



TOP 100 U.S. PROMOTION AGENCIES

Since 1993, PROMO has presented the PROMO 100 ranking to recognize the best and brightest agencies in the promotion industry. The ranking, based on U.S. net revenue, allows agencies to assess themselves against their competitors while showcasing their strengths to existing and potential clients.

The CHIEF MARKETER 2012 PROMO 100 highlights agencies by marketing specialty and names some of the standouts in the following categories: Event/ Experiential, Interactive, Promotional Products, Retail (in-store), Sweepstakes

and Social. For the second time, PROMO will also break out the top-ranked agencies by client specialty, including Automotive, CPG, Sports/ Entertainment and Retailer.

Be sure to watch for the full editorial coverage of the 2012 PROMO 100 in the August/September issue of Chief Marketer magazine. The coverage will include a profile of PROMO's pick for Agency of the Year. In addition, the coverage will include articles about one of the top agencies in each of the breakout categories. So stay tuned. In the meantime, let's get to the CHIEF MARKETER 2012 PROMO 100 agency rankings. THIS YEAR THE EDITORS OF CHIEF MARKETER HAVE NAMED #17, THE MARKETING ARM, AS THE 2012 PROMO 100 AGENCY OF THE YEAR, both for its solid organic growth in U.S. net revenue 2009-11 and for creativity as measured by the awardwinning campaigns the agency has mounted in the last few years.





| 2012 Rank | AGENCY/PRIMARY SERVICES | 2011 U.S. NET REVENUE | 2009-2011 GROWTH (%) | AGENCY AGE |
|--------------|--|------------------------------|----------------------------|---------------|
| 1 | DRAFTFCB, CHICAGO, IL Laurence Boschetto; 312-425-5000; Retail/shopper marketing, interactive/ mobile/social marketing, promotional marketing, experiential/event marketing | \$676,200,000* | 12 | 6 |
| 2 | EPSILON, IRVING, TX Bryan Kennedy; 800-309-0505; Direct marketing, digital, promotional Epsilon purchased Aspen Marketing Services in | 601,830,900* 2011 for \$3 | 75 59 millio | 43 N. |
| | here being the state of the sta | | | |
| 3 | LEO BURNETT/ARC WORLDWIDE, CHICAGO, IL Rich Stoddart; 312-220-5280; Retail/shopper marketing, promotional marketing, digital/mobile/social marketing, direct/CRM/database marketing | 475,000,000* | 16 | 77 |
| 4 | WUNDERMAN, NEW YORK, NY Daniel Morel; 212-941-3000; Promotion, retail, sponsorship, events & partnerships, digital, CRM/Direct/Loyalty | 441,200,000* | 0.30 | 54 |
| 5 | DIGITAS, BOSTON, MA Colin Kinsella; 617-867-1000; Digital & direct, measurement & analytics, media activation, promotions & branded content, social & mobile marketing | 400,000,00* | 33 | 32 |
| | In October 2011, Digitas Health joined Publicis H Group in anticipation of the challenges facing th | | | cations |
| 6 | BDA, WOODINVILLE, WA Jay Deutsch; 425-492-6111; Sales promotion, branded merchandise, sports sponsorship & promotions, entertainment marketing, consumer products | 313,345,000 | 66 | 28 |
| 7 | INTEGRATED MARKETING SERVICES, IRVINE, CA Tanya Domier; 949-797-2900; In-store demonstrations, shopper & consumer marketing, retailer-based marketing, experiential & event marketing | 302,170,277 | 143 | 12 |
| 8 | MOMENTUM WORLDWIDE, NEW YORK, NY Chris Weil; 646-638-4500; Sales promotion, event marketing, sponsorship, shopper marketing, retail | 207,900,000* | 70 | 25 |
| 9 | MARKETSTAR CORPORATION, OGDEN, UT Dave Treadway; 800-877-8259; Product training/shopper marketing, assisted selling/"pop-up" retail, event/promotional marketing, market research | 176,135,837* | 27 | 24 |
| 10 | EURO RSCG, NEW YORK, NY David Jones; 212-886-4269; Direct marketing, CRM, interactive/social media, promotional/retail creative, events/sponsorships | 172,500,000* | 14 | 21 |
| 11 | THE INTEGER GROUP, LAKEWOOD, CO Mike Sweeney; 303-393-3000; Promotional marketing, retail/shopper marketing, digital retail & mobile marketing, field marketing | 158,050,000* | 9 | 19 |
| 12 | GEORGE P. JOHNSON, AUBURN HILLS, MI Robert G. Vallee Jr.; 248-475-2500; Creative, design & strategy, event management, fabrication/production, multimedia production, digital marketing | 146,015,527* | 18 | 98 |
| 13 | TRACYLOCKE, DALLAS, TX Beth Ann Kaminkow; 214-259-3500; Shopper marketing, digital, advertising, promotions & field marketing | 123,000,000* | 21 | 99 |
| 14 | G2 WORLDWIDE, NEW YORK, NY Joe Celia; 212-546-2222; Digital/interactive marketing, promotional/experiential marketing, shopper marketing, relationship marketing, branding & design | 121,000,000* | 11 | 12 |

⁺Revenue and growth estimated by Promo editors; not verifiable





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|---------------------------|--|---------------------------------------|----------------------------|---------------|
| 15 | LIVE NATION NETWORK, NEW YORK, NY Michael Rapino; 202-721-9550; Experiential, digital, sponsorships, promotions | \$119,800,000* | 16 | 7 |
| 16 | RYAN PARTNERSHIP, WILTON, CT Zain Raj; 203-210-3000; Digital (include search, social & mobile marketing), promotional brand marketing, direct marketing, shopper marketing, B2B | 117,758,698 | 92 | 28 |
| 17 | THE MARKETING ARM, DALLAS, TX Ray Clark; 214-259-3200; Digital, shopper/retail, entertainment, sports, event/experiential | 115,774,000* | 13 | 19 |
| | CHIEF MARKETER 2012 PROMO AGI | ENCY OF | THE Y | EAR |
| 18 | GMR MARKETING LLC, NEW BERLIN, WI Gary Reynolds; 262-786-5600; Digital, entertainment, lifestyle events (experiential), retail, sports | 106,600,000* | 10 | 33 |
| 19 | ARNOLD BRAND EXPERIENCE, BOSTON, MA Andrew Bennett; 617-587-8000 Event/mobile/sponsorship activation, digital promotions, social/word-of-mouth marketing, CPG & trade-specific programs | 105,300,000* | 13 | 66 |
| 20 | AMG – ACOSTA MARKETING GROUP, WILTON, CT Robert Hill; 203-423-2254; Brand activation, integrated marketing solutions, insights & strategic consulting, path-to-purchase expertise | 99,300,000* | n/a | 2 |
| 21 | JACK MORTON WORLDWIDE, BOSTON, MA Josh McCall; 617-585-7000; Brand experiences, experiential/event marketing, interactive/digital/social media | 94,800,000* | 17 | 73 |
| 22 | OCTAGON, NORWALK, CT Jeff Shifrin; 203-354-7422; Sports sponsorship & experiential marketing, consumer & sales promotion, music & entertainment marketing | 89,750,000* | 40 | 29 |
| 23 | HAWKEYE, DALLAS, TX Richard Beanland; 214-749-0080; Digital marketing, trade/channel promotions, experiential/event marketing, mobile marketing, sports marketing | 85,422,000* | 26 | 13 |
| 24 | OGILVYACTION, NEW YORK, NY Sheila Hartnett; 212-484-0303; Shopper marketing, experiential marketing, consumer promotions, sales & acquisition, field marketing | 82,500,000* | 83 | 5 |
| 25 | MARKETING DRIVE, NORWALK, CT Michael Harris; 203-857-6100; Brand promotion, shopper marketing, digital/ interactive, partnership marketing, merchandising/packaging | 78,700,000* | 0.3 | 23 |
| 26 | ALCONE MARKETING, IRVINE, CA Bill Hahn; 949-770-4400; Retail promotion/activation, consumer promotion planning/development/implementation, shopper marketing, digital/new media | 68,120,000* | 9 | 36 |
| 27 | PARAGO, LEWISVILLE, TX Juli Spottiswood; 972-538-3900; Consumer & trade promotional program development & management, integrated rewards & incentive programs | 63,000,000* | (-16) | 13 |
| | Rebate volume was impacted when the wireless in instant discount model for their high-end smartph | · · · · · · · · · · · · · · · · · · · | | |
| 28 | CARDENAS MARKETING NETWORK INC., CHICAGO, IL Henry Cardenas; 312-492-6424; Event marketing/experiential, sponsorships, mobile tours, sampling, music tours | 59,176,725 | 84 | 10 |





| <mark>2012</mark> Rank | AGENCY/PRIMARY SERVICES | 2011 U.S. NET REVENUE | 2009-2011 GROWTH (%) | AGENCY AGE |
|---------------------------|---|-----------------------------|----------------------------|---------------|
| 29 | CATAPULT INTEGRATED SERVICES/ RPM CONNECT, LLC WESTPORT, CT Paul Kramer; 203-682-4000; Shopper planning & execution, promotional brand marketing, digital, insights: shopper & retailer | \$58,824,917 | 43 | 7 |
| 30 | EPRIZE, PLEASANT RIDGE, MI Matt Wise; 248-543-7499; Promotions & loyalty across these platforms: micro site, social media, mobile | 53,212,495 | 48 | 13 |
| 31 | MOROCH, DALLAS, TX Pat Kempf; 214-520-9700; Retail/in-store, promotional product supplier, events, sweepstakes, interactive/social | 43,942,862 | 14 | 31 |
| 32 | TPN, DALLAS, TX Sharon Love; 214-692-1522; Retail, CPG, interactive/social, sweepstakes, experiential/event | 40,300,000* | 37 | 28 |
| 33 | TEAM ENTERPRISES, FORT LAUDERDALE, FL Daniel Gregory; 954-862-2400; Experiential programs, creative platform development, evangelists/brand ambassadors, automotive/vehicle tours | 40,200,000* | 6 | 23 |
| 34 | MARS ADVERTISING, INC., SOUTHFIELD, MI Ken Barnett; 248-936-2200; Shopper marketing immersion, insights & planning, integrated promotion development, in-store & environmental design | 40,000,000 | 7 | 39 |
| 35 | COLANGELO, DARIEN, CT Robert J. Colangelo; 203-662-6600; 360 consumer programming, trade/ strategy communications, digital/social marketing, shopper marketing/execution | 39,600,000* | 30 | 19 |
| 36 | MKTG INC, NEW YORK, NY Charlie Horsey; 212-366-3400; Experiential, retail, community building, digital solutions (including social media), video | 34,778,000 | (-1) | 20 |
| 37 | THE MARKETING STORE, LOMBARD, IL Mark Landolt; 773-474-4500; Contests/sweepstakes/games, loyalty marketing, youth & family marketing, shopper marketing, promotional premiums | 34,000,000 | (-19) | 26 |
| 38 | ERIC MOWER + ASSOCIATES, SYRACUSE, NY Eric Mower; 315-466-1000; Shopper marketing, retail & visual merchandising, digital & traditional coupon programs, games, contests & sweepstakes | 33,829,465 | 3 | 53 |
| 39 | TEAM EPIC, NORWALK, CT Mike Reisman, Andy Cook, Erik Peterson, Dave Grant; 203-831-2102; Sponsorship activation planning & negotiation, events/experiential, customer entertainment, market research/measurement, digital | 33,200,000 | 27 | 13 |
| 40 | ALLIED INTEGRATED MARKETING, CAMBRIDGE, MA Clint Kendall; 617-859-4800; Publicity & promotions, media planning & placement, creative, experiential/events, digital | 29,720,000 | 5 | 25 |
| 41 | BFG COMMUNICATIONS, HILTON HEAD ISLAND, SC Kevin Meany; 843-837-9115; Integrated promotions, interactive/digital/social media, experiential programming, concept & creative development, branding | 28,858,372 | 27 | 17 |
| 42 | CMD, PORTLAND, OR Phil Reilly; 503-223-6794; Digital marketing, advertising, events, film & video, promotions, earned media, design | 27,100,000 | 15 | 34 |
| 43 | SOURCE MARKETING, NORWALK, CT Derek Correia; 203-291-4000; Integrated campaign strategy, planning, development & implementation, interactive, experiential, direct marketing | 25,800,000* | 52 | 23 |
| 44 | UPSHOT, CHICAGO, IL Brian Kristofek; 312-943-0900; Consumer marketing, shopper marketing, B2B marketing | 25,600,000* | 24 | 18 |





| 2012 Rank | AGENCY/PRIMARY SERVICES | 2011 U.S. NET REVENUE | 2009-2011 GROWTH (%) | AGENCY AGE |
|--------------|---|-----------------------------|----------------------------|---------------|
| 45 | THE ACTIVE NETWORK, INC., SAN DIEGO, CA Dave Alberga; 858-964-3800; Digital media, word-of-mouth marketing, experiential/event marketing, product sampling, consumer research & insights | \$23,500,000* | 41 | 13 |
| 4 6 | AMP AGENCY, BOSTON, MA Gary Colen; 617-723-8929; Events/experiential, interactive, search, media strategy/planning/buying, social media | 23,059,082 | (-57) | 17 |
| | In April 2011, AMP bought back assets from for on its digital and integrated marketing business | | t Alloy to | o focus |
| 47 | SWITCH: LIBERATE YOUR BRAND, ST. LOUIS, MO Mike O'Neill; 314-206-7700; Field marketing, event/experiential, digital media, sponsorship activation, retail marketing | 20,932,200 | 77 | 32 |
| 48 | MRY (MR YOUTH), NEW YORK, NY Matt Britton; 212-293-2602; Social marketing, WOM, digital | 20,800,000* | 99 | 10 |
| 49 | CIRCLE ONE, NORWAK, CT Mark Szuchman/Michael Dill; 203-286-0550; Promotional marketing, advertising, creative development, digital, customer marketing | 20,300,000 | 75 | 11 |
| 50 | LEGACY MARKETING PARTNERS, CHICAGO, IL Kevin Berg; 312-799-5477; Consumer outreach, sponsorship activation, stakeholder experiences, branded platforms, digital/social | 18,566,000 | 10 | 9 |
| 51 | GAGE MARKETING GROUP, LLC, MINNEAPOLIS, MN Tom Belle; 763-595-3800; Digital design, development & production, consumer & channel promotion programs, promotion strategy, development & execution | 18,326,000 | 30 | 20 |
| 52 | CSE, ATLANTA, GA Lonnie Cooper; 770-955-1300; Marketing, client representation, digital, media production, experiential marketing | 15,876,000 | 21 | 26 |
| 53 | BRITE PROMOTIONS, CRANBURY, NJ Pete D'Andrea; 609-642-4946; Experiential marketing, digital/social marketing, college marketing, sponsorship activation, product sampling, mobile marketing | 15,834,793 | 32 | 2 |
| 54 | TRIS3CT, CHICAGO, IL Richard Thomas; 312-733-1303; Retail: POP/coupon/FSI, TV/print/advertising, interactive/social media | 15,376,212 | 149 | 7 |
| 55 | MASTERMIND MARKETING, ATLANTA, GA Dan Dodson; 678-420-4000; Integrated promotions, mobile & digital promotions, social promotions, traditional promotions | 14,800,000 | 33 | 29 |
| 56 | RIVET, CHICAGO, IL Brad Fuller; 312-799-4000; Promotions, retail/shopper marketing, interactive/ digital, CRM, advertising | 14,000,000* | (-20) | 5 |
| 57 | LEADDOG MARKETING GROUP, NEW YORK, NY Dan Mannix; 212-488-6500; Experiential marketing, digital/interactive, strategic marketing/partnership marketing, promotional sweepstakes & contests | 13,000,651 | 87 | 13 |
| 58 | PGW EXPERIENCE, VENICE, CA Russ Jones; 310-664-7005; Grassroots/sampling, mobile vehicle-based, event production/execution/activation, PR stunts & media events, social media | 12,800,000* | 62 | 13 |
| 59 | PRIZE LOGIC, LLC, SOUTHFIELD, MI Keith Simmons; 800-705-6442; Interactive online promotions, creative, legal & administration, strategy, mobile | 12,752,000 | 170 | 4 |





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|---------------------------|--|-----------------------------|----------------------------|---------------|
| 60 | REVOLUTION, CHICAGO, IL John Rowady; 312-529-5850; Sponsorship consulting & research, sports media & promotion, experiential marketing, PR & social media, digital | \$11,900,000* | 96 | 11 |
| 61 | AUTOMOTIVE EVENTS, INC., ROCKY RIVER, OH John R. Thorne; 440-356-1383; Testing & certification. PR, sales & product training programs, consumer experiential marketing | 11,679,546 | 23 | 37 |
| 62 | THE MICHAEL ALAN GROUP, NEW YORK, NY Jonathan Margolis; 212-563-7656; Event/experiential, guerrilla street programs, sampling, B2B events & meetings, national tours | 10,000,000* | 117 | 11 |
| 63 | THE ALISON GROUP, MIAMI BEACH, FL Jeff Schweiger; 305-893-6255; Point-of-purchase displays, promotional products, sales promotional material, packaging, printing, web design | 9,614,000 | 36 | 53 |
| 64 | SAGE COLLECTIVE, NEW YORK, NY Craig Connelly; 212-479-1039; Lifestyle experiential programs, sponsorship management & activation, strategic marketing consulting, digital programs | 9,050,000* | 130 | 24 |
| 65 | BLUE CHIP MARKETING WORLDWIDE, NORTHBROOK, IL Stanton Kawer; 847-418-8001; Shopper marketing, digital, path-to-purchase strategies, sports marketing, consumer promotion | 8,591,899 | 82 | 30 |
| 66 | REDPEG MARKETING, INC., ALEXANDRIA, VA Brad Nierenberg; 703-519-9000; Mobile marketing, digital promotion, on-premise, event marketing, social media | 8,518,794 | 131 | 17 |
| 67 | SOURCE COMMUNICATIONS, HACKENSACK, NJ Larry Rothstein; 201-343-5222; Retail promotion, sports & event marketing, interactive, content development, general advertising | 8,323,043 | 30 | 29 |
| 68 | MARDEN-KANE, INC., GARDEN CITY, NY Paul Slovak; 516-365-3999; Interactive promotion & creative/concept & website development & analytics, contest judging & user-generated content moderation | 7,947,135 | 40 | 55 |
| 69 | NEXT MARKETING, NORCROSS, GA Henry Rischitelli; 770-225-2200; Automotive ride & drive events; co-op fund management; mobile marketing tours; event management & staffing | 7,556,042 | 3 | 19 |
| 70 | IGNITION, FITZGERALD, GA Mike Hersom; 678-701-0369; Brand activation campaign management, experiential marketing (tours & events), sustainability/cause marketing | 6,913,727 | 39 | 15 |
| 71 | BOTTLEROCKET MARKETING GROUP, NEW YORK, NY John Zamoiski; 212-981-2971; Strategic alliances, events/experiential, consumer & trade promotional marketing, digital & social promotion, entertainment marketing | 6,415,473 | 65 | 9 |
| 72 | DON JAGODA ASSOCIATES, MELVILLE, NY Bruce Hollander; 631-454-1800, ext. 305; Sweepstakes/contests/games, social media promotions, incentive & loyalty programs, rules & legal review | 6,106,899 | (-3) | 50 |
| 73 | TENTHWAVE DIGITAL LLC, MELVILLE, NY Steve Caputo; 631-414-7340; Creative, marketing strategy, digital & apps, social media and Facebook marketing, promotions | 6,062,533 | 97 | 2 |
| 74 | SHUMSKY, DAYTON, OH Michael Emoff; 937-223-2203; Promotional, online company store programs/ fulfillment & distribution, online incentive & recognition/rewards programs | 5,931,828 | 11 | 50 |
| 75 | TWO WEST, INC., KANSAS CITY, MO Ethan J.Whitehill; 816-471-3255; In-store communications, digital signage, digital | 5,899,999 | (-18) | 15 |
| 76 | PRICEWEBER MARKETING COMMUNICATIONS, INC. LOUISVILLE, KY Shanna J. Columbus; 502-499-9220; Branding, digital media development, sales promotion, advertising, PR | 5,448,262 | (-11) | 44 |





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|--------------|--|-----------------------------|----------------------------|---------------|
| 77 | MEDIA LOGIC, ALBANY, NY David M. Schultz; 518-456-3015; Social promotions, interactive promotions, retail promotions, event/tradeshow/experiential promotions | 5,434,073 | (-37) | 28 |
| 78 | AGENCYEA, CHICAGO, IL Fergus Rooney; 312-879-0186; Brand experiences, event marketing, creative/ design/strategy, digital/interactive, mobile marketing, fabrication/production | 5,104,650 | (-35) | 12 |
| 79 | COLLABORATIVE MARKETING GROUP INC., WHEATON, IL Garrett Plepel; 630-871-6590; Account-specific marketing, cross merchandising support, sweepstakes fulfillment, graphic design, national promotions | 4,217,258 | 28 | 12 |
| 80 | THE SPECIALIZED MARKETING GROUP, INC., (TSMGI) DEERFIELD, IL Jordan Bressler; 847-267-9200; Promotional marketing & consumer branding, sports marketing, events/experiential marketing management | 4,187,131 | 122 | 12 |
| 81 | LAUNCH CREATIVE MARKETING, CHICAGO, IL Kevin Keating; 312-870-9100; Consumer promotion, digital/mobile, shopper marketing/merchandising, package design, brand strategy | 4,179,660 | (-7) | 39 |
| 82 | FUSE, LLC, BURLINGTON, VT Bill Carter; 802-864-7123; Corporate brand strategy, PR, digital/social media, creative/production, event marketing | 4,137,469 | (-16) | 17 |
| 83 | HMT ASSOCIATES, INC., SEVEN HILLS, OH Patricia Conti; 216-369-0109; Shopper marketing, event marketing, promotional marketing, foodservice marketing, sweepstakes | 3,749,000 | 18 | 10 |
| 84 | SUPREMIA INTERNATIONAL, INC., PLAINSBORO, NJ Sedat Kahya; 609-897-9688; Consumer & trade promotions, concept/creative development, 3D design/prototyping, hi-res photography, fulfillment | 3,700,000* | 13 | 22 |
| 85 | A SQUARED GROUP, W. HOLLYWOOD, CA Amy Cotteleer; 310-432-2650; Mobile tours & events, influencer programs, social media, partnership development | 3,680,500 | 84 | 6 |
| 86 | BECORE, LOS ANGELES, CA Mark Billik; 213-747-3123; Strategy, planning, execution, social media, event logistics | 3,513,024 | 63 | 13 |
| 87 | VERTICAL MARKETING NETWORK, TUSTIN, CA Philip B. Saifer; 714-258-2400 x 420; Integrated marketing planning & program development, social media & digital marketing, sweepstakes/contest development | 3,237,681 | 3 | 16 |
| 88 | AWESTRUCK MARKETING GROUP, NEW YORK, NY Lawrence Butler; 212-381-9500; Events, mobile tours, stunts, social media, sampling | 3,155,688 | 15 | 13 |
| 89 | ALL TERRAIN, CHICAGO, IL Sarah Eck-Thompson/Brook Jay; 312-421-7672; Event/experiential (including sponsorship), sweepstakes, interactive/social, retail promotions/sampling | 2,971,329 | 198 | 14 |
| 90 | A TEAM, THE, NEW YORK, NY Andrew Cohen; 212-239-0499; Promotion planning, sweepstakes, interactive/ social media, event marketing, CRM, partnership tie-in, media buying, PR | 2,871,000 | 1 | 13 |
| 91 | GWP INC., MONTCLAIR, NJ Eric Lanel; 973 746-0500; Website design, social marketing, product placement, sweepstakes, in-store signage | 2,860,000 | 6 | 21 |
| 92 | VENTURA ASSOCIATES INTERNATIONAL LLC, NEW YORK, NY Marla Altberg; 212-302-8277; Judging & administration, online creative & web hosting, rules/legal copy review, creative & consulting services, | 2,798,236 | 6 | 41 |
| 93 | PICTURE MARKETING, INC., NOVATO, CA Ron Tonini; 415-892-9000; Social media campaigns, viral/social marketing, experiential marketing, photo activation, event marketing | 2,726,875 | (-8) | 10 |





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|---------------------------|--|-----------------------------|----------------------------|---------------|
| 94 | MARKETINGLAB, INC., MINNEAPOLIS, MN Richard Butwinick; 612-329-4800; Shopper marketing, consumer promotion, event marketing, social marketing, retail marketing | \$2,436,412 | (-4) | 12 |
| 95 | INSPIRA MARKETING GROUP, LLC, NORWALK, CT Jeffrey J Snyder; 203-939-1300; Mobile marketing, on-premise, grassroots/ sampling, sponsorship activation, social media | 2,379,448 | 143 | 4 |
| 96 | GENERATION Z MARKETING, NEW YORK, NY Marc Zwerdling; 212-520-8250; Grassroots/youth sports marketing, sampling programs, event management, street teams, sweepstakes management | 2,231,040 | 1,415 | 5 |
| 97 | BARC, SAN FRANCISCO, CA John Randazzo Sr.; 415-992-4810; Strategic/promotion planning, creative/concept development, consumer advertising, trade/account-specific marketing | 2,212,228 | 92 | 23 |
| 98 | FORMULA STREET INC., LOS ANGELES, CA Michael Olguin; 310-321-4042; Sampling, mobile marketing, staffing, special events, stunts | 2,147,103 | 968 | 4 |
| 99 | IMC, HOLMDEL, NJ Robert Zick; 732-332-0515; Strategic planning, promotion development, trade/ shopper marketing, web design & new media, collateral material design | 2,064,840 | (-17) | 28 |
| 100 | PROMOTIONAL ALLIANCE INTERNATIONAL, INC., RANCHO CUCAMONGA, CA Brent Shigenaka; 909-581-7100; Premium promotions | 1,891,298 | 7 | 9 |





ALPHABETICAL INDEX

| A SQUARED GROUP 55 EURO RSCG. 10 MOROCH 31 A TEAM, THE 90 FORMULA STREET INC. 98 MRY (MR YOUTH) 48 ACTIVE NETWORK, INC, THE 45 FUSE, LLC. 82 NEXT MARKETING 99 AGENCYEA. 78 G2 WORLDWIDE. 14 OCTAGON. 22 ALLONE MARKETING 26 GAGE MARKETING GROUP. 90 OGIL'YACTION. 24 ALISON GROUP, THE 63 GENERATION Z MARKETING GROUP. 90 PARAGO. 27 ALLEED INTEGRATED GEORGE P. JOHNSON. 12 PRICEWEBER MARKETING. 93 AMGACOY 64 HAT SSOCIATES, INC. 93 PRICINE WARKETING. 94 ARNOTIVE EVENTS, INC. 16 INTERNATIONAL, INC. 100 INTERNATIONAL, INC. 100 AUTOMOTIVE EVENTS, INC. 16 INC. 95 RIVET 56 BARC MARKETING GROUP, 55 INTEGRE GROUP, INC. 56 INTERNATIONAL, INC. 100 AUTOMOTIVE EVENTS, INC. 16 | AGENCY RANK | AGENCY RANK | AGENCY RANK |
|--|------------------------------|-----------------------------|--------------------------|
| ACTIVE NETWORK, INC., THE. 45 FUSE, LLC. 52 NEXT MARKETING 69 AGENCYEA. 78 G2 WORLDWIDE. 14 OCTAGON. 22 ALCONE MARKETING. 26 GAGE MARKETING GROUP, DARAGO. 27 ALLEO INTEGRATED GENERATION Z MARKETING. 96 DARAGO. 27 MARKETING. 26 GAGE MARKETING. 97 DWEXPREIENCE. 58 ALLIED INTEGRATED GENERATION Z MARKETING. 12 PICTURE MARKETING. 93 MAGEACST. COMMUNICATIONS., INC. 97 PRIZE LOGIC, LLC. 59 AMP ACSTAND AMARKETING GOW INC. 91 POMOTIONAL ALLIANCE 100 AROLD BRAND EXPERIENCE. 19 IONTION 70 REDPEG MARKETING, INC. 100 AUTOMOTIVE VEWENS, INC. 10 INC. 99 REDPEG MARKETING, INC. 60 AWESTRUCK MARKETING INSPIRA MARKETING GROUP, THE. 11 RYAN PARTHERSHIP. 16 BDA GOUP. 14 JACK MORTON WORLDWIDE 21 SOURCE COMMUNICATIONS. 67 BLUC COMMUNICATIONS 41 JACK MORTON WORLDWIDE <t< td=""><td>A SQUARED GROUP 85</td><td>EURO RSCG 10</td><td>MOROCH</td></t<> | A SQUARED GROUP 85 | EURO RSCG 10 | MOROCH |
| AGENCYEA78G2 WORLDWIDE14OCTAGON22ALCONE MARKETING26GACE MARKETING GROUP, LLC51PARAGO27ALLTERAIN86GENERATION Z MARKETING GROUP, LLC12PARAGO27ALLTERAIN86GEORGE P. JOHNSON12PICTURE MARKETING, INC.93MARKETING40GAR MARKETING LLC18PRICEWEBER MARKETING, INC.93AMG - ACOSTA MARKETINGGWP INC.27PRICEWEBER MARKETING91AMG - ACOSTA MARKETINGGWP INC.27PRICEWEBER MARKETING97AMP AGENCY46HMT ASSOCIATES, INC.83PROMOTIONAL ALLIANCE100AUTOMOTIVE EVENTS, INC.61INC99REPOLUTION.100AUTOMOTIVE EVENTS, INC.61INC99REVOLUTION.60ROUP.84ILCINTEGRA GROUP, THE.11RVAN PARTNERSHIP.66BARC97INTEGRA GROUP, THE.11RVAN PARTNERSHIP.66BARC97INTEGRA GROUP, THE.11RVAN PARTNERSHIP.64BECORE86SERVICES75SOURCE COMMUNICATIONS.67BUUE CHIP MARKETING12JACK MORTON WORLDWIDE21SOURCE MARKETING64BETTE PROMOTIONS.53LEGACY MARKETING50SOURCE MARKETING64BOTTLEROCKET MARKETING66SERVICES/IVE NATION NETWORK51TEAM ENTERPRISES33ROUDINDE53LEGACY MARKETING57GOUP, INC. | А ТЕАМ, ТНЕ | FORMULA STREET INC 98 | MRY (MR YOUTH) |
| ALCONE MARKETING26GAGE MARKETING GROUP, LLCOGILVYACTION24ALLISON GROUP, THE63GENERATION Z MARKETING96PARAGO27ALL TERRAIN69GENERATION Z MARKETING96PGW EXPERIENCE58ALLIED INTEGRATEDGMR MARKETING LLC18PICTURE MARKETING, INC.93AMARKETINGGWP INC.91COMMUNICATIONS, INC.76GROUP.20HAW KEYE23PRIZE LOG(LLC59AMP AGENCY.66HMT ASSOCIATES, INC.63PROMOTIONAL ALLIANCEANNOLD BRAND EXPERIENCE19IGNTION70REDPEG MARKETING, INC.66AUTOMOTIVE EVENTS, INC.61INC99REDPEG MARKETING, INC.66AGROUP.INSPIRA MARKETING GROUP, LLC100NITEGRATED MARKETING GROUP, REVOLUTION.60BARC97INTEGER GROUP, THE.11RVAN PARTNERSHIP66BARC97INTEGER GROUP, THE.11RVAN PARTNERSHIP66BARC97IACK MORTON WORLDWIDE21SOURCE COMMUNICATIONS67BLUE CHIP MARKETING GROUP.12LAUNCH CREATIVE MARKETING81SOURCE COMMUNICATIONS67BOTTLEROCKET MARKETING GROUP.12LAUNCH CREATIVE MARKETING81SOURCE COMMUNICATIONAL,43BOTTLEROCKET MARKETING GROUP.12LAUNCH CREATIVE MARKETING81SOURCE COMMUNICATIONAL,43GOUNDIOC13LAUNCH CREATIVE MARKETING13SPECIALIZED MARKETING, </td <td>ACTIVE NETWORK, INC., THE 45</td> <td>FUSE, LLC</td> <td>NEXT MARKETING 69</td> | ACTIVE NETWORK, INC., THE 45 | FUSE, LLC | NEXT MARKETING 69 |
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| ALISON GROUP, THE63GENERATION 2 MARKETINGPARAGO27ALL TERRAIN69GEORGE P. JOHNSON12PGW EXPERIENCE58ALLIED INTEGRATED600 GROEP, JOHNSON12PICTURE MARKETING, INC.93MARKETING40GMR MARKETING LLC.18PICTURE MARKETING, INC.93AMG - ACOSTA MARKETINGGWP INC.91COMMUNICATIONAL, INC.76AMP AGENCY46HMT ASSOCIATES, INC.83PROMOTIONAL ALLIANCEAUTOMOTIVE EVENTS, INC.61INAT ASSOCIATES, INC.96REPORMOTIONAL ALLIANCEAUTOMOTIVE EVENTS, INC.61INSPIRA MARKETING GROUP,REPORMARKETING, INC60GROUP.68ILC95RIVET56BARC97INTEGRATED MARKETING GROUP,10016BDA66INTEGRATED MARKETINGSAGE COLLECTIVE64BECORE66SERVICES7SUUMSKY74BUUE CHIP MARKETING1JACK MORTON WORLDWIDE21SOURCE COMMUNICATIONS67BULE CHIP MARKETING1LEGACY MARKETINGSPECIALIZED MARKETING60BUTLEROCKET MARKETING1LEGACY MARKETINGSPECIALIZED MARKETING43BOTTLEROCKET MARKETING1LEGACY MARKETINGSPECIALIZED MARKETING44VORLDWIDE71GROUP75SPECIALIZED MARKETING76CAMPONOTIONS71GROUP75TEAM ENTERPRISES33CILADECK MARKETING76MARKETING GROUP7778SOURCE CANDAUTION | ALCONE MARKETING 26 | | OGILVYACTION |
| ALL TERRAIN 6 FORWEXPERIENCE 58 ALLIED INTEGRATED GMR MARKETING LLC. 12 MARKETING GWP INC. 91 COMMUNICATIONS, INC. 76 MAP AGENCY 46 HMT ASSOCIATES, INC. 81 ARNOLD BRAND EXPERIENCE 16 IMP AGENCY 46 HMT ASSOCIATES, INC. 63 ARNOLD BRAND EXPERIENCE 16 IMC 99 AWESTRUCK MARKETING 16 ROUD 100 AUTOMOTIVE EVENTS, INC. 61 IMC 100 REDEG MARKETING 100 ROUD 11 BARC 12 BARC 13 BARC 13 BARC 14 BARC 14 BARC 15 BEG COMMUNICATIONS < | ALISON GROUP, THE | | PARAGO |
| ALLIED INTEGRATED MARKETINGGMR MARKETING LLC.PICTURE MARKETING, INC.93AMARKETINGGWP INC.91COMMUNICATIONS, INC.93GROUP.20HAWKEYE.23PRIZE LOGIC, LLC.59AMP AGENCY46HMT ASSOCIATES, INC.83PROMUNICATIONAL, INC.100ARNOLD BRAND EXPERIENCE19IGNITION70NTERNATIONAL, INC.100AUTOMOTIVE EVENTS, INC.61IMC.97REDPEG MARKETING, INC.66RWSSTBUCK MARKETINGINSPIRA MARKETING GROUP, LLC84REVOLUTION.60ROUP.88LLC95RIVET.56BARC97INTEGAR GROUP, THE.11RYAN PARTNERSHIP16BDA1010JACK MORTON WORLDWIDE21SAGE COLLECTIVE64BECORE65SERVICES11ACK MORTON WORLDWIDE21SOURCE COMMUNICATIONS67BLUE CHIP MARKETING GROUP.11LAUNCH CREATIVE MARKETINGSOURCE COMMUNICATIONS67BUTLEROCKET MARKETING GROUP.12LEADDOG MARKETING GROUP.SPECIALIZED MARKETING84CATAPULT INTEGRATED SERVICES/ RPM CONNECT.12LEADDOG MARKETING GROUP.SWICH. LIBERATE YOURBRITE PROMOTIONS12LEADDOG MARKETING GROUP.SWICH. LIBERATE YOURBRAND40LVEA MARKETING GROUP, TEAM ENTING, INC.84CATAPULT INTEGRATED SERVICES/ RPM CONNECT.15TEAM ENTERPRISES33COLLABORATIVE MARKETING GROUP.MARKETI | ALL TERRAIN 89 | | PGW EXPERIENCE |
| AMG. ACOSTA MARKETING GROUP.GWP INC.91COMMUNICATIONS, INC.76GROUP.MAW AGENCY46HAT ASSOCIATES, INC.83PRIZE LOGIC, LLC.59AMP AGENCY46HMT ASSOCIATES, INC.83PROMOTIONAL ALLIANCE INTERNATIONAL, INC.100AUTOMOTIVE EVENTS, INC.16IGNITION70REDPEG MARKETING, INC.66AWESTRUCK MARKETING GROUP.100INSPIRA MARKETING GROUP, LLC.95RIVET56BARC.97INTEGER GROUP, THE.11RYAP ARTNERSHIP16BDA64INTEGRATED MARKETING SERVICES53SAGE COLLECTIVE64BECORE66SERVICES7SUURSER74BFG COMMUNICATIONS41JACK MORTON WORLDWIDE21SUURCE COMMUNICATIONS67BLUE CHIP MARKETING GROUP.CAUNCH CREATIVE MARKETINGSOURCE MARKETING GROUP.57GROUP, INC., (TSMGI).80BOTLERCCKET MARKETING GROUP.LEADDOG MARKETING GROUP.57GROUP, INC., (TSMGI).80BRITE PROMOTIONS53LEADDOG MARKETING GROUP.SUPREMIA INTERNATIONAL.84CARDENAS MARKETING GROUP.11LEGACY MARKETING GROUP.SUPREMIA INTERNATIONAL.84CARDENAS MARKETING GROUP.11LEGACY MARKETING GROUP.SUPREMIA INTERNATIONAL.84CARDENAS MARKETING GROUP.11LEGACY MARKETING GROUP.SUPREMIA INTERNATIONAL.84CARDENAS MARKETING GROUP.11LEGACY MARKETING MARKETING BR | | | |
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| ARNOLD BRAND EXPERIENCEIMIT ASSOCIATES, INC.83PRONOTIONAL ALLIANCE INTERNATIONAL, INC.100AUTOMOTIVE EVENTS, INC.1IGNITION | | • | PRIZE LOGIC, LLC 59 |
| AUTOMOTIVE EVENTS, INC61INC | • | • | |
| AWESTRUCK MARKETING GROUP.INCINSPIRA MARKETING GROUP. INSPIRA MARKETING GROUP.REVOLUTION.60BARC.INSPIRA MARKETING GROUP.RIVET.56BARC.INTEGER GROUP. THE.IIRYAN PARTNERSHIP16BDA6INTEGER GROUP. THE.IIRYAN PARTNERSHIP16BDA6INTEGRATED MARKETINGSAGE COLLECTIVE64BECORE86SERVICESSURCE COMMUNICATIONS41BFG COMMUNICATIONS41JACK MORTON WORLDWIDE21SOURCE COMMUNICATIONSBLUE CHIP MARKETING WORLDWIDE12SOURCE COMMUNICATIONS67BLUE CHIP MARKETING GROUP.12LAUNCH CREATIVE MARKETING81SOURCE MARKETINGBOTTLEROCKET MARKETING GROUP.12LEGACY MARKETING PARTNERS.SUPREMIA INTERNATIONAL. INC.80BRITE PROMOTIONS53LEGACY MARKETING PARTNERS.SUPREMIA INTERNATIONAL. INC.84CARDENAS MARKETING NETWORK KINC.15TEAM ENTERPRISES33CIRCLE ONE40MARDEN-KANE, INC.68TEAM ENTERPRISES33CIRCLE ONE40MARKETING GROVE, THE77TRACYLOCKE32COLANGELO50MARKETING STORE, THE37TRACYLOCKE32COLLABORATIVE MARKETING COLANGELO76MARKETING GROVE, THE37TRACYLOCKE32COLLABORATIVE MARKETING COLANGELO77MARKETING STORE, THE37TRACYLOCKE32COLLABORATIVE MARKETING COLANGELO78MA | | | REDPEG MARKETING, INC66 |
| GROUDGROUDGROUDFIVETSourceBARC97INTEGER GROUP, THE.11RYAN PARTNERSHIP16BDA6INTEGRATED MARKETINGSAGE COLLECTIVE64BECORE86SERVICES7SHUMSKY74BFG COMMUNICATIONS1JACK MORTON WORLDWIDE21SOURCE COMMUNICATIONS67BLUE CHIP MARKETING1LAUNCH CREATIVESOURCE COMMUNICATIONS67WORLDWIDE1LAUNCH CREATIVESOURCE MARKETING43BOTTLEROCKET MARKETING1LEADDOG MARKETING57GROUP, INC.76GROUP71CEGACY MARKETINGSPECIALIZED MARKETING80BRITE PROMOTIONS53LEGACY MARKETINGSUPREMIA INTERNATIONAL,PARTNERS28LEO BURNETT/ARCSWITCH: LIBERATE YOUR84CARDENAS MARKETING11/2LIVE NATION NETWORK15TEAM ENTERPRISES33CIRCLE ONE49MARDEN-KANE, INC.68TEAM ENTERPRISES33CIRCLE ONE49MARKETING ARM, THE17TENTHWAVE DIGITAL LLC73COLANGELO35MARKETING GRIVE25TPN32COLLANGELO35MARKETING STORE, THE37TRACYLOCKE13GROUP INC79MARKETING STORE, THE37TRACYLOCKE13OLIABORATIVE MARKETING79MARKETING STORE, THE34UPSHOT44DON JAGODA ASSOCIATES72MASTERMIND MARKETING, NC34UPSHOT44 <tr< td=""><td></td><td>•</td><td></td></tr<> | | • | |
| BDAINTEGER GROUP, THEINTEGER GROUP, THEINTEGER GROUP, THEBECOREINTEGRATED MARKETINGSAGE COLLECTIVE64BECORESERVICESSUPERATION WORLDWIDE12BFG COMMUNICATIONSJACK MORTON WORLDWIDE12BULE CHIP MARKETINGLAUNCH CREATIVE MARKETINGSOURCE COMMUNICATIONSBOTTLEROCKET MARKETING GROUPLEADDOG MARKETING GROUPSPECIALIZED MARKETING GROUP, INC., (TSMGI)BOTTLEROCKET MARKETING GROUPLEGACY MARKETING GROUPSPECIALIZED MARKETING GROUP, INC., (TSMGI)BRITE PROMOTIONSS3LEGACY MARKETING PARTNERSSUPREMIA INTERNATIONAL, INC.RETWORK INC.28LEO BURNETT/ARC WORLDWIDESWITCH. LIBERATE YOUR BRANDCATAPULT INTEGRATED SERVICES/ RPM CONNECT, LLCLIVE NATION NETWORKSTEAM ENTERPRISESCIRCLE ONE49MARDEN-KANE, INC.68MARKETING ARM, THE17TENTHWAVE DIGITAL LLCCOLLABORATIVE MARKETING GROUP INC.MARKETING STORE, THE37COLLABORATIVE MARKETING GROUP INC.MARKETING STORE, THE37COLLABORATIVE MARKETING GROUP INC.MARKETING LAB, INC.4DON JAGODA ASSOCIATESMARS ADVERTISING, INC.34DIGITASMARS ADVERTISING, INC.34DON JAGODA ASSOCIATESMASTERMIND MARKETING MARKETING MICHAEL ALAN GROUP, THE42PRIZE30MICHAEL ALAN GROUP, THE42VERTICAL MARKETING NETWORK.74YENTURA ASSOCIATESFPSILON20MICHAEL ALAN GROUP, THE44 </td <td>GROUP88</td> <td></td> <td>RIVET</td> | GROUP88 | | RIVET |
| BECORESAGE COLLECTIVESAGE COLLECTIVE <th< td=""><td>BARC</td><td>INTEGER GROUP, THE11</td><td>RYAN PARTNERSHIP 16</td></th<> | BARC | INTEGER GROUP, THE11 | RYAN PARTNERSHIP 16 |
| BEG COMMUNICATIONSJACK MORTON WORLDWIDESHUMSKYBFG COMMUNICATIONS41JACK MORTON WORLDWIDE21BLUE CHIP MARKETINGCAUNCH CREATIVE MARKETINGSOURCE COMMUNICATIONSBOTTLEROCKET MARKETING65LEADDOG MARKETING GROUP57BOTTLEROCKET MARKETING GROUPLEGACY MARKETING GROUPSUPREMIA INTERNATIONAL, INC., (TSMGI)BRITE PROMOTIONS53LEGACY MARKETING PARTNERSSUPREMIA INTERNATIONAL, INC., (TSMGI)CARDENAS MARKETING NETWORK INCLEG BURNETT/ARC WORLDWIDESWITCH: LIBERATE YOUR BRANDCATAPULT INTEGRATED SERVICES/ RPM CONNECT, LLCLIVE NATION NETWORK15CIRCLE ONE49MARDEN-KANE, INC.68CIRCLE ONE42MARKETING ARM, THE17COLLABORATIVE MARKETING GROUP INC.MARKETING STORE, THE37COLLABORATIVE MARKETING GROUP INC.MARKETING LAB, INC.94COLLABORATIVE MARKETING GROUP INC.MARKETING CROPORATION9TOM JAGODA ASSOCIATES72MARKETSTAR CORPORATION9JAGODA ASSOCIATES72MASTERMIND MARKETING75JIGITASMARKETAR CORPORATION9VENTURA ASSOCIATES INTERNATIONALLC92PRAFTFCB1MEDIA LOGIC77EPRIZE30MICHAEL ALAN GROUP, THE62VENTURA ASSOCIATES74METIONALLC92VERTICAL MARKETINGMETING INC.36WUNDERMANDIGITAS72MARKETAR CORPORATION74DIGITAS74MAR | BDA | | SAGE COLLECTIVE 64 |
| BIOLOGIANDORICATIONSLAUNCH CREATIVE MARKETINGSOURCE COMMUNICATIONS67BLUE CHIP MARKETING WORLDWIDELAUNCH CREATIVE MARKETINGSOURCE MARKETING GROUP.SOURCE MARKETING GROUP.43BOTTLEROCKET MARKETING GROUP.LEADDOG MARKETING GROUP.SPECIALIZED MARKETING GROUP.SPECIALIZED MARKETING GROUP.BRITE PROMOTIONS53LEGACY MARKETING PARTNERS.SUPREMIA INTERNATIONAL, PARTNERS.CARDENAS MARKETING NETWORK INC.LEO BURNETT/ARC WORLDWIDE.SWITCH: LIBERATE YOUR BRAND.CATAPULT INTEGRATED SERVICES/ RPM CONNECT, LLCLIVE NATION NETWORK15TEAM ENTERPRISESCIRCLE ONE49MARDEN-KANE, INC.68TEAM EPICCOLLANGELO.49MARKETING ARM, THE17TENTHWAYE DIGITAL LLCCOLLABORATIVE MARKETING GROUP INC.79MARKETING STORE, THE37COLLABORATIVE MARKETING GROUP INC.MARKETING LAB, INC.94TRIS3CTCSE52MARKETSTAR CORPORATION9TWO WEST, INC.75DIGITASMARS ADVERTISING, INC.34UPSHOT44DON JAGODA ASSOCIATESMARS ADVERTISING, INC.34UPSHOT44DON JAGODA ASSOCIATESMARTEMIND MARKETING77VERTUCAL MARKETING NETWORK.77EPRIZE30MICHAEL ALAN GROUP, THE62WUNDERMAN47 | | • | SHUMSKY |
| BLOE CHIP MARKE TINGMARKE TINGMARKE TINGSOURCE MARKE TING43WORLDWIDESOURCE MARKE TINGSOURCE MARKE TINGSPECIALIZED MARKE TING43BOTTLEROCKET MARKE TINGLEADDOG MARKE TINGSPECIALIZED MARKE TING60BRITE PROMOTIONSLEGACY MARKE TINGSUPREMIA INTERNATIONAL,84CARDENAS MARKETINGLEG BURNETT/ARCSWITCH: LIBERATE YOUR84CATAPULT INTEGRATED SERVICES/LIVE NATION NETWORK15TEAM ENTERPRISES33CIRCLE ONE49MARKETING GRIVE56TEAM ENTERPRISES33CMD42MARKETING DRIVE55TPN32COLANGELO35MARKETING BORY15TEAM ENTERPRISES33COLLABORATIVE MARKETINGMARKETING DRIVE55TPN32COLLABORATIVE MARKETINGMARKETING LAB, INC.94TRIS3CT54CSESADVERTISING, INC.34UPSHOT44DON JAGODA ASSOCIATESMARS ADVERTISING, INC.34UPSHOT44DON JAGODA ASSOCIATESMICHAEL ALAN GROUP, THE62VENTURA ASSOCIATES92PRIZE30MICHAEL ALAN GROUP, THE62VENTURA ASSOCIATES72PRIZEMARKETINGMICHAEL ALAN GROUP, THE62VUNDERMAN44 | BFG COMMUNICATIONS 41 | | SOURCE COMMUNICATIONS 67 |
| BOTTLEROCKET MARKETING GROUP.ICROUP.STGROUP, INC., (TSMGI).80BRITE PROMOTIONS.71GROUP.SUPREMIA INTERNATIONAL, INC.84BRITE PROMOTIONS.53LEGACY MARKETING PARTNERS.SUPREMIA INTERNATIONAL, INC.84CARDENAS MARKETING NETWORK INC.LEO BURNETT/ARC WORLDWIDE.SWITCH: LIBERATE YOUR BRAND.47CATAPULT INTEGRATED SERVICES/ PPM CONNECT, LLCLIVE NATION NETWORK15TEAM ENTERPRISES33CIRCLE ONE49MARDEN-KANE, INC.68TEAM EPIC39CMD.42MARKETING ARM, THE17TENTHWAYE DIGITAL LLC73COLANGELO.35MARKETING DRIVE.25TPN32COLLABORATIVE MARKETING GROUP INC.MARKETING STORE, THE37TRACYLOCKE13COLLABORATIVE MARKETING GROUP INC.MARKETING LAB, INC.94TRIS3CT54CSEMARKETING LAB, INC.74UPSHOT44DON JAGODA ASSOCIATESMARS ADVERTISING, INC.34UPSHOT44DON JAGODA ASSOCIATESMEDIA LOGIC77VERTICAL MARKETING NETWORK.92PRAFTFCB1MEDIA LOGIC77VERTICAL MARKETING NETWORK.75EPRIZE30MICHAEL ALAN GROUP, THE62WUNDERMAN47 | | | SOURCE MARKETING 43 |
| BRITE PROMOTIONS53PARTNERS50INC84CARDENAS MARKETING NETWORK INC28LEO BURNETT/ARC WORLDWIDESWITCH: LIBERATE YOUR BRAND47CATAPULT INTEGRATED SERVICES/ RPM CONNECT, LLCLIVE NATION NETWORK15TEAM ENTERPRISES33CIRCLE ONE49MARDEN-KANE, INC68TEAM EPIC39CMD42MARKETING ARM, THE17TENTHWAVE DIGITAL LLC73COLANGELO35MARKETING DRIVE25TPN32COLLABORATIVE MARKETING GROUP INCMARKETINGLAB, INC94TRIS3CT54CSE52MARKETSTAR CORPORATION94TRIS3CT54DIGITAS55MARKETSTAR CORPORATION94TWO WEST, INC75DIGITAS56MARS ADVERTISING, INC34UPSHOT44DON JAGODA ASSOCIATES72MASTERMIND MARKETING55VENTURA ASSOCIATES INTERNATIONAL LLC92VERTICAL MARKETINGMICHAEL ALAN GROUP, THE62NETWORK87EPSILON2MKTG INC36WUNDERMAN4 | | | |
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| RPM CONNECT, LLC29LIVE NATION NET WORK15TEAM ENTERPRISES33CIRCLE ONE49MARDEN-KANE, INC.68TEAM EPIC39CMD.42MARKETING ARM, THE17TENTHWAVE DIGITAL LLC73COLANGELO35MARKETING DRIVE25TPN32COLLABORATIVE MARKETING GROUP INC.79MARKETINGLAB, INC.94TRIS3CT34CSE52MARKETSTAR CORPORATION94TRIS3CT54CSE52MARKETSTAR CORPORATION94TWO WEST, INC.75DIGITAS54MARS ADVERTISING, INC.34UPSHOT44DON JAGODA ASSOCIATES72MASTERMIND MARKETING55VENTURA ASSOCIATESDRAFTFCB1MEDIA LOGIC77VERTICAL MARKETING92VERTICAL MARKETING30MICHAEL ALAN GROUP, THE62WUNDERMAN44 | | | |
| CIRCLE ONE49MARDELFICIALLE, INC | | LIVE NATION NETWORK 15 | TEAM ENTERPRISES |
| CMD.42MARKETING ARM, MEL MARKETINGCOLANGELO.35MARKETING DRIVE.25TPN.32COLLABORATIVE MARKETING GROUP INC.MARKETING STORE, THE.37TRACYLOCKE13COLLABORATIVE MARKETING GROUP INC.79MARKETINGLAB, INC.94TRIS3CT54CSECSEMARKETSTAR CORPORATION.94TWO WEST, INC.75DIGITASMARS ADVERTISING, INC.34UPSHOT44DON JAGODA ASSOCIATES72MASTERMIND MARKETING.55VENTURA ASSOCIATESDRAFTFCB1MEDIA LOGIC77VERTICAL MARKETING92VERTICAL MARKETING30MICHAEL ALAN GROUP, THE62WUNDERMAN44 | CIRCLE ONE | MARDEN-KANE, INC 68 | TEAM EPIC |
| COLANGELO.35MARKETING DRIVEL13COLLABORATIVE MARKETING GROUP INC.MARKETING STORE, THE.37TRACYLOCKE13CSEMARKETINGLAB, INC.94TRIS3CT54CSECSEMARKETSTAR CORPORATION.9TWO WEST, INC.54DIGITASMARS ADVERTISING, INC.34UPSHOT44DON JAGODA ASSOCIATES72MASTERMIND MARKETING.55VENTURA ASSOCIATESDRAFTFCB1MEDIA LOGIC77VERTICAL MARKETING92PRIZE30MICHAEL ALAN GROUP, THE62NETWORK.87EPSILON2MKTG INC.36WUNDERMAN4 | СМD42 | MARKETING ARM, THE 17 | |
| COLLABORATIVE MARKETINGMARKETING GTORE, THE TO STORE, TRISSCT | COLANGELO | MARKETING DRIVE | |
| CSEMARKETINGEAD, INCLINITION JACSE52MARKETSTAR CORPORATION9TWO WEST, INC | | | |
| DIGITASMARS ADVERTISING, INC.JDON JAGODA ASSOCIATESMARS ADVERTISING, INC.JDRAFTFCBMASTERMIND MARKETING.JDRAFTFCBMEDIA LOGIC77EPRIZEMICHAEL ALAN GROUP, THEJEPSILON.MKTG INC.J | | | |
| DON JAGODA ASSOCIATES 72 MASTERMIND MARKETING55 VENTURA ASSOCIATES INTERNATIONAL LLC 92 DRAFTFCB MEDIA LOGIC 77 VENTURA ASSOCIATES 92 EPRIZE MICHAEL ALAN GROUP, THE 62 NETWORK 87 EPSILON MKTG INC. 36 WUNDERMAN 4 | | | |
| DRAFTFCB INTERNATIONAL LLC 92 DRAFTFCB MEDIA LOGIC 77 EPRIZE MICHAEL ALAN GROUP, THE 62 EPSILON MKTG INC 36 | | | |
| EPRIZE VERTICAL MARKETING VERTICAL MARKETING NETWORK EPSILON MKTG INC 36 WUNDERMAN | | • | |
| EPSILON | | | |
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CHIEF MARKETER 2012 PROMO 100: SPECIALISTS

Top Agencies with a Promotional Marketing Speciality in:

EVENT/EXPERIENTIAL

| TOP | Agency | 2011 revenue | Agency | 2011 revenue |
|--------------------------|----------------------------|----------------|------------------------------------|--------------|
| 10 | 1. George P. Johnson | \$146,015,527* | 6. Octagon | 89,750,000* |
| | 2. Live Nation Network | 119,800,000* | 7. Cardenas Marketing Network Inc. | 59,176,725 |
| | 3. GMR Marketing LLC | 106,600,000* | 8. TEAM Enterprises | 40,200,000* |
| *Revenue estimated by | 4. Arnold Brand Experience | 105,300,000* | 9. MKTG INC | 34,778,000 |
| Promo | 5. Jack Morton Worldwide | 94,800,000* | 10. Team Epic | 33,200,000 |

INTERACTIVE

| TOP | Agency | 2011 revenue | Agency | 2011 revenue |
|--------------------------|---------------------|----------------|------------------------------|--------------|
| 10 | 1. Digitas | \$400,000,000* | 6. AMP Agency | 23,059,082 |
| | 2. Euro RSCG | 172,500,000* | 7. MRY (Mr Youth) | 20,800,000* |
| *5 | 3. Hawkeye | 85,422,000* | 8. Gage Marketing Group, LLC | 18,326,000 |
| *Revenue estimated by | 4. ePrize | 53,212,495 | 9. Mastermind Marketing | 14,800,000 |
| Promo | 5. Source Marketing | 25,800,000* | 10. Tenthwave Digital LLC | 6,062,533 |

PROMOTIONAL PRODUCTS

| TOP | Agency | 2011 revenue | Agency | 2011 revenue |
|-----|--------------------------------------|---------------|---|--------------|
| E | 1. BDA | \$313,345,000 | 4. Supremia International, Inc. | 3,700,000* |
| | 2. Shumsky | 5,931,828 | 5. Promotional Alliance International, Inc. | 1,891,298 |
| | 3. Specialized Marketing Group, Inc. | 4,187,131 | *Revenue estimated by Promo | |

RETAIL (IN-STORE)

| TOP | Agency | 2011 revenue | Agency | 2011 revenue |
|-----|----------------------------------|----------------|------------------------------|------------------------|
| 10 | 1. Draftfcb | \$676,200,000* | 7. TracyLocke | 123,000,000* |
| | 2. Leo Burnett/Arc Worldwide | 475,000,000* | 8. G2 Worldwide | 121,000,000* |
| _ | 3. Wunderman | 441,200,000* | 9. Ryan Partnership | 117,758,698 |
| | 4. Integrated Marketing Services | 302,170,277 | 10. Marketing Arm, The | 115,774,000* |
| | 5. MarketStar Corporation | 176,135,837* | (Chief Marketer 2012 PROMO 1 | OO Agency of the Year) |
| | 6. Integer Group, The | 158,050,000* | *Revenue estimated by Promo | |





CHIEF MARKETER 2012 PROMO 100: SPECIALISTS

Top Agencies with a Promotional Marketing Specialty in:

SOCIAL

| TOP | Agency | 2011 revenue | Agency | 2011 revenue |
|-----------------------------------|----------------------------|----------------|------------------------------------|--------------|
| 10 | 1. Digitas | \$400,000,000* | 6. Alcone Marketing | 68,120,000* |
| | 2. Euro RSCG | 172,500,000* | 7. Cardenas Marketing Network Inc. | 59,176,725 |
| *Revenue estimated by Promo | 3. Ryan Partnership | 117,758,698 | 8. Source Marketing | 25,800,000* |
| | 4. Arnold Brand Experience | 105,300,000* | 9. Active Network, Inc., The | 23,500,000* |
| | 5. Hawkeye | 85,422,000 | 10. MRY (Mr Youth) | 20,800,000* |

SWEEPSTAKES

| TOP | Agency | 2011 revenue | Agency | 2011 revenue |
|-----|-------------------------|--------------|---|--------------|
| 5 | 1. Marketing Store, The | \$34,000,000 | 4. Don Jagoda Associates | 6,106,899 |
| | 2. Prize Logic, LLC | 12,752,000 | 5. Ventura Associates International LLC | 2,798,236 |
| | 3. Marden-Kane, Inc. | 7,947,135 | *Revenue estimated by Promo | |

METHODOLOGY The Specialists all appear on the CHIEF MARKETER 2012 PROMO 100 and are ranked within each specialty by U.S. net revenue. These agencies self-selected on the entry form that more than 55% of their business comprises the specific specialty within which they rank.





CHIEF MARKETER 2012 PROMO 100: SPECIALISTS

Top Agencies with **Client** Specialties in:

AUTOMOTIVE

| TOP | Agency | 2011 revenue | Agency | 2011 revenue |
|-----|----------------------------|--------------|---|--------------|
| E | 1. Automotive Events, Inc. | \$11,679,546 | 4. Specialized Marketing Group, Inc., The | 4,187,131 |
| | 2. Sage Collective | 9,050,000* | 5. All Terrain | 2,971,329 |
| | 3. Next Marketing | 7,556,042 | *Revenue estimated by Promo | |

CONSUMER PACKAGED GOODS

| TOP | Agency | 2011 revenue | Agency | 2011 revenue |
|-----|----------------------------------|----------------|--|--------------|
| 10 | 1. Draftfcb | \$676,200,000* | 7. TracyLocke | 123,000,000* |
| | 2. Leo Burnett/Arc Worldwide | 475,000,000* | 8. G2 Worldwide | 121,000,000* |
| | 3. BDA | 313,345,000 | 9. Ryan Partnership | 117,758,698 |
| | 4. Integrated Marketing Services | 302,170,277 | 10. Marketing Arm, The | 115,774,000* |
| | 5. Euro RSCG | 172,500,000* | (Chief Marketer 2012 PROMO 100 Agency of the Year) | |
| | 6. Integer Group, The | 158,050,000* | *Revenue estimated by Promo | |

SPORTS/ENTERTAINMENT

| TOP | Agency | 2011 revenue | Agency | 2011 revenue |
|-----|---|--------------|---|--------------|
| 5 | 1. Cardenas Marketing Network Inc. (Ent.) | \$59,176,725 | 4. CSE (Sports) | 15,876,000 |
| 5 | 2. Team Epic (Sports) | 33,200,000 | rEvolution (Sports) | 11,900,000* |
| | 3. Allied Integrated Marketing (Ent.) | 29,720,000 | *Revenue estimated by Promo | |

RETAILER

| тор 5 | Agency | 2011 revenue | Agency | 2011 revenue |
|-----------------|----------------------------------|----------------|-----------------------------|--------------|
| | 1. Wunderman | \$441,200,000* | 4. Parago | 63,000,000* |
| | 2. Integrated Marketing Services | 302,170,277 | 5. Two West, Inc. | 5,899,999 |
| | 3. MarketStar Corporation | 176,135,837* | *Revenue estimated by Promo | |

METHODOLOGY The Specialists all appear on the CHIEF MARKETER 2012 PROMO 100 and are ranked within each specialty by U.S. net revenue. These agencies self-selected on the entry form that more than 55% of their business comprises the specific specialty within which they rank.