

# Agency Listings



## Active Marketing Group

San Diego Headquarters:  
10182 Telesis Court, 3rd Floor  
San Diego, CA 92121  
**Phone:** 858-964-6008, 877-322-8481  
**Fax:** 858-551-7619  
**Contact:** Stephen Kehle, Vice President, Sales  
**Email:** AMGinfo@active.com  
**Website:** www.ActiveMarketingGroup.com



## Regional Offices:

Boston, Denver, New York

## Company Description:

*Marketing Innovation through Access and Insight.*  
As a division of The Active Network, Inc., Active Marketing Group is a digital media and marketing services firm that leverages its direct relationship to communities nationwide to help brands connect with active-minded consumers. With leading online media assets, a national network of partners and deep integrated marketing expertise, Active Marketing Group delivers authentic connections that drive brand value.

Check out our listings in the following sections **Agencies, Direct/Database Marketing, Field Marketing and Sampling Programs** and don't forget to visit our website to view our access and insight into the active consumer at [www.activemarketinggroup.com](http://www.activemarketinggroup.com).

## Our Services Include:

Online Advertising  
Brand Sampling  
Direct/Database Marketing  
Ambassador Teams  
Sponsorship Activation  
Market Research/Consulting

## Partial Client List:

L'Oreal, Accelerade, Toyota, Subway, SONY, Newell Rubbermaid, Choice Hotels, Churchhill Downs, Nike, ESPN, Saturn



## Alcone Marketing Group

4 Studebaker  
Irvine, CA 92618  
**Phone:** 949-770-4400  
**Website:** [www.alconemarketing.com](http://www.alconemarketing.com)  
**Contact:**  
Nichole Kezsely, VP Business Development  
800-419-2470  
[nichole.kezsely@alconemarketing.com](mailto:nichole.kezsely@alconemarketing.com)  
**Full-Service Locations:** Irvine, CA; Darien, CT; Chicago, IL  
**Additional Offices:** Pittsburgh, PA; Atlanta, GA; Dallas, TX; Saddle Brook, NJ

## Description:

Founded in 1976, Alcone Marketing Group is a fully-integrated marketing agency encompassing promotional marketing, experiential, interactive & 3rd screen, shopper marketing, multi-cultural targeting and regional/local market activation. We also have our own world-class fulfillment operation to deliver comprehensive, end-to-end solutions for our clients.

## Philosophy:

Alcone pioneered CONSUMER ACTIVATION™ to help clients UNDERSTAND, ENGAGE, MOTIVATE AND CONNECT with their consumers. Our proprietary CONSUMER LAB™ works seamlessly with our account and creative teams to understand your target consumer inside and out. Then we develop insightful, strategically correct and compelling programs that get these consumers connected with your brand, and more importantly, buying it. When you're really good at "getting" consumers, you're really good at getting results.

## Partial Client List:

Bel Brands  
California Lottery  
ConAgra  
Coty Beauty  
Del Monte Pet  
Ghirardelli Chocolate  
Hasbro  
JM Smucker's  
LGE Mobilecomm  
McCormick  
Nestlé USA  
Paramount Farms  
Pernod Ricard  
Philips  
Safeway  
Seeds of Change  
Unilever



## AMP Agency

54 Canal Street  
Boston, MA 02114  
**Phone:** 617-837-8104  
**Fax:** 617-723-2188  
**Contact:** Gary Colen  
**Email:** [gcolen@alloymarketing.com](mailto:gcolen@alloymarketing.com)  
**Website:** [www.ampagency.com](http://www.ampagency.com)

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 interactive efforts. Offered by Alloy, AMP Agency is strengthened by their segment marketing expertise and nontraditional media outlets.

# Arnold

## Arnold Brand Promotions

101 Huntington Avenue  
Boston, MA 02199  
**Phone:** 617-587-8000  
**Fax:** 617-587-8844  
**Email:** [mcarey@arn.com](mailto:mcarey@arn.com)

## Contacts:

Michael Carey, SVP, Director of Brand Promotions  
**Phone:** (617) 587-8213  
**E-mail:** [mcarey@arn.com](mailto:mcarey@arn.com)  
Mary McLaughlin, VP, Director of Brand Promotions  
**Phone:** 617-587-8810  
**E-mail:** [marymclaughlin@arn.com](mailto:marymclaughlin@arn.com)  
**Website:** [www.arnoldbrandpromotions.com](http://www.arnoldbrandpromotions.com)  
**Branch Offices:** 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, we utilize resources including integrated analytics, business insights, 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.

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# Agency Listings

We drive results through:

Experiential Marketing  
Mobile and Event marketing  
Sponsorships and Activation  
Partnership Marketing  
Sampling Programs  
Retail/Trade Programs  
Word of Mouth Marketing  
And...much, much more

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

Clients include:

Ocean Spray  
Tyson  
PepsiCo  
Amtrak  
Progressive  
Hershey's  
McDonald's  
Johnson & Johnson  
Brown-Forman  
Fidelity  
Citizens Bank  
USA Today  
Volvo



## 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/on-line 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  
Bongrain Cheese  
Hill's Pet Food

## BARNES & NOBLE COLLEGE MARKETING NETWORK

### Barnes & Noble College Marketing Network

120 Mountain View Blvd  
Basking Ridge, NJ 07920

**Phone:** 908-991-2195

**Email:** mwasserman@bncollege.com

### Reach 4 million students on over 600 US campuses

Our know-how, reliability, and quality execution give you exclusive access to this highly influential audience through a unique set of traditional and non-traditional tools.

Targeted programs include:

- Sampling
- Signage
- Postering
- Print and online advertising
- Experiential
- College Lifestyle (freshmen, grads, athletics)

**Our client list includes:** Dell, Avon, Starbucks, Pepsi, Merck, Cadbury Adams, Schick, Neutrogena, Wrigley, Apple, Energizer, Accenture, Logitech, STA Travel, and Allstate.



## bds mktg

10 Holland  
Irvine, CA 92618

**Phone:** 949-472-6700

**Contact:** Kristen Cook, Managing Partner

**Email:** marketing@bdsmtg.com

**Website:** www.bdsmtg.com

bds offers Street Intelligence<sup>SM</sup>, training, brand advocacy, merchandising and assisted sales to optimize sales floors, empower sales associates, and activate brands to maximize sell-through.



## BFG Communications

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

**Contact:** Kevin Meany, President

**Email:** kmeany@bfgcom.com

**Website:** www.bfgcom.com

## BFG

Headquartered in Hilton Head, SC with offices in New York City and Tampa, and a field marketing network of more than 40 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:

Our programs build strong emotional connections between consumers and brands through innovative experiences that turn consumers into advocates. Our category expertise includes: Strategic Planning, Branding & Creative Development, Integrated Promotions, Experiential Events & Branded Entertainment, Sponsorships & Events Licensing, Customized Retail Programming, Advertising & Non-traditional Media, Tours & Mobile Marketing, Guerilla Marketing & Street Teams, Partnerships, Dynamic Digital Media Solutions, Podcasts, Vodcasts & Blogs, Viral Strategies & New Media.

## 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, Baileys, Odwalla, Dole, Mars, Wendy's, BV Wines, RJReynolds, The Coca-Cola Company, The Cartoon Network, DirecTV, PGA, ING Financial, Smirnoff, Bordeaux Wines, Pabst Blue Ribbon, Hyatt Resorts, United Artists, Major League Baseball, Turner Network Television, Sara Lee, Combos, Fremantle Media and Miller Brewing Company.

## References:

James Bond, George Jetson, Superman, Cal Ripken, Jr., Mix Master Mike, Will.I.Am, Fergie, Batman, Taboo, Slash, Duff McKagan, Scott Weiland, The Flaming Lips, John Legend, Harry Potter, Speed Racer.

## What we've done recently:

Launched a digital communication platform to promote real-time conversations between brands and their fans. Raced through flagship retailers with Speed Racer. Satisfied the hunger of a hundreds of thousands of NASCAR fans by inviting them to the COMBOS NATION. Shined the spotlight on retail sales for *Batman The Dark Knight*. Added a bunch of glass statues to the bookcase and made a lot of clients very happy.

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# Agency Listings

**What we don't have:**  
Egos and attitudes.

**What our clients say:**  
You guys are very easy to work with. This is more than we expected. We're blown away. I'm getting promoted...thanks to you!

**Why you should call:**  
BFG is a group of more than 250 exceptionally talented, smart people, and we love what we do. We are appreciated for being fun, flexible and extremely easy to work with. And we take great pride in our creativity.

Smart People. Brilliant Solutions. Exceptional Execution.



**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  
**Email:** Gary@boomm.com  
**Website:** www.boomm.com

**Company Description:** Boomm ignites ideas that engage audiences to your brand. Desired results-consistently produced by Boomm's creative and strategic know-how in consumer, B2B and retail.



**Catapult Action-Biased Marketing**  
55 Post Rd West  
Westport, CT 06880  
**Phone:** 203-682-4000  
**Fax:** 203-682-4155  
**Contact:** P. Kramer, Chief Operating Officer  
**Phone:** 203-682-4000  
**Fax:** 203-682-4996  
**E-mail:** pkramer@catapultmarketing.com  
**Website:** www.catapultmarketing.com  
**Other Offices:** Los Angeles, Phoenix, Bentonville, Nashville

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

**Specialization:** Balancing brand communications, consumer messaging and retailer needs. No one knows retail better than us. We look at retail activation not as the end result of our marketing efforts, but as the beginning of 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™ model links you with a Key Engagement Manager, whose broad-based experience across a multitude of disciplines ensures that they will not only identify the full spectrum of marketing opportunities available to you, but, more importantly, ensure that those opportunities are fully integrated into your strategy.

**Clients:** CESAR® Brand Food for Dogs, Dannon, Disney, Fosters Wine, Future Brands, Intel, M&M Mars, Pedigree® Brand Food for Dogs, Perdue Chicken, Novartis, Subway Restaurants, Uncle Bens, Reynolds.

**Company Statement:** Catapult is strategically integrated. We influence what people actually do, not merely what they think or say, as the most direct 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.



**Centra Marketing & Communications LLC**  
1400 Old Country Rd, Ste 420  
Westbury, NY 11590  
**Phone:** 516-997-3147  
**Fax:** 516-334-7798  
**Contact:** Robert A. Bell, Chief Operating Officer  
**Email:** rbell@centramarketing.com  
**Website:** www.centramarketing.com

An integrated marketing services agency with its pulse on current trends and access to cutting-edge technology. We combine fresh thinking with proven marketing insights to deliver powerful, revenue driven and award-winning results for our clientele. With services ranging from offline to online, concept through completion, our solutions are completely turnkey. We specialize in a number of disciplines including strategic planning, experiential marketing, a full range of interactive services, partnerships/entertainment tie-ins, and game of chance promotions including fulfillment services.

**Clients:** Abitibi Paper Retriever, CareerBuilder.com, Crocs, DaimlerChrysler Corporation, E&J Gallo Winery, Harper Collins Publishing, Imus Ranch Foods, JetBlue Airways, Lorillard Tobacco Company, Martha Stewart Living Omnimedia, Inc., Meguiar's, News America Marketing, Pacific Life Insurance Company, Pinnacle Foods, Sony Music Entertainment, Inc. and Volvo Cars of North America.

**Company Statement:** "The Vision we define is the one you want your customers to see."

**Championship Group Inc**  
1954 Airport Rd, Suite 200  
Atlanta, GA 30341  
**Phone:** 770-457-5777  
**Contact:** Ardy Arani, President/CEO  
**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.



**CRN International, Inc**  
One Circular Ave  
Hamden, CT 06514  
**Phone:** 203-288-2002  
**Fax:** 203-281-3291  
**Contact:** Steve Wakeen, VP, Strategy & Development  
**Email:** stevev@crnradio.com  
**Website:** www.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 product sampling, product placement, digital integration, social networking, spokesperson interviews and branded entertainment. 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 competencies include Hispanic, multi-cultural, small business, motorsports and lifestyle marketing. Its award winning, non-traditional campaigns consistently deliver measurable returns on clients' investment.

**Clients:** Partial listing includes: Kraft, Procter & Gamble, Microsoft, Unilever Foods, Kellogg Company, ExxonMobil, Pepsico, Nextel, Samsung, Georgia-Pacific, Miller Brewing Company.

4C  
Entertainment  
Full Page

# Agency Listings

## DATAPOSITIVE

### DataPositive Group

1776 On The Green, 67 East Park Place 5th Floor  
Morristown, NJ 07960

**Phone:** 973-975-0353

**Contact:** Mark Valva, CEO

**Email:** mark@datapositive.com

**Website:** www.datapositive.com

**Company Description:** Full-service interactive promotion agency with a decidedly non-cookie-cutter approach, delivering unique, custom promotions with work that is both extraordinary and an excellent value.

**Specialization:** Provides all elements necessary for planning and executing interactive promotions: Strategic consulting, software development/engineering, sweepstakes/games/contests, digital video production/podcasting, CRM database applications, loyalty programs, social networking, direct marketing, and text messaging. "Digital Refiltering," the agency's proprietary methodology, sorts and prioritizes relevant target audience data and insights, leading to superior results.

## DIGITAS

### Digitas

355 Park Avenue South  
New York, NY 10010

**Contact:** Jackie Stone, Vice President, Group Director

**Email:** jstone@digitas.com

**Website:** www.digitas.com

**Offices:** Atlanta, Boston, Chicago, Detroit, New York

**Company Description:** Publicis' Digitas - ranked Promotion Agency of the Year in PROMO Magazine's 2007 Top 100 - is a leading digital marketing agency, helping the world's biggest brands develop, engage and profit from building profitable relationships with their customers. The Agency pairs media, marketing, technology, creativity, imagination and analytics to ignite emotional bonds between people and brands. 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 Reggie's 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, Samsung, IBM, Whirlpool

## DRAFTFCB

### Draftfcb

101 E Erie Street  
Chicago, IL 60611

**Phone:** 312-425-5000

**Contact:** Tina Manikas, Chief Global Retail & Promotions Officer

**Email:** tina.manikas@draftfcb.com

**Website:** www.draftfcb.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 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 98 countries, with more than 9,600 employees worldwide, and is part of the Interpublic Group of Companies (NYSE: IPG). The agency's global corporate leadership team includes Howard Draft, chairman and CEO; Laurence Boschetto, president and COO; Jonathan Harries, worldwide chief creative officer; and Neil Miller, CFO. For more information, visit www.draftfcb.com.

### 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, Kmart, Kraft Foods, Merck, MilkPEP, Roche, Ross, SC Johnson, Taco Bell, USPS, Verizon



ERIC MOWER  
AND ASSOCIATES

### Eric Mower and Associates

50 Fountain Plaza, Suite 1000  
Buffalo, NY 14202

**Phone:** 716-880-1405

**Contact:** Doug Bean, Managing Partner

**Email:** dbean@mower.com

**Website:** www.mower.com

**Specialization:** Brand promotion - especially at retail. National and account-specific programs. Turning shopper insights into actionable, executable promotions. And delighting clients with outstanding service.



### Eventive Marketing LLC

200 Varick St  
New York, NY 10014

**Phone:** 212-463-9700

**Fax:** 212-727-1716

**Contact:** David Saalfrank, SVP

**Email:** davids@eventivemarketing.com

**Website:** www.eventivemarketing.com

**"We create conversations with your most important customers that increase brand value, focus and sales"**

### Experts in creating consumer "activists" for your brand

We live at that point of engagement when a consumer goes from being mildly aware of your brand, services and offerings to becoming a zealot for your brand. This is done through the creation of relevant, memorable experiences that **accelerate consideration** of your brand

### 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.

Big ideas, solid strategy, excellent service, flawless execution and market-leading value!

### Eventive's expertise

- field team execution
- mobile tours
- public relations events
- retail-tainment
- sponsorship activation
- college marketing
- nightlife marketing
- business-to-employee events

### Clients

Dannon, Kellogg, RIM BlackBerry, Diesel USA, FedEx Office, Michelin, Upper Deck, Birdseye, Polaris, Beam Global Spirits & Wine, Stonyfield Farm, Chock Full O' Nuts



### Flair Communications Agency Inc

214 West Erie Street  
Chicago, IL 60610

**Phone:** 312-943-5959, 800-621-8317

**Contact:** Allyn Miller, President

**Email:** amiller@FlairAgency.com

**Website:** www.FlairAgency.com

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**Company Description:** Creatively inspired, independently owned, entrepreneurially driven full-service marketing communications agency with the scale to manage major initiatives. Flair specializes in traditional and new media/web-based Consumer, Retail, Franchised, Trade Associations, Financial and Business-to-Business efforts, supported by an innovative Flair Strategic Planning Group.

**The Flair Difference:** An award-winning work environment. Top creative, consistent award winning work. Exacting budget controls. Top-to-Top relationships. Our proprietary On-Demand web-based technology solutions complement our 40+ year history of results-oriented strategic planning and integrated marketing. Seamless integration with the nation's top advertising and public relations agencies. Strategic Planning, New Media Advertising, Promotion, Kids & Teen Expertise, Account-Specific, Event, Sampling, Trade, Sports, Interactive, Co-Marketing, Entertainment and Premium Sourcing.

**Clients:** Flair has created successful, integrated marketing solutions for clients - large and small - including: Dairy Management, Inc., Dole Foods, Dunkin' Brands (Dunkin' Donuts and Baskin-Robbins), Dairy Farmers of America, Saputo, Inc., RIM Technologies (BlackBerry), and The White House Historical Association.

For more information, visit <http://www.FlairAgency.com>.



**Gigunda Group Inc**  
540 N Commercial St  
Manchester, NH 03101  
**Phone:** 603-314-5000  
**Fax:** 603-314-5001  
**Contact:** Scott Schoessel  
**Email:** [scotts@gigundagroup.com](mailto:scotts@gigundagroup.com)  
**Website:** [www.gigundagroup.com](http://www.gigundagroup.com)



Welcome to Gigunda Group... a worldwide award winning organization of strategic thinkers & topnotch 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 its 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.



**GMR Marketing**  
5000 South Towne Drive  
New Berlin, WI 53151  
**Phone:** 262-786-5600  
**Fax:** 262-780-6141  
**Contact:** Tony Besasie, CMO (262) 780-8253  
**Email:** [hgnewbizz@gmrlive.com](mailto:hgnewbizz@gmrlive.com)  
**Website:** [www.gmrlive.com](http://www.gmrlive.com)  
**Offices:** Milwaukee, Charlotte, Chicago, Detroit, New York, San Francisco, Seattle, Beijing, London, Paris (represented in France/Paris through its group company DAS France Ltd) Toronto and Vancouver

**Company Description:**  
GMR is the nation's most experienced live marketing firm delivering strategically sound, professionally-executed marketing solutions that engage consumers in impactful brand experiences in real time. Our experience in live marketing is evident in the results driven, award-winning campaigns we've created for our clients over the past thirty years. With over 500 live marketing professionals on staff, our resources are diverse and scalable giving our clients the freedom to address marketing opportunities, no matter the size or circumstance.

Our agency applies its expertise across music, entertainment, sports, lifestyle and technology, and continues to be at the forefront of these rapidly changing industries. The GMR Entertainment Group includes experts who provide holistic services from consulting to program execution and measurement. The GMR Sports Council works with one of the most diverse mix of sports marketing portfolios ranging from amateur athletics to professional sports. Our experience in lifestyle marketing is equally as diverse, spanning a wide range of consumer groups and a variety of product categories; from package goods to automotive and consumer electronics. GMR offers deep experience in leveraging the power of emerging technology to connect with consumers before, during and after live brand engagements.

Our passionate work-hard, play-hard culture is guided by a "can-do" attitude and client-centric focus. We relish the opportunity to partner with clients to take on new challenges, all the while asking, "What would it take to make that happen?"



**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  
**Email:** [info@grandcentralmarketing.com](mailto:info@grandcentralmarketing.com)  
**Website:** [www.grandcentralmarketing.com](http://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 game show starring cats and their humans to generate publicity for Meow Mix, opening a Tweety pop-up store to rebrand the iconic Warner Bros. character or creating a mobile tour to introduce consumers to Robert Mondavi wine, 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 Foods  
GGP Malls  
Harley Davidson  
HBO  
Napster  
National Geographic  
Ragdoll, Ltd.  
Robert Mondavi  
Target  
USA Network  
Warner Bros.

# Agency Listings

## hawkeye

vision\_velocity

### hawkeye

2828 Routh Street, Suite 300  
Dallas, TX 75201

**Phone:** 214-659-5656

**Fax:** 214-747-1897

**Contact:** Rodney Mason, Managing Director, CMO

**Email:** rmason@hawkeyewww.com

**Website:** www.hawkeyewww.com

**Company Statement:** hawkeye is a Special Forces team that uses insight and data intelligence to quickly solve complex challenges for world-class marketers and build Trust in their brands through: Interactive • B2B • Channel • Direct • Branding • Change Communication • Sports & Entertainment.

**Branch Offices:** Boise • Buffalo • Charlotte • Chicago • Dallas • Denver • Lodz, Poland • London • Los Angeles • New York • Rochester • San Francisco • Seattle • Singapore • Vail • Washington, D.C.



### HMT Associates Inc

151 Orchardview Rd  
Cleveland, OH 44131

**Phone:** 216-369-0109

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

**Email:** info@hmtassociates.com

**Website:** www.hmtassociates.com

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

**Company Description:** We are a full service shopper marketing agency. HMT is single minded. . . Shopper marketing is our core expertise, not a division or add-on service. Our experience vast, over 30 years! Our capabilities are totally turn-key from strategic planning through all aspects of promotional 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.

## INNOVA marketing

innovative period.

### INNOVA Marketing

6570 Edenvale Boulevard

Minneapolis, MN 55346

**Phone:** 952-392-2280

**Fax:** 952-949-8865

**Contact:** Brad Pappas, President

**Email:** bpappas@innovamarketing.com

**Website:** www.innovamarketing.com

**Year Founded:** 1984

Strategic. Original. Innovative. Solution-oriented. Easy-to-work-with. Results-driven. Budget-friendly. Engaging. Experiential. Memorable. Branding. Trial. Awareness. In-person. Interactive. Buzz-worthy. Curb appeal. Tell your friends. Tell your mom. Tell your co-workers. Tell yourself. Purchase. Connect. Remember. Repeat. ROI. The way all **experiential trial and awareness promotions** should be...

### INNOVATIVE PERIOD.

#### Core Capabilities

Event Marketing  
Commuter Intercept  
Retail In-Store  
Retail-tainment  
Solo/Co-op Sampling  
Demographic Targeting



integer

### The Integer Group

7245 West Alaska Drive  
Lakewood, CO 80226

**Phone:** 303-393-3402

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

**Email:** mmcmullen@integer.com

**Website:** www.integer.com

**Company Statement:** Beep. It's the heartbeat of your brand. The sound of the cashier's scanner, measuring the vitals of your business. The most sought-after sound at retail. At The Integer Group®, we know all about beep. And how to create it. We turn our retail knowledge and shopper insights into strategic marketing, targeted promotions, and relevant creative executions that generate measurable results for our clients-helping their brands beep across the globe.

Consumer cultural trends, relevance, and shopper purchase behavior. We analyze and interpret all of these elements. Only we do it in ways that ensure

that every action we take to build the brand makes the sale and every action we take to make the sale builds the brand.

Marketing at the intersection of branding and selling doesn't just secure measurable business results. It drives consumers to buy today and come back to buy again tomorrow.



### Integrated Marketing Services

19100 Von Karman Ave, Suite 350  
Irvine, CA 92612

**Phone:** 908-477-4802

**Contact:** Gary Wagner, President

**Email:** gwagner@thinkintegrated.com

**Website:** www.thinkintegrated.com

**Who we are:** Integrated Marketing Services (IN) is a full-service strategic marketing and promotions agency with an impressive client roster that includes Fortune 500 companies such as Unilever and Time, Inc.

Established in June 2000, we have differentiated ourselves from other agencies with an innovative business model that seamlessly connects sales and marketing.

**What we do:** We develop fully-integrated marketing campaigns that deliver against both consumer pull and retailer activation. It starts with a strategic plan based on consumer, shopper, retailer and brand insights. This sets the stage for us to develop compelling, consumer-focused solutions and breakthrough creative that deliver measurable results. We provide a complete array of marketing services including Shopper Marketing, Consumer Promotions, Strategic Planning, Creative Development and Innovative Production.

**What sets us apart:** Our close relationships with retailers nationwide give our clients a distinct advantage. Unlike traditional promotion agencies, IN connects the retailer and brand, developing optimal solutions based on powerful insights about specific retail channels and shopping environments.

**The IN spirit:** Our company fosters a dynamic, entrepreneurial culture. Associates are encouraged to take the initiative on projects while building a positive environment of collaboration and mutual respect.

**Where we're located:** Our creative hub in Norwalk, CT and headquarters in Irvine, CA are supported by satellite agency offices in Arkansas, Colorado, Illinois, New Jersey, New York, North Carolina, Ohio, Pennsylvania and Texas.

4C  
ePrize  
Full Page

# Agency Listings



## Kerry Group LLC

10805 Sunset Office Drive, Suite 415  
St. Louis, MO 63127

**Phone:** 314-822-1711

**Fax:** 314-822-1645

**Contact:** Bob McCann

**Email:** bmc@kerrygroup.com

**Website:** www.kerrygroup.net

## Company Statement

The Kerry Group logo signifies the interlocking strength of brand relationships that live far beyond a single moment in time. We don't just have consumers experience a brand, we have them interact with it. We don't just run events, we run retail training programs to up-sell a brand's virtues and influence sales. And we don't just introduce consumers to the brand, we engage them with it.

The objective is to bring your brand story to life in ways that turn casual consumers into loyal fans, and a disinterested trade into brand ambassadors.

Do you want your brand to just be experienced, or forever embraced?

## Services:

Brand Engagement Marketing (events, experiences, sponsorship activation, ethnic and viral programs), Influencer training, trade and consumer incentives, promotions and advertising.



## Launch Creative Marketing

208 S Jefferson Street, Suite 400  
Chicago, IL 60661

**Phone:** 312-234-9800

**Contact:** Kevin Keating, President;  
Michele Reynolds, Director of New Business

**E-mail:** kevink@launchcreative.com;  
micheler@launchcreative.com

**Website:** www.launchcreative.com

Launch is a PROMO 100 (#12 by growth) brand marketing agency with expertise to integrate memorable brand experiences through promotions, package designs, interactive and in-store marketing.

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



## LeadDog Marketing Group

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

**Phone:** 212-488-6530

**Fax:** 212-741-5013

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

**Website:** www.leadogmarketing.com

**Branch Offices:** Los Angeles, Chicago, Atlanta and Boston

**Company Description:** LeadDog Marketing Group is an independently-owned, NYC based full-service event marketing and brand promotion agency of 65 passionate people. In 2007, LeadDog was ranked #27 in the Promo 100 and listed as one of the Top 10 fastest growing agencies four years running by Promo Magazine. LeadDog Marketing Group will help you Unleash Your Potential!

## Core Competencies:

- Experiential & Event Marketing Strategy/Activation
- Brand Promotion Planning/Management
- Creative Development/Design
- Interactive Promotion/Website Design and Development
- Mobile, Buzz/Grassroots and Guerilla Marketing
- Sports Marketing
- Sponsorship Marketing
- Entertainment Programming/Production
- Hospitality
- Promotions and Sweepstakes Planning/Execution

**Partial Client List:** Clients include ABC-TV; NASCAR; O, *The Oprah Magazine*; *Lucky Magazine*; Susan G. Komen for the Cure; NHL; HBO and Scholastic.



**MARDEN-KANE INC**

## Marden-Kane Inc

36 Maple Place  
Manhasset, NY 11030-1962

**Phone:** 516-365-3999

**Fax:** 516-365-5250

**Contact:** Paul Slovak, COO

**Phone:** 516-301-2201

**Email:** pauls@mardenkane.com

**Website:** www.mardenkane.com

**Year Founded:** 1957

**Branch Offices:** Chicago, IL

**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.

olutionizing 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



## The Marketing Arm

1999 Bryan Street, Suite 1800  
Dallas, TX 75201

**Phone:** 214-259-3200

**Fax:** 214-259-3201

**Contact:** Gregg Hamburger, Managing Director

**Email:** ghamburger@themarketingarm.com

**Website:** www.TheMarketingArm.com

**Company Description:** Founded in 1993, The Marketing Arm (TMA) is a promotions and event agency building brands through the emotionally powerful platforms of entertainment, music, sports, and cause marketing. 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, multicultural 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.



Realize Your Brand's Full Potential

## Marketing Drive

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

**Contact:** Michael Harris, President & CEO

**Contact:** Michael Harris, President & CEO

**Phone:** 203-857-6100

**E-mail:** Michael.harris@marketingdrive.com

**New Business Contact:** Dean Williams

**Phone:** 203-857-6117

**E-mail:** dean.williams@marketingdrive.com

**Website:** www.marketingdrive.com

**Year Founded:** 1989

**Company Description:** A full-service promotional marketing agency.

*listing continued on next page*

# Agency Listings

## Company Statement:

Marketing Drive is a promotional marketing agency dedicated to helping our clients realize their brand's full potential. We do this by driving incrementality. Our trick, discover an unexpected insight or opportunity to translate into a creative idea that goes Boom - simple to say, hard to do. Smart solutions that help brands realize their full potential.

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

**Professional Affiliations:** American Association of Advertising Agencies (AAAA), In-store Marketing Institute, and Promotion Marketing Association (PMA)



## Marketing Visions Inc

520 White Plains Road, Suite 500  
Tarrytown, NY 10591

**Phone:** 914-631-3900

**Fax:** 914-693-8338

**Contact:** Jay Sloofman, President

**Email:** 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

130 E Randolph St, Suite 2400  
Chicago, IL 60601

**Phone:** 312-228-0800

**Contact:** Jason Vargas, SVP Business Development & Marketing

**Email:** jvargas@marketingwerks.com

**Website:** www.marketingwerks.com



## Experience Counts™

We believe when it comes to Experiential Marketing, there's no substitute for experience.

The experience consumers have with your brand. The experience our clients have working with us. Our 21+ years' experience in creating solutions.

In 1987 we took brands to the streets through Mobile Marketing. While that's still a core strength, today we offer a wide array of tools for reaching the people you need to influence.

## WHAT WE DO

Our key services are:

- Mobile Marketing
- Event Marketing
- Youth Marketing
- Multi-Cultural Marketing
- Re-marketing
- Retail Engagement
- PR and Media Support

That's as of press time. Call us next week, and you'll find us working on a new way to deliver your message. Because change is the constant for today's marketer.

We work in partnership with our clients every step of the way. From strategic planning and creative development, through fabrication and construction, right through execution and after-action reporting. And then? The process usually starts all over again.

Different tools with some common properties vital to success in a volatile marketplace. They're integrated. Strategic. Results-driven.

## OUR CLIENTS

We've earned the trust of many of the world's most trusted brands. Including, but not limited to:

- Beringer
- BlackBerry
- Char-Broil
- Chevrolet
- Hershey's
- ING
- La Costeña / Chocomilk
- National Pork Board
- Nike
- Sony Computer Entertainment America (PlayStation)
- Verizon
- Walgreens
- WD-40
- WL Gore
- Yum! Brands

## OUR WERK

We've been recognized by industry leaders and it's earned us honors, like being a PROMO 100 Agency. Winning awards like PROMO Magazine's Marketers of the Year and Brand Week's Guerrilla Marketers of the Year.

We're justly proud of these accolades. Yet, we believe the best measure of our success comes by the way we've grown our business. We deliver all that our clients need. And more than they expect.

Like it says in our tagline, "Experience Counts." Visit our website or call us. Let's discuss how to make it count for you.



## Marlin Entertainment

1720 Post Road East  
Westport, CT 06880

**Phone:** 203-255-6100 ext. 28

**Fax:** 203-255-6103

**Contact:** Neal Frank

**Email:** 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 eight 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, In Demand, MTV Networks, Nautica Apparel, Outdoor Life Network, Paramount Pictures, Terlato Wines, Sony Pictures, NBC/Universal, Teen People Magazine, Turner Classic Movies, USA Networks, VH-1, WE: Women's Entertainment, World Wrestling Entertainment

# Agency Listings



**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  
**Email:** Sandra.Contreras@massinc.com  
**Website:** www.massinc.com

**Specialty:** Integrated Selling Ideas, since 1986

**Who We Are:** MASS Hispanic helps clients lead the industry with best practices for connecting with Hispanic consumers wherever they are. We are a national source of integrated marketing programs, offering brand-building programs with proven superior ROI.

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



**Media Star Promotions**  
2800 Quarry Lake Drive, Suite 180  
Baltimore, MD 21209  
**Phone:** 410-825-8500  
**Fax:** 410-825-5012  
**Contact:** Brian Lazarus  
**Email:** Brian@mspromotions.com  
**Website:** www.mspromotions.com

MSP is a full-service event marketing agency dedicated to innovative concepts, 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, Chicago, Philadelphia, Detroit, St. Louis, Pittsburgh, Milwaukee, Cincinnati, Cleveland, Norfolk, Columbus, Northern Virginia, Louisville, Oklahoma City, Grand Rapids, Hoboken, Indianapolis, Minneapolis, Washington DC, Richmond, Kansas City, Baltimore (HQ)



## the michael alan group

**the michael alan group**  
35 West 35th Street, 10th Floor  
New York, NY 10001  
**Phone:** 212-563-7656  
**Fax:** 212-563-7657  
**Contact:** jessica murphy x21  
**Email:** jessica@michael-alan.com

### who we are:

the michael alan group is a full service, award-winning, non-traditional 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 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 the campaign to ensure it runs smoothly and successfully.

### we specialize in strategy, design and execution of the following:

- publicity stunts
- national tours
- sampling & distribution
- experimental marketing
- online promotion
- sponsorships & strategic partnerships

### our clients include:

- Nickelodeon
- People Magazine
- USA Network
- Saks Fifth Avenue
- IFC (Independent Film Channel)
- TripAdvisor.com
- Bon Appétit Magazine



**Moderne Communications**  
**Phone:** 415-692-1830  
**Contact:** Leigh Rowan, VP Experiential Marketing  
**Email:** Leigh@ModerneCommunications.com

Moderne Communications is a unified Consumer and Business Communications Agency. We communicate your message to consumer and business targets where they live, work, study and play.

Moderne's philosophy: Right Message + Right Time & Place = Outstanding Results!

3 core offerings: Moderne Promotions - Nightlife/Event Marketing; Multicultural Messaging - College/Urban/Ethnic Marketing; Moderne Interactive - Online/Virtual World Marketing.

## momentum



**Momentum Worldwide**  
161 Sixth Avenue, 8th Floor  
New York, NY 10013  
**Phone:** 646-638-5400  
**Fax:** 646-646-5401  
**Contact:** Kevin McNulty, CMO;  
Chris Weil, Chairman and CEO  
**Email:** Kevin.McNulty@momentumwww.com  
**Website:** www.momentumwww.com  
**NA Offices:** Atlanta, Chicago, Cincinnati, Detroit, Los Angeles, New York, St. Louis, San Francisco, Toronto

**Disciplines:** Sponsorship, Events, Promotion, Retail/ Shopper Marketing, Music & Entertainment, Interactive/ Digital



**Mr Youth**  
75 9th Avenue, 4th Floor  
New York, NY 10011  
**Phone:** 212-779-8700  
**Fax:** 212-779-8724  
**Contact:** Matt Britton, CEO & Founding Partner  
**Email:** mattb@mryouth.com  
**Website:** www.mryouth.com  
**Branch Offices:** New York, LA, Philadelphia and Atlanta

**Company Description:** Mr. Youth formulates strategies for targeting "Consumer 2.0," a framework the agency developed to help marketers understand the radically changed behaviors of the new generation.

# Agency Listings



## Oasis

1633 Westlake Avenue North, Suite 110  
Seattle, WA 98109  
**Phone:** 206-624-0093  
**Fax:** 206-624-0198  
**Contact:** Lynn Spohn, Vice President  
**Email:** lynnsponh@oasisevents.com  
**Website:** www.oasisevents.com

Experts in youth-targeted event marketing.

- Mall Tours
- Mobile Marketing
- Cause Marketing
- Public Relations
- Event Staffing
- Touring Stage Productions

Visit us at [oasisevents.com](http://oasisevents.com) to see our portfolio of award-winning campaigns and live experiences for Nickelodeon, Disney Channel, Fox Home Entertainment, Honeywell and more.

## OgilvyAction

### OgilvyAction

309 W 49th Street  
New York, NY 10019  
**Phone:** 212-297-8000  
**Fax:** 212-297-8006  
**Contact:** Jack Rooney, CEO, North America  
**Email:** jack.rooney@ogilvy.com  
**Website:** www.ogilvyaction.com

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 59 offices in 47 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](http://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

## Picture Marketing™



### Picture Marketing

20 Miwok Dr  
Novato, CA 94947  
**Phone:** 949-235-7898  
**Fax:** 415-276-4553  
**Contact:** Terry Tonini  
**Email:** ttonini@picturemarketing.com  
**Website:** www.picturemarketing.com



Using our simple turn-key system, onsite photographers take free commemorative photos on behalf of a sponsor.

- Creates a memorable experience that deepens connections with consumers
- Drives consumers to the sponsor's branded online activity
- Collects survey responses that drive CRM initiatives
- Quantifies the results of promotions
- Integrates with SMS, sampling, or other out-of-home promotional efforts

experience unlimited®



### Pierce

One Monument Square, 4th Floor  
Portland, ME 04101  
**Phone:** 800-298-8582  
**Fax:** 207-761-4570  
**Contact:** Bob Martin, President  
**Email:** bob.martin@piercepromotions.com  
**Website:** www.piercepromotions.com

New York, Chicago, Washington, D.C., Bentonville

Pierce is a top-ranked, full-service marketing agency specializing in experiential, local, retail and specialty solutions. Pierce brings stunning reality to *experience unlimited*® - the philosophy that every brand has an experience within it and every consumer has an experience to share. Pierce is fully-owned by Omnicom Group Inc. and part of the Radiate Group, a network of best-in-class marketing agencies. Pierce provides full-service marketing across several brand activation experience points including mobile marketing, retail events, sampling and women's specialty marketing.

Verizon, Kraft, Procter & Gamble, Diageo, Sam's Club, Discovery Communications, TD Banknorth, SKYY Spirits, Scotts, Del Monte, DEWALT

## PriceWeber

### PriceWeber

2101 Production Drive  
Louisville, KY 40299  
**Phone:** 502-499-9220  
**Fax:** 502-491-5593  
**Contact:** Shanna J. Columbus, President /CEO  
**Email:** 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

# Agency Listings



**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  
**Branch Office:** Washington D.C.

**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 strategy. In the end, we deliver far more than gross impressions, we deliver life lasting impressions.

- Services:**
- Marketing & Promotional Strategy Development
  - Full Service Promotions
  - Event Management
  - Travel Promotions/Travel Incentives
  - In-Market Programs
  - Sweepstakes Management

**Company Statement:** Innovative in Concept. Excellence in Execution.



**Promotion Execution Partners**  
250 East Fifth Street, Suite 1120  
Cincinnati, OH 45202  
**Phone:** 513-826-0104  
**Fax:** 513-826-0123  
**Email:** richardsond@peppromotions.com  
**Offices locations:** Cincinnati, Pittsburgh, Livonia (MI), and Boston

**Company Description:** Promotion Execution Partners, (PEP), is a Cincinnati based company that specializes in promotion services for its clients. Founded in 2004, PEP, through its principals, provide more than 40 years experience and a track record of meeting project management performance goals and exceeding client expectations. With a staff of more than 50 employees and five offices nationwide, PEP and its creative team, Blue Whitespace, bring not only proven, innovative approaches to marketing and promotions but as an MBE, also helps companies who have adopted supplier diversity

initiatives meet their tier one spending objectives. For more information about PEP visit <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.

**RIVET**  
633 N St Clair  
Chicago, IL 60611  
**Phone:** 312-799-4000  
**Fax:** 312-799-6093  
**Contact:** Claire Elias  
**Email:** Claire.Elias@RIVETglobal.com  
**Website:** www.rivetglobal.com



**Ryan Partnership**  
50 Danbury Road  
Wilton, CT 06897  
**Phone:** 203-210-3195  
**Fax:** 203-210-7926  
**Contact:** Dan Sullivan, President Emerging Business  
**Email:** dsullivan@ryanpartnership.com  
**Website:** www.ryanpartnership.com  
**Other Offices:** Chicago, Columbus, Los Angeles, Dallas, Bentonville

**Company Description:** An innovative brand engagement agency. We build brand ownable ideas that go beyond promotion ideas, creating engaging brand encounters that motivate behavior and deliver compelling ROI - Return On Ideas.

We've earned a reputation for our ability to grow our clients' business, delivering award-winning work, through superior Creative and Strategic leadership.

Our innovative marketing solutions provide our clients with 360° solutions 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**  
525 Market Street, Suite 200  
San Francisco, CA 94105  
**Phone:** 415-864-4000  
**Fax:** 415-864-4886  
**Contact:** David Flaherty, President & CEO  
**Email:** david@seismicom.com  
**Website:** www.seismicom.com  
**Offices:** San Francisco, New York, Buenos Aires

**Who We Are:**  
We call what we do "seismic" marketing. We shake up how you think about marketing. We work at the intersection of trends and technology where savvy consumers shop. We help you break through the clutter to get breakthrough results. And with our global reach and expertise in 10 disciplines, we are the first agency you should call and the last agency you'll ever need.

**Expertise:**  
Promotions, Events, Partnerships, Online and Mobile Marketing, Packaging, Brand Identity, Planning, Merchandising, Shopper Marketing, Sales Collateral, and other services.

**Clients:**  
AT&T Mobility, Belkin, CA, Chiquita, Dreyers, Häagen-Dazs, Magellan, Mushroom Council, SanDisk, Showtime



**Source Marketing, LLC**  
761 Main Avenue #424  
Norwalk, CT 06851  
**Phone:** 203-291-4000  
**Fax:** 203-229-0865  
**Contacts:** President/CEO: Derek Correia; Managing Partners: Mark Toner, Rich Feldman; Senior Vice Presidents: Jamie Klein, Randy Musiker, Chris Healey  
**E-Mail:** bardes@source-marketing.com  
**Website:** www.source-marketing.com  
**Year Founded:** 1989

*listing continued on next page*

# Agency Listings

**Company Description:** Leading integrated promotional marketing agency, specializing in innovation, driving ROI and achieving business objectives through “close to the customer” approaches in market and at retail. Full-service agency, from planning and concept development to complete national and in-market program implementation.

**Functional Specialties:** Online/offline Integration, promotion, localized/field/event marketing, digital/interactive, partner marketing, radio, retail marketing, direct marketing, CRM, and non-traditional/guerrilla.

**Clients:** Bic Corporation, Bloomberg, Cadbury Schweppes, E\*Trade, Gartner Group, HSBC, Mars, Philips, Pinnacle Foods, Panasonic, Reckitt Benckiser, Sage Software, TIAA-CREF, Time Warner Cable.



## Team Enterprises

110 E Broward Blvd, Suite 2450  
Fort Lauderdale, FL 33301  
**Phone:** 954-862-2400  
**Fax:** 954-449-0261

**Contact:** Daniel K. Gregory, President  
**Email:** info@teamenterprises.com  
**Website:** www.teamenterprises.com  
**Founded:** Boston, 1989

**Company Description:** TEAM creates memorable branded impressions for consumers while directly contributing to our clients' bottom line. We believe that to effectively market to today's savvy consumer, communication efforts must be part-art and part-science. Effective programming needs to tug at consumers' heartstrings or passion points, while providing our clients with a true ROI. With a footprint of over 120 cities, TEAM maintains an infrastructure that can quickly activate brands on a local or a national level -- scalable to any clients' requirements.

**Specialization:** While consumers tend to “tune out” many forms of traditional advertising, TEAM utilizes people and technology where consumers “seek out” new experiences. TEAM makes the interaction relevant while building brand health and driving sales.

**Additional Services:** Lifestyle, niche marketing such as youth & multicultural targeted programs, automotive, beverage, experiential, special events, sampling, mobile and activation strategy

**Partial Client List:** Dodge, Bacardi USA, Comcast, MillerCoors, Boar's Head, Elizabeth Arden, Red Bull

## Mission Statement:

TEAM achieves impact, extends brand reach and drives purchase intent for our clients through award-winning, results-driven strategic activation. “We are in the business of putting our clients' products in the consumers' hands.”



## Think 360 Inc

560 White Plains Road  
Tarrytown, NY 10591

**Phone:** 914-631-8070

**Fax:** 914-631-8078

**Contact:** Karen Koslow

**Email:** karenk@think360inc.com

**Website:** www.think360inc.com

#15 Fastest Growing Agency - 2008 Promo 100 Ranking

**Company Description:** Think 360 is an integrated marketing agency, led by creative brand ideas grounded in compelling consumer insights and smart business strategies. We develop media-neutral marketing solutions and programs tailored to specific brand needs and execute across all disciplines. Our seasoned, multi-disciplinary staff brings large agency talent to an environment designed to take marketing integration to new heights.



## 361° Experiential (361e)

633 North St. Clair Street  
Chicago, IL 60611

**Phone:** 312-425-5053

**Fax:** 312-425-5540

**Contact:** Brad Back, SVP, Group Management Director

**Email:** brad.back@361experiential.com

**Website:** www.361experiential.com

**Branch offices:** Chicago (HQ), New York, San Francisco, Denver

**Company Description:** 361e specializes in identifying, negotiating and activating sports and entertainment sponsorships as well as creating and executing small to large scale events including mobile marketing and retailtainment programs.

**Specialization:** Involvement Marketing™ is our proprietary approach to experiential planning and activation. Utilizing various analytic tools we've developed over time, 361e works within the entire brand/property marketing mix to develop effective, efficient programs that “involve” the target audience, engage them one-on-one and establish the highest level of relevance and return possible.

**Clients:** LG Electronics MobileComm USA., Inc (Mobile); Blue Cross-Blue Shield of Florida (Insurance); K-Mart (Retail); Qwest (Telecommunications); Glaxo-SmithKline (Pharmaceuticals); Boeing (Engineering/Manufacturing).

**Company Statement:** 361e's approach to experiential programs heightens live involvement to increase brand awareness and strengthen business results. It takes a professional, holistic and positive “get it done” attitude with an emphasis on ROI. We know that “Involvement Pays”, and we prove it every day.



## Tipton & Maglione

581C Middle Neck Road  
Great Neck, NY 11023

**Phone:** 516-466-0093, ext 27

**Contact:** Martin Maglione

**Email:** martin@tiptonandmaglione.com

**Website:** www.tiptonandmaglione.com

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

**Client Categories:** Beer, Wine, Spirits, Water, Soft Drinks, HBA, Packaged Goods, B-to-B, Electronics.

FILLER

# Agency Listings



## Upshot

350 N Orleans, 5th Floor  
Chicago, IL 60654  
**Phone:** 312-943-0900  
**Fax:** 312-943-9699  
**Contact:** Brian Kristofek, President & CEO  
**Email:** upshot@upshotmail.com  
**Website:** www.upshot.net

## Agency Description

Upshot engages consumers through a focus on brand marketing, integrated promotion, retail marketing and regional marketing. We strive everyday to be champions of positive change. We believe everything, big or small, can be done better, and smarter, in interesting ways capable of engaging consumers. We believe you have to challenge indifference to change attitudes and behaviors. Upshot is a division of EMAK Worldwide (NASDAQ: EMAK).

## Specialized Services

- Integrated Promotions
- Brand Marketing
- Retail Marketing
- Regional Marketing

## Clients

Aircell, Finish Line, Kraft Foods, Miller Brewing, Procter & Gamble, Tremor/Vocalpoint, Unilever



## Velocity Sports & Entertainment

230 East Avenue  
Norwalk, CT 06855  
**Phone:** 203-831-2027  
**Fax:** 203-831-2300  
**Contact:** Chris Caldwell, Senior Vice President, Group Director  
**Email:** 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, AT&T, Toyota, Lilly, Outback, NBC, and ConAgra.



## Vertical Marketing Network

Imagination. Integration. Innovation.

### Vertical Marketing Network

15147 Woodlawn Avenue  
Tustin, CA 92780  
**Phone:** 714-258-2400  
**Fax:** 714-258-2409  
**Contact:** Philip Saifer, President  
**Email:** contact@verticalmarketing.net  
**Website:** www.verticalmarketing.net

**Company Description:** Our difference is the agency's senior staff, with 12-25+ years of client and agency experience. We take on challenges and create integrated marketing successes for our clients. Examples: • The most successful ConAgra new product launch in decades, generating first-year sales of \$120,000,000. • Efficient and effective national account specific marketing for Warner Home Video through an e-marketing Virtual Promotion Assistant. • Excitement-building partnerships driving awareness for the Codemasters DiRT videogame franchise. These are just a few of our accomplishments.

**Core Competencies:** Strategic Planning, Promotions, e-Marketing, Merchandising, Account-Specific Marketing, Co-Marketing, Partnership Solicitation and Marketing Sweepstakes Administration, Event/Field Marketing, Promotion Publicity and New Product Launches.

**Clients include:** AMO, Codemasters, ConAgra, D3Publisher, Del Monte, James Hardie, Mattel, THQ, Time Warner Cable, Ventura Foods, Warner Bros.

## wunderman

### WUNDERMAN

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

### Wunderman Chicago

233 N Michigan Avenue, Suite 1500  
Chicago, IL 60601-5519  
**Phone:** 312-596-2500  
**Fax:** 312-596-2600  
**Contact:** Rick Schreuder, President  
**Email:** 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).

- 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 Design and Development
- Direct Marketing & Database Development and Management
- Customer Relationship Management.

**Clients include:** Abbott, AstraZeneca, Applebee's, Burger King, Chevron/Texaco, Citi, Ford, HP, Good-year, Kraft, Land Rover, Lexis Nexis, Office Depot, Microsoft, MSN, Nationwide, Scotts, Sears, Sharpie, Shire Pharmaceuticals, Southwest Airlines, Xbox



## Young America Corporation

717 Faxon Road  
Young America, MN 55397  
**Phone:** 800-533-4529  
**Contact:** Jan Wikman, VP Business Development  
**Website:** www.young-america.com

At **Young America**, our mission is to help our clients achieve their goals and objectives tied to:

- **Sales Incentive Programs** that deliver the results you want
- **Employee Recognition** that people remember and appreciate
- **Consumer Promotions** that influence the behaviors you desire

With 40 years of experience helping Fortune 500 companies implement successful Sales Incentive programs, Employee Recognition campaigns and award-winning Consumer Promotions, **Young America** is ready to help you design and implement your next program or promotion utilizing:

### YA Capabilities

- Incentives & Rebates
- Sweepstakes, Games & Contests
- Targeted Sampling
- Online & Interactive Promotions
- Reward Management Platform
- Promotion Consultation & Strategy
- Program Development & Management
- Order Processing & Validation
- Fulfillment & Distribution
- Interactive Design & Creative Services
- Web Development
- Program Measurement, Analytics & CRM
- Customer Care

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