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CHIEF MARKETER UNVEILS 2019 CHIEF MARKETER 200: EXCLUSIVE LIST OF TOP 200 NON-ADVERTISING AGENCIES SERVING THE U.S.

Industry's only comprehensive list of the best engagement and activation agencies across 11 partner categories and specialties shines spotlight on the fastest-growing channels of marketing

Norwalk, CT, December 17, 2018 – Chief Marketer, a leading publisher of content, recognition programs and training events for Fortune 1000 marketers, today unveiled the 2019 Chief Marketer 200. It is the world's only editorial list of best-in-class non-advertising agencies.

The CM200 features editorial listings and coverage of agencies spanning 11 categories, including Experiential, Sports & Entertainment, Promotion, Retail/Shopper, Digital/Content, Social Media, Design and Innovation, B2B Demand Gen, B2B Brand Engagement Marketing, B2B Experiential Marketing and Martech. Editorial profiles include details on core capabilities and specializations, examples of outstanding work, insights on culture and people, client examples and RFP contact information.

“Today's marketer relies on a toolkit of new technologies and tools that emphasize engagement and experiences above advertising techniques that merely talk to, rather than with, the customer,” says Jessica Heasley, Content Director at Chief Marketer. “The Chief Marketer 200 serves as an invaluable resource for marketers seeking to engage the right partners to help them craft meaningful—and measurable—campaigns and strategies.”

Chief Marketer's editors accepted applications from across the country for the CM200 earlier this fall. Winners were selected based on several criteria including: insightful client testimonials; outstanding case study submissions; high caliber, consistent work across programs and clients; innovative and creative executions; and bold and inspiring concepts and ideas that are moving the industry forward. The 200 agencies selected for this year's program are thought leaders in their craft and representative of the best of the marketing industry.

ABOUT CHIEF MARKETER

Global online content portal Chief Marketer, an Access Intelligence brand, arms aspiring CMOs with the tools, insights, data and training they need to master the “next frontier of marketing”—an age of marketing much less dependent on advertising and much more focused on the rest of the branding toolkit. CM has more than 150,000 readers

who rely on its content and live events to help them cut through the noise and find the solutions necessary to optimize their performance. From digital, direct and content marketing, to social, experiential, promotion and more, our weekly newsletters and daily website content cover it all. In addition to the CM200, Chief Marketer also produces the PRO Awards, and recognition programs including Masters of Martech and Future CMOs. Learn more at chiefmarketer.com.

ABOUT ACCESS INTELLIGENCE

Access Intelligence is a privately held B2B media and information company headquartered in Rockville, MD, serving the marketing, media, PR, cable, healthcare management, defense, energy, engineering, satellite and aviation markets. Leading brands include Ad Exchanger, AdMonsters, Chemical Engineering, Cynopsis, Cablefax, Chief Marketer, Defense Daily, Event Marketer, Folio:, LeadsCon, POWER and Via Satellite. Market-leading conferences and trade shows include LeadsCon, AdMonsters OPS and Publisher Summits, The Folio: Show, Experiential Marketing Summit, Global Connected Aircraft Summit, SATELLITE 2019, OR Manager Conference, LDC Gas Forums, Clean Gulf, Connected Plant Conference and ELECTRIC POWER Conference & Exhibition. For more information, visit accessintel.com.