICLP is a full-service global loyalty agency. We design, implement and manage loyalty, recognition and rewards programs for a variety of clients around the world.

**Specialization:** Program strategy, planning, design and implementation; data analysis; program audits; proprietary points engine; communications; creative services.



integer

#### INTEGER GROUP

7245 West Alaska Drive

Lakewood, CO 80226

**Phone:** 303-393-3402 Fax: 303-393-3700

**E-Mail:** mmcmullen@integer.com

**Contact:** Mark McMullen, EVP/Director, Business Development

**Web Site:** www.integer.com



#### INTEGRATED MARKETING SERVICES

19100 Von Karman, Suite 350

Irvine, CA 92612

**Phone:** (908) 477-4802

**Fax:** (949) 797-9110

**Contact:** Gary Wagner, President

**E-Mail:** gwagner@thinkintegrated.com

**Website:** www.thinkintegrated.com

**Locations:** Atlanta, GA; Bentonville, AR; Charlotte, NC; Chicago, IL; Cincinnati, OH; Irvine, CA; Norwalk, CT; San Antonio, TX

**Company Description:** Integrated Marketing Services (IN) was established in June 2000 with a clear desire to differentiate itself from any other marketing and promotions agency in the U.S. Challenging the traditional agency paradigm; IN has created a truly innovative model that connects sales, marketing, consumer and shopper insights to deliver seamless execution and drive quantifiable results. IN provides a complete array of marketing services – from strategic planning, to execution, to post promotional analysis – to a list of Fortune 500 clients.

**The IN Difference:** IN has firmly established its points of difference from traditional promotional agencies as a consumer-focused, customer (retailer)-connected, complete service provider that is best in class. Through a unique agency model that aligns

strategic team members closest to both the retailer and brand, IN delivers fully integrated, powerful marketing programs that drive measurable results. IN largely credits its success to its entrepreneurial culture and "play to win" mindset. Major U.S.

**Major U.S. Clients:** Unilever, Georgia-Pacific, Time, Inc., McNeil Consumer Healthcare, Alberto Culver, T. Marzetti, Phoenix Brands, Tree Top

**Specializations:**

- Customer (Retail) Specific Marketing
- Consumer Promotion
- Strategic Planning and Insight
- Full-Service Creative and Production

**KC Productions Entertainment/Media Company**

1905 West 4700 South, # 354

Salt Lake City, UT 84118

**Phone:** (801) 688-0601

**Contact:** KC Webb

**E-Mail:** kcracemmg@gmail.com

**Website:** www.kcmotorsportsmmg.com



**LAUNCH CREATIVE MARKETING**

208 S. Jefferson Street, Suite 400  
Chicago, IL 60661

**Phone:** 312-234-9800

**Fax:** 312-234-9801

**Contact:** Kevin Keating, President

**E-Mail:** kevink@launchcreative.com

**Website:** www.launchcreative.com

Launch is a PROMO 100 (#32) brand marketing agency with expertise in creating memorable brand experiences through promotions, package designs, direct mail and in-store marketing.

**Clients:** Kellogg's, Sara Lee, Alberto-Culver, ConAgra, United Stationers



**LEADDOG MARKETING GROUP**

159 West 25th Street, 2nd Floor  
New York, NY 10001

**Contact:** Dan Mannix, President and CEO

**E-mail:** Dan@leaddogmarketing.com

**Phone:** 212-488-6530

**Company Description:** LeadDog Marketing Group, Inc. is a full-service event marketing and brand promotion agency, ranked 28th on the 2007 Promo 100. We build marketing plans and produce turnkey brand experiences that drive awareness, attendance, sales, and buzz.

**Core competencies:**

- Experiential & Event Marketing Strategy/Activation
- Brand Promotion Planning/Management
- Creative Development/Design
- Mobile Marketing
- Sponsorship Marketing
- Entertainment Programming/Production
- Grassroots/Buzz Marketing
- Interactive & Sweepstakes

**Partial Client List:**

- ABC Television - Promotion agency of record, producing events, sweepstakes and show launches
- Cognizant Technology Solutions - We Are Cognizant, a web-based internal marketing campaign
- MSG Media - Integrated promotion of network's signature shows
- NASCAR - Champions Week 2007
- NHL - NHL All-Star Saturday events + Media promotions for NHL All-Star Week
- American Cancer Society - Making Strides Against Breast Cancer NYC and Dogs Walk NYC
- WWE - WWE Fan Axxess Tour + Sponsorship activation
- Added-value programs and B2B marketing for national magazines, including Self, Better Homes and Gardens, and AARP

**LeadDog Marketing Group -  
Unleash Your Potential!**



**MARDEN-KANE INC.**

**MARDEN-KANE, INC.**

36 Maple Place  
Manhasset, NY 11030-1962

**Phone:** (516) 365-3999

**Fax:** (516) 365-5250

**Contact:** Marc Wortsman, Executive VP,  
(516) 365-4438

**E-Mail:** marc@mardenkane.com

**Website:** www.mardenkane.com

**Year Founded:** 1957

**Branch Offices:** Chicago, IL

**Agency Description:**

Marden-Kane is the history of promotion innovation. Laying the foundational bricks in 1957, Marden Kane has spent the last 50 years revolutionizing the industry, consistently ranked among the top 100 U.S. promotion agencies. Marden Kane creates and implements radical, original, and beneficial concepts that create behavior change.

**Areas of Expertise:**

Sweepstakes, Instant Win Games, Contests, Incentive/Loyalty Programs, Rebates, Premium Offers, Tie-In/In-Store Promotions

**Services:**

Promotional Strategy, Integrated Campaign Development & Execution, Legal Consultation, Promotion Administration, Procurement/Fulfillment, Creative Design, Web Development & Hosting, Database Applications, Measurement & Analysis

**MARKETING DRIVE**

**MARKETING DRIVE**

800 Connecticut Ave., 3rd Floor East  
Norwalk, CT 06854

**Contact:** Michael Harris, CEO

**Phone:** (CT) (203) 857-6101; (MA) (617) 368-6701

**E-Mail:** miharris@marketingdrive.com

**New Business Contact:** Dean Williams

**Phone:** (203) 857-6117

**E-mail:** dewilliams@marketingdrive.com

**Website:** www.marketingdrive.com

**Year Founded:** 1989

**Company Description:** A full-service promotional marketing agency. Company Statement: Our philosophy is to help our clients realize their brand's full potential. We do this by driving incrementality for our clients' business – increasing the value share of a brand, a brand's share of category users or actually growing a category through recruiting new users or encouraging people to



consider/use a product in a new and different way. It is a mindset and approach that drives real incrementality for a brand, and helps it realize its full potential.

**Clients: Partial Listing includes:** Dannon, Energy Star, ExxonMobil, New Balance, Novartis Consumer Health, Pernod Ricard, and P&G

**Professional Affiliations:** Promotion Marketing Association and In-store Marketing Institute



**MARKETING VISIONS, INC.**

520 White Plains Road, Suite 500  
Tarrytown, NY 10591

**Phone:** (914) 631-3900

**Fax:** (914) 631-3003

**Contact:** Jay Sloofman, President

**E-Mail:** jsloofman@marketingvisions.com

**Website:** www.marketingvisions.com

**Year Founded:** 1986

**Company Description:** Our clients call us clever. We take this as an enormous compliment. After all, a synonym for clever is ingenious, which denotes a rare form of conceptual ability, a high level of intelligence, and a healthy dose of curiosity. More than any other component, it is this *curiosity*, this willingness to examine the unexamined and seek out better ideas, that separates Marketing Visions from the pack.

**Services:** Full-service agency. We pride ourselves on delivering clever strategic solutions, excellent execution, and a high level of personal service.



**MARKETING WERKS, INC.**

111 E. Wacker Drive, Suite 3000  
Chicago, IL 60601

**Phone:** (800) 694-WERKS (9375)

**Fax:** (312) 228-0801

**Contacts:** Jason Vargas, VP of Sales & Marketing  
jvargas@marketingwerks.com or

TJ Nolan, Sr. Director of Sales

tjnolan@marketingwerks.com

**Website:** www.marketingwerks.com



**WHO**

So you've got the next big thing, the better mouse-trap, the Big Can't-Miss. And if you could just get consumers to hold it, touch it, taste it...*experience it*, you'd have it made.

That's where we come in. We live smack at the corner of branding and real-life. We put together programs that can reach your customers where and how they live. Get them trying. And get them buying. It's called strategic experiential marketing. And we're called Marketing Werks.

**WHAT**

Marketing Werks is all about creating and executing experiential marketing programs. The kind of programs that create lasting and positive impressions in the minds of your target. Whatever forms they take, each of our programs have a couple of things in common: They're strategic. And they're results driven.

That's how we've done it since 1987. And, amazingly enough, it's worked. It's worked well and it's worked repeatedly. We've won awards and garnered recognition as an industry leader and we're proud to be a **PROMO 100 Agency**. But more importantly, we've earned our clients' trust again and again through our commitment to providing the highest level of quality, value and service. By consistently surpassing their expectations. And if you'd like us to do it for you, we're just an RFP away.

**WERK**

This is what we do. Create programs that engage your customers in a fun and memorable way. Programs that reach them not when they're *watching*, but when they're *doing*. We show them how your brand fits with their lives. It works. Which is why we love it. And why our clients do, too.

We specialize in:

- Mobile Marketing
- Event Marketing
- Multi-Cultural Marketing
- Youth Marketing
- Retail Promotion and
- Sales Activation

And we also offer:

- Media & PR
- Creative Services

Surf our Web site to see examples of our award winning *werk* then call us with your next RFP.



**MARLIN ENTERTAINMENT**

1720 Post Road East, Suite 131

Westport, CT 06880

**Phone:** (203) 255-6100 X28

**Fax:** (203) 255-6103

**Contact:** Neal Frank, President

**E-Mail:** Neal@marlinent.com

**Website:** www.marlinent.com

**Founded:** 1990

**Description:**

Blah, blah, blah...outside the box...blah, blah, blah...integrated marketing...blah, blah, blah...break through the clutter...blah, blah, blah...If you're tired of the same old shpiel, we are the agency for you. Call Marlin if you're ready for a creative hothouse without all the blah, blah, blah. A Promo 100 Agency for the past seven years, cost efficient, innovative, experienced and easy to work with. Clear and accountable budgets and flawless execution.

**Specializations:**

Sweepstakes/Contests, Tours & Events, Multi-platform/Digital Marketing, Street Teams, Field Marketing, Cause, College, Design, Entertainment Tie-ins, Experiential, Interactive, Mobile, Partnership Marketing, PR Stunts, Sponsorship Activation

**Partial Client List:**

A&E Television, AOL, Clarks Shoes, Coca-Cola North America, Comcast Networks, Comedy Central, Disney, Finlandia Vodka, Game Show Network, HBO, History Channel, MTV Networks, Nautica Apparel, Outdoor Life Network, Paramount Pictures, Paterno Wines, Raynal, Sony Classical, NBC/Universal, Teen People Magazine, Turner Classic Movies, USA Networks, VH-1, WE: Women's Entertainment, World Wrestling Entertainment



**MASS HISPANIC MARKETING**

8250 NW 27th Street, Suite #301

Miami, FL 33122

**Phone:** (305) 351-3600

**Fax:** (305) 351-3620

**Contact:** Sandra Contreras, Director- New Business

**E-Mail:** Sandra.Contreras@massinc.com

**Website:** www.massinc.com

**Specialty:** Hispanic Marketing and Promotions, since 1986.

**Who We Are:** For companies targeting Hispanic consumers in the U.S., MASS Hispanic Marketing is the premier national source of strategic promotions and integrated marketing, offering business and brand building programs with proven superior return on investment.

**Select Clients:** Unilever, Knorr, Kimberly Clark



#### MASTERMIND MARKETING

1450 West Peachtree Street  
Atlanta, GA 30309

**Phone:** (678) 420-4000

**Fax:** (678) 420-4091

**Contact:** Dan Dodson, President

**E-Mail:** dan.dodson@mastermindmarketing.com

**Website:** www.mastermindmarketing.com

**Description:** Full-service Involvement marketing<sup>sm</sup> agency with the best thinkers in the business and a unique approach that builds brand preference and near-term sales & share.

**Case Studies:** Available upon request



#### Maxx Marketing Inc., a WPP Group Company

233 N. Michigan Ave. Suite 1400  
Chicago, IL 60601

**Phone:** (310) 592-6299

**Fax:** (312) 596-3440

**E-mail:** derek.quan@maxx-marketing.com

**Contact:** Derek Quan – Director, Business Development

**Web Site:** www.maxx-marketing.com

**U.S. Branch Offices:** Chicago, Los Angeles

**Company Description:** Maxx Marketing is a fully integrated product-based marketing agency. Our expertise is in the custom design and execution of strategic merchandise programs for brand promotions, retail and entertainment marketing. We have 10 offices worldwide with sourcing and operations headquarters located in China. Our services include:

- Strategic Planning & Entertainment Licensing
- Partnerships & Alliances
- Product Engineering & Development
- Design Ideation & Manufacturing
- Product Integrity & Total Quality Management
- POP & Point of Sales Merchandise
- Package Design
- Global Logistics Management



#### MEDIA STAR PROMOTIONS

6305 Blair Hill Lane  
Baltimore, MD 21209

**Phone:** (410) 825-8500

**Fax:** (410) 825-5012

**Contact:** Brian Lazarus

**E-Mail:** Brian@mspromotions.com

**Website:** www.mspromotions.com

MSP is a full-service event marketing agency dedicated to innovative program design, turnkey execution and detailed reporting.

**Services:** Program design and execution, tour management, field marketing, staff recruiting, training and auditing; plus a broad range of consulting and outsource services.

**Specializations:** National brand tours, sponsor representation and specialty vehicle campaigns.

**Offices:** New York, Miami, Los Angeles, Atlanta, Philadelphia, San Francisco, Houston, Detroit, St. Louis, Orlando, Pittsburgh, Milwaukee, Memphis, Tampa, Newark, Cincinnati, Cleveland, Norfolk, Nashville, Hartford, Charlotte, Columbus, Louisville, Indianapolis, Baltimore (HQ)



#### MINDWISE

147 W. Election Rd., Ste 200  
Draper, UT 84020

**Phone:** (801) 461-5050

**Fax:** (801) 461-5050

**E-Mail:** mail@mindwiseonline.com

**Website:** www.mindwiseonline.com

#### What:

Blah blah blah blah blah blah  
blah blah blah blah blah blah

Words are meaningless. Results are priceless.

#### Where:

Utah, Las Vegas, Denver

LG-99694-\*. \*

#### THE MARKETING ARM

1999 Bryan Street, Suite 1800  
Dallas, TX 75201

**Phone:** (214) 259-3200

**Fax:** (214) 259-3201

**Contact:** Chris Anderson

**E-Mail:** canderson@themarketingarm.com

**Website:** www.TheMarketingArm.com

**Company Description:** Founded in 1993, The Marketing Arm (TMA) is an engagement marketing agency building brands through the emotionally powerful platforms of entertainment, music, sports, events, and causes. A member of Omnicom Group (NYSE:OMC), TMA employs more than 1,200 people with offices in New York, London, Los Angeles, San Francisco, Chicago, Dallas, Charlotte, Darien (Conn.), Bentonville (Ark.).

**Services:** Event marketing, promotions, sponsorship consulting, cause marketing, multi-cultural marketing, retailtainment, motorsports, branded content, product placement and product integration, music strategy and licensing, talent acquisition, mobile marketing, hospitality, assisted selling, wireless marketing, and insights and analytics.



#### the michael alan group

#### THE MICHAEL ALAN GROUP

35 west 35th street, suite 1003  
new york, NY 10001

**Phone:** (212) 563-7656

**Fax:** (212) 563-7657

**Contact:** jessica murphy x21

**E-Mail:** jessica@michael-alan.com

#### we are:

the michael alan group is a full service, award-winning marketing and event production company. we represent years of experience in the industry and most importantly, pride ourselves on our creativity. we have fun coming up with the most unique and innovative ideas for our clients – ideas that get their brands and messaging directly into the hands and minds of consumers.

whether it involves assembling street teams in Chicago, launching a product in Miami, pulling a publicity stunt in Times Square or orchestrating a national tour, we handle every aspect of the campaign in-house.

We've worked hard to develop a good reputation in the industry by making ourselves readily available to the client and closely managing each aspect of our programs to ensure they run smoothly and successfully.

#### **we specialize in:**

- street marketing
- event marketing
- experiential & buzz marketing
- publicity stunts
- regional & national tours
- product launches
- brand promotions & sweepstakes
- online marketing
- sponsorships & strategic partnerships
- conceptualization & design

#### **our clients include:**

- Citibank
- Disney Theatrical
- IFC (Independent Film Channel)
- MTV
- Nickelodeon
- People Magazine
- Saks Fifth Avenue
- WE tv (Women's Entertainment)

# momentum



#### **Momentum Worldwide**

161 Sixth Avenue  
New York, NY 10013

**Phone:** (212) 367-4500

**Contact:** Chris Weil/Kevin McNulty

**Website:** www.momentumww.com

Ranked #1 Agency by PROMO Magazine. Multiple winner of Cannes Promo Lion, Pro Awards, Ex Awards...

**Company Statement:** Momentum Worldwide is the world's largest and most geographically extensive global agency specializing in sponsorship, promotion, event, entertainment and retail marketing. With 2,000+ employees at 66 offices in 42 countries we deliver world-class programs that move our clients' business forward.

Partial Client List: American Express, The Coca-Cola Company, Anheuser-Busch, Verizon, GM, Microsoft, U.S. Army

NA Offices: Atlanta, Chicago, Cincinnati, Detroit, Los Angeles, Milwaukee, New York, St. Louis, San Francisco, Toronto  
Disciplines: Entertainment, Sponsorship, Event, Promotion, Retail Marketing



#### **NEXT MARKETING**

5909 Peachtree-Dunwoody Rd #880

Atlanta, GA 30328

**Phone:** (770) 225-2200

**Fax:** (770) 225-2300

**Contact:** Henry Rischitelli, President

**E-Mail:** Henry.Rischitelli@nextmarketing.com

**Website:** www.nextmarketing.com

**Founded:** 1993

**Company Description:** An independent agency, Next Marketing provides clients with unbiased, media-neutral guidance and recommendations. Our award-winning team meets client needs from strategic consulting to in-market execution to results measurement.

**Clients:** CDW, Champ Car, General Motors, HP, LoJack, National Beverage, Network Appliance, Panasonic, Plantronics, Principal Financial Group and RSPORT.



#### **NGAGE EXPERIENTIAL BRAND MARKETING**

1141 South 7th Street

St. Louis, MO 63104

**Phone:** 314-450-5770

**Fax:** 314-450-5773

**Contact:** Dan Curran, President

**E-Mail:** dcurran@ngagedow.com

**Website:** www.ngagenow.com

**Company Description:** Ngage exists on the very edge where emerging media and traditional channels overlap. We're interested in everything but

slaves to nothing. What matters most is whether we connect, whether we engage the person you want to reach. Our metric is not simply increasing the number of brand impressions, but rather to increase the "time" consumers spend with your brand.

Brand Strategy  
Emerging Media  
Public Relations  
Web/Digital  
Promotion  
Broadcast and Print  
Event Marketing

**Clients:** Anheuser-Busch, Hanes Brands, Scotttrade, Harrah's, Hardees

# OgilvyAction

#### **OGILVYACTION**

309 W. 49th Street

New York, NY 10019

**Phone:** (212) 297-8000

**Fax:** (212) 297-8006

**Contact:** Jay Farrell, CEO, North America

**E-Mail:** jay.farrell@ogilvy.com

**Website:** www.ogilvyaction.com

#### **Locations:**

350 West Mart Center Drive, Suite 1150

Chicago, IL 60654

**Phone:** (312) 527-3900

**Fax:** (312) 527-3327

**Company Description:** OgilvyAction is the global brand activation arm for The Ogilvy Group. Focused on helping marketers win in "The Last Mile™," OgilvyAction utilizes a discipline-neutral mix of communications services that connects brands with consumers at key moments of truth.

Its global network of 49 offices in 38 countries leverages deep industry expertise and proprietary "Last Mile Analytics™" to drive both sales and brand equity for local and global clients. OgilvyAction offers a wide spectrum of services including consumer promotion, experiential marketing, shopper & customer marketing, digital, retail design and sports & entertainment marketing. Its client portfolio features more than 300 businesses and organizations around the world. For additional information, visit www.ogilvyaction.com.

#### **North American Clients:**

AIG  
American Express  
BAT  
Dupont  
Earthlink  
Intercontinental Hotel Group

Kodak  
Kraft  
Lenovo  
Motorola  
S.C. Johnson  
Western Union  
Unilever



# **PARTNERING SOLUTIONS, INC.**

5705 Park Blvd.  
Wildwood Crest, NJ 08260  
**Phone:** (609) 729-0134  
**Fax:** (609) 729-5217  
**Contact:** Susan M. Barnhardt, President and Queen Bee  
**E-Mail:** susan@partneringsolutionsinc.com  
**Website:** www.partneringsolutionsinc.com

**Company Description:** As our name implies, we're a consultancy dedicated to *The Power of Brand Partnerships*.

**Why we are the best....** It's simple, really. To be the best, you must devote yourself to something you have mastered. And that's exactly what we do! We devote our time to a single objective...one that we have worked hard at—and mastered. Every day, we search for and deliver partners that meet your brand objectives (one of our clients referred to us as “the best ‘bird dog’ in the business”).

A successful partnership can be many things, but it doesn't need to be an exercise in frustration. (Or a time consuming ‘second’ job) We will help you find the right partners, balance brand objectives, deliver time efficiencies and ease the program management burden. In short, we'll help you develop fully integrated promotions that marry your brand values and attributes to produce a mutually beneficial, win-win relationship!

## **Recent Clients:**

- The Campbell Soup Company
- Coors Brewing Company
- KRAFT Foods
- Sutter Home Winery
- Thermos LLC

experience.defined™

PIERCE

## **PIERCE**

123 Free Street  
Portland, ME 04101  
**Phone:** (207) 523-1700  
**Fax:** (207) 761-4570  
**Contact:** Bob Martin, President  
**E-Mail:** Bob.Martin@piercepromotions.com  
**Website:** www.piercepromotions.com

New York, Los Angeles, Washington, DC, Boston, Chicago, Philadelphia, Bentonville, Charlotte

Pierce, a leading experiential marketing agency, has created integrated, live marketing solutions for clients for over 17 years. Part of The Radiate Group's network of best-in-class experiential agencies, Pierce provides full-service marketing across several brand activation Experience Points including mobile marketing, retail events, sports marketing, sampling and nightlife marketing.

Verizon Communications, Procter & Gamble, Kraft Foods, TD Banknorth, DIAGEO, Discovery Communications and SAM'S CLUB



powerpact

## **POWERPACT**

2909 Polo Parkway  
Richmond, VA 83113-1453  
**Phone:** (877) 361-5700  
**Fax:** (866) 361-5701  
**Contact:** Scott Page, President  
**E-Mail:** spage@powerpact.com  
**Website:** www.powerpact.com  
**Offices:** New York, Dallas, Richmond along with principals in 19 other markets

**Description:** PowerPact is the only employee-owned integrated agency. We're beholden only to our clients. We solve business challenges with a unique multi-disciplined approach that motivates human behavior on-air, on-line, in-store, on the street or directly to you. We built PowerPact from the ground up to be discipline neutral, media agnostic, and to think and do without boundaries, silos or walls. At PowerPact, we're obsessed with generating *Immediate And Lasting Brand Results™* for clients.

**Expertise:** Branding + Advertising + Promotions + Retail + Digital + Direct + Viral + Events + Public Relations + Cause + Multicultural

**Clients:** Sony, IKEA, General Mills, P&G, Brown-Forman, Capital One, Susan G. Komen for the Cure, Ford and the American Diabetes Association

PriceWeber

## **PRICEWEBER**

2101 Production Drive  
Louisville, KY 40299  
**Phone:** (502) 499-9220  
**Fax:** (502) 491-5593  
**Contact:** Shanna J. Columbus, President/CEO  
**E-Mail:** scolumbus@priceweber.com  
**Website:** www.priceweber.com

**Year Founded:** 1968

**Company Description:** PriceWeber – home of BrandMania® – is a nationally recognized strategic branding, sales promotion and e-business agency providing full-service communication solutions for Fortune 500 clients.

PriceWeber's proprietary BrandMania method produces results that “make people crazy for your brand.” BrandMania is a user-friendly process developed by promoting leading brands, including some which have been PriceWeber clients for over 30 years.

PriceWeber is known for creating “out-of-the-box” strategic branding solutions that produce exceptional, measurable results in all media.

**Specialization:** Strategic branding, promotional marketing, advertising, interactive media/web site design, relationship and direct marketing, public relations, photography, strategic planning, corporate communications and graphic design.

**Clients:** Roster includes international, national and regional accounts such as Brown-Forman Beverages Worldwide (Wines: Korbel Champagne, Korbel Brandy, Bolla, Fontana Candida, Michel Picard; Spirits: Canadian Mist, Early Times, Finlandia), Cummins Inc., International Truck and Engine Corporation, ArvinMeritor, American Trucking Associations and The Valvoline Company.



**Professional Affiliations:** MAA, AAAA, Second Wind Network, IABC, PRSA, DMA



**PROACTIVE**

600 W. Chicago Ave, Suite 125  
Chicago, IL 60610

**Phone:** (312) 654-8844

**Fax:** (312) 654-8929

**Contact:** Sarah Polster, Marketing Director

**E-Mail:** spolster@proactiveinc.com

**Website:** www.proactiveinc.com

**Specialization:**

We have developed an array of integrated services to support your unique communications goals. ProActive is a full service strategic communications, production and events agency.



**PRO MOTION, INC.**

11644 Lilburn Park Rd.  
St. Louis, MO 63146

**Phone:** (314) 997-0101

**Fax:** (314) 997-6831

**Contact:** Geoff Poli, VP Business Development

**E-Mail:** geoff.poli@promotion1.com

**Website:** www.promotion1.com



A PROMO 100 Agency since 2002

**COMPANY DESCRIPTION:** Pro Motion is a face-to-face experiential field marketing agency since 1995. We work with Brands directly, as well as agencies looking to augment their Client programs, to connect consumers and brands through face-to-face in-field interactions designed to leave a lasting impression with your consumers. We move consumers to try-and-buy-your products.

**Marketers: Lookin' for ROI?**

Real ROI like improved share, product sales, enhanced retailer and sales force relationships and increased shelf space and displays.

**Agency Execs: More, More, More!**

We make you the hero! Your Client wants you to develop an experiential field marketing program, you call us, we do the dirty work, and your Client loves you – lots!

**BRAND EXPERIENCE:**

- Anheuser-Busch (12 year relationship)
- Bosch Power Tools (7 year relationship)
- Campbell Soup Company (5 year relationship)
- CNN (2 year relationship)
- Hilti Corporation (4 year relationship)
- White Castle (new relationship)
- National City Bank (new relationship)
- LG Mobile Phones (2 year relationship)

**Expertise:**

- Face-to-Face Marketing
- Experiential Marketing
- Field Marketing
- Sampling
- Sponsorship Activation
- Mobile Road Shows
- Street Teams
- Guerilla Marketing
- Event Marketing
- B to C; B to B

No matter what product you or your client is selling, our **Actions Get Reactions!**



**PROMOTION EXECUTION PARTNERS (PEP)**

250 East Fifth Street, Suite 1120  
Cincinnati, OH 45202

**Phone:** (513) 826-0127

**Fax:** (513) 826-0123

**E-Mail:** montgomeryt@peppromotions.com

**Offices Locations:** Cincinnati, Pittsburgh, Livonia (MI), and Boston

**Company Description:** Promotion Execution Partners, (PEP), is a Cincinnati based company that provides promotion execution services for their clients. Started in 2004, the principals at PEP provide over 40 years experience and a track record of meeting project management performance goals and exceeding client expectations. With a staff of over 35 and 4 offices nationwide, PEP brings not only proven, innovative approaches to promotion execution man-

agement but as an MBE, also helps companies who have adopted supplier diversity initiatives meet their tier one spending objectives. For more information on PEP visit [www.peppromotions.com](http://www.peppromotions.com).

**Capabilities:** PEP's capabilities include: coupons, direct mail, events, sweepstakes, premiums/promotional items, displays, online marketing, sponsorships and other promotional marketing components. PEP can implement any promotional program for you and no matter what the vehicle it will always be delivered on time, on budget and on spec.



**THE PROMOTIONAL EDGE**

9937 Jefferson Blvd., Suite #210  
Culver City, CA 90232

**Phone:** (310) 837-1201

**Fax:** (310) 841-5015

**Contact:** Vivienne Stern, President

**Website:** [www.tpeinc.com](http://www.tpeinc.com)

**Branch Office:** Washington, DC

**Company Description:**

The Promotional Edge is committed to creating spectacular, unexpected and totally unique promotions that command attention and generate excitement for your brand in a way that differentiates it from all the others. By focusing on every last detail, we ensure the execution lives up to the promise and brings your vision to stunning life. In the end, we deliver far more than gross impressions, we deliver life lasting impressions.

**Services:**

- Concept & Development
- Event Marketing
- Travel Promotions/Travel
- Incentives
- Promotion Fulfillment
- Sweepstakes Management

**Company Statement:**

Innovative in Concept. Excellence in Execution.

**PTG EVENT SERVICES**

**Phone:** 631 232 4800

**Toll Free:** 888 401 2020

**Fax:** 631 232 4801

**Contact:** Liz Cann, Client Services Director

**E-Mail:** [info@ptgeventservices.com](mailto:info@ptgeventservices.com)

**Website:** [ptgeventservices.com](http://ptgeventservices.com)

PTG Event Services understands that managing an event can be a challenge. Our products and services include tents, rentals, catering, decor, amusements and entertainment along with full service event planning.

By owning and operating a comprehensive inventory of event rentals, PTG Event Services offers a single source and competitive pricing.



#### QUEBECOR WORLD

150 E. 42nd Street 11th Floor  
New York, NY 10017

**Phone:** (212) 583-6583

**Fax:** (212) 583-6663

**Contact:** Lisa Emory

**E-Mail:** lisa.emory@quebecorworld.com

**Website:** www.quebecorworld.com

Quebecor World Direct delivers game integrity, innovation and capacity that is unmatched in the industry. Our ISO certified, high security printing facilities assure quality and proper implementation. We fully understand the need for security in all aspects of your promotion, whether it's a coupon, consumer game or premium. For more information, visit [www.quebecorworld.com](http://www.quebecorworld.com) or e-mail lisa.emory@quebecorworld.com.



#### RED MOON MARKETING

4100 Coca-Cola Plaza, Suite 215  
Charlotte, NC 28211

**Phone:** (704) 366-1147 ext 5

**Fax:** (704) 366-2283

**Contact:** Greg Mercer

**E-Mail:** greg.mercer@redmoonmkt.com

**Website:** www.redmoonmkt.com

**Branch Offices:** Charlotte NC, Washington DC, Louisville, KY

**Company Description:** Full-service promotion agency specializing in product promotion, public relations, event management and sports & entertainment marketing/activation for top shelf clients who demand top-notch creativity, quality, and service.

**Clients:** Jack Daniel's, Coca-Cola, Fetzer Wines, Harris Teeter, Anheuser-Busch, Circle K, Bojangles', Henkel, Caravel, Cinnabon



#### RESPONSE, LLC

100 Crown Street  
New Haven, CT 06510

**Phone:** (203) 776-2400

**Fax:** (203) 785-0604

**Contact:** Peter Franz

**E-Mail:** info@thepowertoprovoke.com

**Website:** www.thepowertoprovoke.com

Through innovative marketing and award-winning design, we deliver **"THE POWER TO PROVOKE"** an immediate and positive **RESPONSE**.

We change consumer's behaviors by provoking an emotional or physical call-to-action that:

- appeals to the audience's desires
- reinforces a positive perception of our client's brand
- is unexpected, accessible and engaging



#### ROUNDHOUSE MARKETING & PROMOTIONS

1050 Uniek Drive

Waunakee, WI 53597

**Phone:** 608-850-6300, x131

**Fax:** 606-850-6350

**Contact:** Patrick Riha

**E-Mail:** p.riha@roundhouse-marketing.com

**Website:** www.roundhousemarketing.com



#### RYAN PARTNERSHIP

##### Company Contact Information:

- **Phone:** (203) 210-3195
- **Contact:** Dan Sullivan, President Emerging Business
- **E-Mail:** dsullivan@ryanpartnership.com
- **Website:** www.ryanpartnership.com

##### Office Locations:

- Headquarter Office: Wilton CT
- **Regional Offices:** Chicago, LA, Columbus, Minneapolis, Dallas, Bentonville Ark, and Toronto

##### Company Description:

- We've been selected as "Agency of the Year" for our commitment to growing our clients' business delivering award winning work, through superior Creative and Strategic leadership. Ryan has been recognized for our dedication to constant innovation, while keep ing our entrepreneurial culture alive.



- We are a premier Promotional Marketing Agency celebrating our distinguished position in the industry as the largest independent promotion agency.
- Our innovative marketing solutions provide our clients with a 360 solution through our focused marketing disciplines including:
  - Consumer Promotion
  - Shopper Marketing and Retail Activation
  - Direct Marketing
  - Interactive
  - Experiential Marketing
  - Hispanic Promotional Marketing
  - Media Buying and Planning
  - Consumer Insights and Research

See How Far Ideas Can Take You™ is our challenge to ourselves, and to our clients to think differently and constantly innovate.

Put us to the test and See How Far Our Ideas Can Take You!



#### SEISMICOM

301 Howard Street, Suite 1900, Suite 200  
San Francisco, CA 94105

**Phone:** 415.864.4000

**Fax:** 415.864.4886

**Contact:** Doug Litwin

**E-Mail:** doug@seismicom.com

**Website:** www.seismicom.com

**Branch Offices:** Chicago, New York, Latin America

**Company Description:** As our name suggests, we believe that strategic, integrated communications can be powerful agents for seismic change. We construct seismic change by combining curiosity, reflection, and creative invention to form a compelling vision. The result? Inspired campaigns that leverage our clients' uniqueness, bring their products to market in the right way, and that shift the forces of change in their favor.

**Expertise:** Shopper marketing, sales promotion, direct response, sponsorship and entertainment marketing, event marketing, retail and environmental design, and promotional media

**Clients include:** AT&T, Boeing, CA, Clearwire, Conoco-Phillips, Del Monte Pet Products, Essilor, Häagen-Dazs, Magellan, Mushroom Council, Nestlé/Dreyers and SanDisk



#### SOURCE MARKETING, INC.

15 Ketchum Street  
Westport, CT 06880

**Phone:** (203) 291-4000

**Fax:** (203) 291-4011

**Contacts:** President/CEO: Derek Correia; Managing Partners: Mark Toner, Rich Feldman; Senior Vice Presidents: Catherine Gordon, Jamie Klein, Randy Musiker, Paul Hiznay, Michele Conwisar  
**E-Mail:** bardes@source-marketing.com

**Website:** www.source-marketing.com

**Year Founded:** 1989

**Company Description:** Leading integrated promotional marketing agency, expert in strategic campaign design and driving ROI through "close to the customer" approaches in market and at retail. Full service agency from planning and concept development through complete national and in-market program implementation.

**Functional Specialties:** Strategic Promotion, localized/field/event marketing, partner marketing, radio, online, retail marketing, direct marketing, CRM, non-traditional and PR.

**Clients:** AOL, Bic Corporation, Boars Head, Coldwell Banker, Discover, E\*Trade, HSBC, Lumene, MTV, MXenergy, Pfizer, Phillips, Pinnacle Foods, Playtex, Reckitt Benckiser, Revolution Health, Skyy Spirits, TIAA-CREF, Time Warner Cable, Turner, Wells Fargo, Wyndham



#### TEAM ENTERPRISES

110 E. Broward Blvd., Ste. 2450  
Fort Lauderdale, FL 33301

**Phone:** (954) 862-2400

**Fax:** (954) 449-0269

**Contact:** Kristen Herlihy

**E-Mail:** kherlihy@teament.com

**Website:** www.teament.com

**US Branch Offices:** Boston, Los Angeles

**Global Offices:** Sydney, Toronto

**Company Description:** TEAM is a results-oriented, marketing agency that develops and executes both conventional and non-traditional promotional campaigns. We amplify brand initiatives and create memorable experiences for consumers. Simply stated, we ACTIVATE brands.

**Specialization:** Building brands since 1989, TEAM utilizes people and technology to establish consumer loyalty and drive purchase.

**Additional Services:** Lifestyle, youth and multi-cultural marketing, automotive, experiential, special events, sampling, mobile and activation strategy

**Partial Client List:** Daimler Chrysler, Bacardi USA, Comcast, SAB Miller, Boar's Head

#### Mission Statement:

"We are in the business of putting our clients' products in the consumers' hands."



#### THE SLAGENCY

162 Merritts Road  
Long Island, NY 11735

**Phone:** (516) 694-1231

**Fax:** (516) 694-1302

**Contact:** Joe Mastrocovi, Managing Partner

**E-Mail:** Joe@TheSLAgency.com

**Website:** www.TheSLAgency.com

Expand your online and virtual presence within Web 2.0 with TheSLAgency's customizable Second Life branding and marketing opportunities. We offer innovative solutions to engage your brand in new virtual channels and to integrate cross channel promotions. Our years of real world and virtual world promotions produce successes for global elite brands and create tens of millions of brand impressions monthly. Contact us today to maximize your brand in the virtual and real worlds



#### Synergy Events

802 West Park Avenue, Suite 224  
Ocean, NJ 07712

**Phone:** (732) 493-4210 ext. 203

**Fax:** (732) 493-3296

**Mobile:** (732) 921-1634

**Contact:** Keith Green Vice President, Marketing & Communications

**E-Mail:** kgreen@synergyevents.com

**Website:** www.synergyevents.com

For 15 years, Synergy Events has helped companies bring their consumer marketing initiatives and sports sponsorship platforms to life through interactive mobile marketing tours, creative press events and retail promotions.

Synergy activates in 150 markets each year for Fortune 500 brands and today's top PR and communications agencies.

Brand Focused, Agency Approved!



**THINK 360, INC.**

560 White Plains Road  
Tarrytown, NY 10591  
**Phone:** (914) 631-8070  
**Fax:** (914) 631-8078  
**Contact:** Frank Grossman  
**E-Mail:** frang@think360inc.com

#5 - 2007 PROMO 100 Creative Ranking  
2006 EMMA Award Winner - Cable TV Category

**Company Description:** Think 360 is a full-service, multi-discipline Brand Activation agency with a proven record of delivering smart, creative, business-building ideas. We combine proprietary strategic ideation techniques, a marketing consultancy mindset, and an obsession with consumer insights to generate breakthrough marketing solutions and execute them in unexpected, vivid, and highly compelling ways.

**Specialization:** Our new *Think Health & Wellness™* and *Think Green™* practices are devoted to collaborating with our clients to "activate change" that will enhance the well-being of consumers and our planet.



**THE MARKETING ARM**

1999 Bryan Street, Suite 1800  
Dallas, TX 75201  
**Phone:** (214) 259-3200  
**Fax:** (214) 259-3201  
**Contact:** Gregg Hamburger, Managing Director  
**E-Mail:** ghamburger@themarketingarm.com  
**Website:** www.TheMarketingArm.com

**Company Description:** Founded in 1993, The Marketing Arm (TMA) is an engagement marketing agency building brands through the emotionally powerful platforms of entertainment, music, sports, events, and causes. A member of Omnicom Group (NYSE:OMC), TMA employs more than 1,200 people with offices in New York, London, Los Angeles, San Francisco, Chicago, Dallas, Charlotte, Darien (Conn.), Bentonville (Ark.).

**Services:** Event marketing, promotions, sponsorship consulting, cause marketing, multi-cultural marketing, retailtainment, motorsports, branded content, product placement and product integration,

music strategy and licensing, talent acquisition, mobile marketing, hospitality, assisted selling, wireless marketing, and insights and



**TIPTON & MAGLIONE**

581C Middleneck Road  
Great Neck, NY 11023  
**Phone:** (516) 466-0093, ext. 27  
**Contact:** Martin Maglione  
**E-Mail:** martin@tiptonandmaglione.com  
**Website:** www.tiptonandmaglione.com

**Services:** Full-Service Promotion & Design, Sampling Tours, Sweepstakes Administration, Web Services

**Client Categories:** Beer, Wine, Liquor, Water, Soft Drinks, HBA, Packaged Goods, Travel, Electronics.



**TRACYLOCKE**

1999 Bryan Street, 28th Floor  
Dallas, TX 75201  
**Phone:** (214) 259-3848  
**Contact:** Mr Ron Askew, CEO  
131 Danbury Road  
Wilton, CT 06897  
**Contact:** Beth Ann Kaminkow, President and Chief Talent Officer (203) 857-7616  
Mike Musachio, Vice Chairman/Chief Creative Officer, (203) 857-7625  
**Website:** www.tracylocke.com

**Year founded:** 1913

**Offices:** Dallas, TX; Wilton, CT; SOHO, NY; Bentonville, AR; Greenwich, CT; 40 U.S. satellite offices and 35 worldwide affiliates.

**Company Description:** TracyLocke is a media-agnostic, marketing agency. At TracyLocke, we create big ideas that move people to experience, buy, switch and get involved. And by moving people, we move product. Driving volume and building brands. It's an art and a science we have been practicing for 94 years.

As a proud part of the Omnicom Group, the world's largest advertising and marketing holding company, we provide the best of both worlds – local relation

ship/expertise with access to a global network of resources.

As brand stewards for our clients, we offer a broad suite of services that help increase brand value and drive business results. Our capabilities are the building blocks of TracyLocke's positioning: "Ideas That Move"...and we're ready to move you!

**360 Brand experience capabilities:**

Shopper marketing  
Customer – specific marketing  
Sports marketing  
Promotional Marketing  
Partnership marketing  
Interactive Marketing, CRM  
Design  
Brand Advertising  
Media Planning  
Media Merchandising  
.....To deliver Insights – Inspired Creativity!



**UPSHOT**

303 East Wacker Drive, Suite 2400  
Chicago, IL 60601  
**Phone:** (312) 943-0900  
**Fax:** (312) 943-9699  
**Contact:** Brian Kristofek, President & CEO  
**E-Mail:** brian.kristofek@upshotmail.com  
**Website:** www.upshot.net

**Agency Description**

Upshot works with clients who want to challenge indifference to engage consumers. We challenge accepted rules and norms to fuel innovation. We provide our client partners with brand and shopper marketing based on consumer insights, system understanding and retail realities. Our programs address all points of engagement - shopping environment, in-life experiences, in-home/in-use, digital experiences, and trade/system interaction. Upshot is a division of EMAK Worldwide (NASDAQ: EMAK).

**Specialized Services**

- Integrated Promotions
- Integrated Marketing
- Retail Marketing
- Regional/Local Marketing
- Word-of-Mouth Marketing

**Clients**

Miller Brewing Company, Procter & Gamble, Tremor/Vocalpoint, Family Dollar, Unilever, World Poker Tour





#### VELOCITY

230 East Avenue  
Norwalk, CT 06855

**Phone:** (203) 831-2027

**Fax:** (203) 831-2300

**Contact:** Chris Caldwell, Vice President

**E-Mail:** Chris.Caldwell@teamvelocity.com

**Website:** www.teamvelocity.com

Velocity helps clients maximize the value of sports/entertainment sponsorship marketing efforts. Velocity assists in all aspects of the sponsorship process including strategic planning, negotiation, program development/activation, event/experiential marketing, hospitality and measurement. Velocity clients include IBM, FedEx, Cingular Wireless, Toyota, Lilly, vitaminwater, Outback and ConAgra.



#### VERTICAL MARKETING NETWORK

15147 Woodlawn Ave.  
Tustin, CA 92780

**Phone:** (714) 258-2400

**Fax:** (714) 258-2409

**Contact:** Philip Saifer, President

**E-Mail:** contact@verticalmarketing.net

**Website:** www.verticalmarketing.net

**Company Description:** Our senior staff, with 12-25+ years of client and agency experience, takes on challenges and creates successes for our clients. We built the strategy and implemented the integrated marketing support programs resulting in the most successful ConAgra new product launch in the last 18 years – generating sales of \$120 million in just 12 months. We helped Ventura Foods increase sales 163% by changing their general marketing focus to grass-roots marketing. These are just a few of our success stories.

**Core Competencies:** Strategic Planning, Promotion, Partnership Marketing, Merchandising, Account-Specific Marketing, Co-Marketing, Sweepstakes Administration/Fulfillment, Event Marketing, Promotion Publicity and Complete Implementation Services.

**Clients include:** AMO, Biotene-Laclede, Code-Masters, ConAgra, D3Publisher, Del Monte, James Hardie, Mattel, THQ, Time Warner Cable, Ventura Foods, Warner Home Entertainment.



#### WUNDERMAN

Worldwide Headquarters  
285 Madison Avenue  
New York, NY 10017-6486  
**Website:** www.wunderman.com

#### Wunderman Chicago

233 North Michigan, Suite 1500  
Chicago, IL 60601-5519  
**Phone:** (312) 596-2500  
**Fax:** (312) 596-2600  
**Contact:** Rick Schreuder, President  
**E-Mail:** rick.schreuder@wunderman.com

**North American Offices:** Chicago, Detroit, Irvine, Miami, Mexico City, New York, San Francisco, Seattle, Toronto

**Agency Description:** Wunderman is the original and most diverse marketing services network in the world, having been recently named the #3 promotion agency by Promo Magazine. Worldwide its powerful creative campaigns reach customers wherever they are—online, on-the-move or in their homes or offices—and incite action, lifelong relationships and measurable business results. Wunderman is a member of the WPP Group (NASDAQ: WPPGY).

#### Areas of Expertise:

- Promotion - planning, development and execution, including an in-house promotion management group dedicated to administering contest, sweepstakes and games
- Event Marketing - including sponsorships and concerts, with a particular expertise in motor sports
- Retail Marketing and Merchandising
- Field Marketing
- Interactive Marketing
- Direct Marketing & Database development and management
- Customer Relationship Management.

**Clients include:** AstraZeneca, Applebee's, Burger King, Callaway, Chevron/Texaco, Citi, Coca-Cola, ConAgra, Dunlop, Ford, Goodyear, Kraft, Office Depot, Microsoft, Pfizer, Sears, X-Box



#### YOUNG AMERICA CORPORATION

18671 Lake Drive East  
Chanhassen, MN 55317-9383  
**Phone:** (800) 533-4529  
**Contact:** Jim Wohlever, CEO  
**Website:** www.young-america.com

Young America is in the business of **customer fulfillment**. Customer fulfillment is what happens when marketing programs are executed so well and so consistently, with so much value add at every touchpoint, that the entire customer experience is elevated and the relationship with your brand is deepened. That is why we handle more marketing programs for more companies than anyone else in the industry – by far.

- Rebates & Paperless-Rebates™
- Gift Cards & Prepaid Cards
- Sweepstakes, Games & Contests
- Targeted Sampling
- Premiums & Merchandise
- CRM & Loyalty Programs
- Product Trade-In and Recycling Programs
- Business Process Outsourcing



#### ZIPATONI COMPANY

555 Washington Ave.  
St. Louis, MO 63101  
**Phone:** (314) 345-4257  
**Fax:** 314-345-4321  
**Contact:** Meredith Goette, Director of Marketing  
**E-Mail:** meredith@zipatoni.com  
**Website:** www.Zipatoni.com

#### Agency Description:

Zipatoni is made up of 160 curious marketers. We change consumer behavior and get consumers to interact with brands. How? By not only being marketers, but by being retail shoppers, TV viewers, commuters, DIYers, bloggers, technophiles, fashionistas and brand evangelists ourselves. We use our experiences to arm our clients with strategy-fueled, market-leading ideas that transform marketing dollars into market share and revenue. We are engagement-neutral. No touch point is off limits when developing a brand-building message that moves consumers to action. Whatever's right for the idea, we'll do it.

We are **Active Consumers Activating Consumers**

Offices in Chicago, San Francisco and Philadelphia