Description:
Founded in 1976, Alcone Marketing Group offers expertise in CONSUMER ACTIVATION: engaging a specific target audience with integrated communications to deliver a desired brand or retail transaction. This expertise encompasses promotional marketing, shopper and retail marketing, experiential, digital interactive, brand and entertainment partnerships, sponsorships, multi-cultural targeting and regional/local market activation. We also have an integrated fulfillment operation allowing us to deliver comprehensive, end-to-end marketing materials management solutions for our clients.

Partial Client List:
Arby’s
Bayer
California Lottery
LG
McCormick & Co.
Mike’s Hard Lemonade
Nestlé
Pernod Ricard
Safeway
Sun Products
Unilever
Visa

BFG Communications
Phone: 843-837-9115
Contact: Kevin Meany
Email: kmeany@bfgcom.com
Website: www.bfgcom.com
Company HQ: Hilton Head, SC
We build brand relevance and value through innovative marketing that redeﬁnes the way brands interact with consumers. Our unwavering commitment to client success is the standard the industry aspires to.

Company Description:
COLANGELO, an Omnicom DAS (Diversiﬁed Agency Services) agency, is a new breed of integrated strategic marketing agency. COLANGELO changes and deepens the conversation between consumers and brands by giving consumers a reason to belong, thereby giving each brand an Unfair Advantage™ in the marketplace. COLANGELO develops and executes marketing ideas across a full range of consumer touchpoints throughout the path to purchase, from traditional media to digital, promotion, packaging, in-store and experiential, with an emphasis on supporting the brand idea with the proper media channels, and not the other way around. The agency’s work has been recognized with multiple EFFIE Awards, Pro Awards, Reggie Awards, W3 Awards and Webby Awards, among others.

Marketing Services:
Consumer Promotion, Integrated Advertising, Creative, Shopper Marketing, Digital, CRM, Experiential, Innovation, Packaging/Branding, Strategy/Planning, Trade Communications, Proprietary Panels/Research Tools: Young Adult Male Digital Community (men, 18-25) and Kid sight ™ (children, 0-12)

Partial Client List:
Burts Bees
Church & Dwight Co.
Darden Restaurants
Diageo North America

DRAFTfcb
Draftfcb
101 E Erie Street
Chicago, IL 60611
Phone: 312-425-5000
Contact: Tina Manikas, EVP Global Retail & Promotion
Email: tina.manikas@draftfcb.com
Website: www.draftfcb.com
Founded: 1873

Company Description:
With its foundation based upon the equal principles of creativity and accountability, Draftfcb is the ﬁrst global, fully integrated marketing communications agency to operate against a single P&L with one uniﬁed management team and no silos. The agency is driven by a singular focus on consumer behavior as expressed by its proprietary 6.5 Seconds That MatterSM operating system, which recognizes the brief period of time marketers have to capture consumers’ attention through creative executions that inspire them to act. The Draftfcb network spans 161 ofﬁces in 96 countries and employs approximately 9,000 people. Part of the Interpublic Group of Companies (NYSE:IPG), the agency’s corporate leadership team includes Howard Draft, executive chairman; Laurence Boschetto, CEO and president; Jonathan Harries, vice chairman and global chief creative ofﬁcer; and Neil Miller, chief ﬁnancial ofﬁcer. 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:
Beiersdorf, Boeing, Brown-Forman, Del Monte Foods, Dockers, Dow Chemical Company, Fisher-Price, GlaxoSmithKline, Haier, KFC, Kmart, Kraft Foods, Lilly, Merck, Milkmeg, MillerCoors, MoneyGram, Motorola, Newell Rubbermaid, PACCAR, Pfizer, Sony, Taco Bell, UnitedHealth Group, United States Postal Service, Volkswagen

Filippo Berio
FRAM Honeywell Consumer Products Group
McKinney Rogers
Merck Pharmaceuticals
Newman’s Own
NFL
Prince
Swedish Match
WellPet

For more information, visit http://www.COLANGELO-sm.com.
Agency Listings

EnVerve Inc
400 W Liberty Dr Ste C
Wheaton, IL 60187
Phone: 630-462-8500
Fax: 630-462-8520
Contact: Nadine Baarstad, Vice President
Email: nadine@enverve.com
Website: www.enverve.com


Gigunda® Group Inc
150 Dow St, 5th Floor
Manchester, NH 03101
Phone: 603-314-5000
Fax: 603-314-5001
Contact: Doug Dome
Email: ddome@gigundagroup.com
Website: www.gigundagroup.com

We are an agency of creative problem solvers, insight experts, idea instigators and industry innovators.

The Integer Group
7245 West Alaska Drive
Lakewood, CO 80226
Phone: 303-393-3402
Contact: Mark McMullen, EVP Business Development
Email: mmcmullen@integer.com
Website: www.integer.com

Company Description
The Integer Group® is one of the world’s largest promotional, retail, and shopper marketing agencies, and a key member of Omnicom Group Inc. Integer lives at the intersection of Branding and Selling® and creates strategic marketing solutions for clients in categories that include retail, beverage, packaged goods, telecommunications, home and shelter, automotive aftermarket, and power sports. Integer has more than 1200 employees, with global offices in the U.S., Africa, Asia, Australia, Europe, the Middle East, North and South America.

Approach
We believe that shopping doesn’t just happen within the aisles of a store, nor does it just happen online. It’s a continuum – one that’s not always linear or logical, but one that is constant. Our job is to understand the journey people take and uncover actionable insights at Pre-Tail™, Retail and Post-Tail™ to drive shoppers from consideration to purchase to advocacy. Whether it’s on a shelf, on a blog or at a party, we offer brands a comprehensive arsenal to pull consumers along what we call The Shopper Continuum™.

Specialization
• Promotional Marketing
• Retail/Shopper Marketing
• Digital Retail Marketing

Capabilities
• Insight & Strategy
• Field Marketing
• Advertising
• Media Planning and Buying
• Hispanic Shopper Marketing (www.integervelocidad.com)
• Customer Relationship Management
• Event Marketing
• Mobile Marketing
• Public Relations
• Co-Op Management
• Creative Services
• Production Services

hawkeye

2626 South Street, Suite 300
Dallas, TX 75201
Phone: 214-451-1936
Fax: 214-747-1897
Contact: Sarah Long, Associate Director Business Development
Email: sarahlong@hawkeyeww.com
Website: www.hawkeyeww.com

Company Description:
hawkeye is a multichannel customer development marketing agency. We combine the disciplines of branding and direct response marketing to create accountable marketing solutions designed to drive measurable ROI. We help clients to acquire the right customers, grow them, retain them and turn them into loyal advocates. Our advantage is our people, our culture, our process and our passion. Creating results is what we deliver.

Capabilities:
Direct Marketing, Data and Analytics, Web Site Design and Development, Promotions, Event Marketing, Online Marketing, Social Media, Mobile Marketing, Sponsorship Activation, Channel Marketing, Change Communications, Branding, Direct Media Planning and Buying

Branch Offices:
Buffalo, Charlotte, Dallas, Denver, London, New York, Seattle

Facebook: www.facebook.com/hawkeye

integer

The Integer Group
7245 West Alaska Drive
Lakewood, CO 80226
Phone: 303-393-3402
Contact: Mark McMullen, EVP Business Development
Email: mmcmullen@integer.com
Website: www.integer.com

US Offices: Chicago, Dallas, Denver, Des Moines, New York

Company Description
The Integer Group® is one of the world’s largest promotional, retail, and shopper marketing agencies, and a key member of Omnicom Group Inc. Integer lives at the intersection of Branding and Selling® and creates strategic marketing solutions for clients in categories that include retail, beverage, packaged goods, telecommunications, home and shelter, automotive aftermarket, and power sports. Integer has more than 1200 employees, with global offices in the U.S., Africa, Asia, Australia, Europe, the Middle East, North and South America.

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• Media Planning and Buying
• Hispanic Shopper Marketing (www.integervelocidad.com)
• Customer Relationship Management
• Event Marketing
• Mobile Marketing
• Public Relations
• Co-Op Management
• Creative Services
• Production Services
Agency Listings

Integrated Marketing Services (IN)
18100 Von Karman Avenue, Suite 1000
Irvine, CA 92612
Phone: 732-431-0254
Contact: Gary Wagner, President
Email: GWagner@integratedmarketingservices.com
Website: www.integratedmarketingservices.com

For over 20 years, Integrated Marketing Services has worked to intimately understand the needs of the retailers and manufacturers we represent. Filtering the big ideas driven by consumer, shopper and customer insights through this knowledge and understanding helps us deliver impactful programs that activate the shopper where it counts, right at the point of purchase. Grounding our programs in sound insights, coupled with our time-tested experience in managing over a billion dollars in retail marketing spend, has taught us a thing or two about turning shoppers into buyers.

Today, Integrated has become the one-stop solution for all your retail marketing needs — specializing in shopper marketing, in-store experiential marketing, shopper-centric custom publications and retail-connected field events.

We invite you to learn more about us at www.integratedmarketingservices.com.

Kicking Cow Promotions Inc
710 N 2nd St #200S
St Louis, MO 63102
Phone: 314-865-5600
Contact: Mike O'Leary
Email: miko@kickingcow.com
Website: www.kickingcow.com

Company Description: Kicking Cow is a feisty agency that has made a name for itself as a marketing, experiential and promotions innovator. Each talented member of our team personifies the creative energy and drive that distinguishes us from the rest of the herd. We have the skill and enthusiasm it takes to develop and deliver engaging and effective consumer experiences for your brand at a moment's notice.

Partial Client List:
Hallmark, Nestlé Purina, Applebee's, Stop & Shop, Fleishman-Hillard, Pepercom Communications, Mullen Communications, Olson PR, R Torre & Co.

Services:
- Experiential Marketing
- Viral/Buzz Marketing
- Guerilla Marketing
- National, Multi-City Mobile Tours
- Sports Marketing
- Youth Marketing
- Entertainment Marketing
- Media/PR Activation
- Sponsorship Activation
- Hospitality Programs
- Product Sampling
- Integrated Promotional Campaigns
- Sweepstakes and Contest
- Rules Development
- Concept/Ideation
- Exhibit Design and Production

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
Email: dan@leaddogmarketing.com
Website: www.leaddogmarketing.com

Branch Offices: Chicago, Boston, Atlanta, Boulder, St. Louis and Bogota, Colombia

Company Description
LeadDog Marketing Group, Inc. is a 12-year-old, 95+ person, NYC-based turnkey marketing solutions agency. Named a Promo 100 Agency for seven consecutive years and winner of two Telly Awards, three EX Awards, three Promax awards, two ISES Big Apple Awards and six FAME Awards, LeadDog emphasizes the power of an idea, and specializes in brand, cause, sports and media/entertainment properties

EXPERTISE:
- Experiential Marketing
- Brand Promotions
- Integrated Marketing Communications
- National, Multi-City Mobile Tours
- Full Design Capabilities
- Website Conceptualization/Interactive Marketing
- Sweepstakes and Contests
- Sponsorship Activation
- Media and Strategic Partnerships
- Sports and Entertainment Marketing/Programming
- Social/Cause-Related and Environmental Initiatives
- Grassroots/Buzz and PR/Strategic Communication
- Planning Campaigns
- Culinary and Hospitality Experiences
- B2B Campaigns

Marquee clients include: NASCAR; ABC Television; O, The Oprah Magazine; Madison Square Garden Network; Better Homes and Gardens; the USTA; World Wrestling Entertainment; AMC “Mad Men”; Glacéau vitaminwater; GoodBelly probiotic fruit drink; AARP The Magazine; Cognizant; Memorial Sloan-Kettering Cancer Center; and Susan G. Komen for the Cure
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.

**Marketing Drive**

**Marketing Drive**
800 Connecticut Ave, 3rd Floor East
Norwalk, CT 06854
Phone: 312-252-2353
Contact: John Minnec, CMO
Email: john.minnec@marketingdrive.com
Website: www.marketingdrive.com
Year founded: 1989

Locations: Norwalk, Boston, Chicago, Bentonville

Description: We believe that convergence is upon us and consumer and shopper behavior is merging. Brands, retailers and shoppers all have different needs, yet still need to create Brand Demand. We create Brand Demand by combining the art of brand building and the science of Shopper Marketing. Call us today and we can assess your brand’s Demand Cycle and provide solutions to generate results.

Areas of Expertise: Shopper Marketing, Consumer Promotion, Digital, Merchandising & Packaging and Content Creation

Partial Client List: CVS/pharmacy, Dannon, Dunkin Donuts, ExxonMobil, Kmart, Novartis Consumer Health, Pernod Ricard, The Art Institute’s, Welch’s

**Ryan Partnership**

Ryan Partnership
50 Danbury Rd
Wilton, CT 06897
Phone: 203-210-3163
Fax: 203-210-7926
Contact: Mary Perry, President, Ryan Partnership
Wilton
Email: mperry@ryanpartnership.com
Website: www.ryanpartnership.com

Offices: Wilton, CT (Headquarters), Chicago, IL, Columbus, OH
Agency Listings

Switch: Liberate Your Brand
6600 Manchester Ave
St Louis, MO 63139
Phone: 314-206-7820
Fax: 314-206-7754
Contact: Julie Suntrup, SVP Marketing + Business Development
Email: julie@theswitch.us
Website: www.liberateyourbrand.com

Company Description
Switch is an independently-held, experiential marketing agency working with companies and brands who share our belief in the power of engagement to drive behavior-changing results. Switch specializes in the creation and execution of live events, field marketing, sponsor activation, digital media, exhibits and environments. With 110+ full-time employees and 900+ field marketing advocates across the U.S., Switch boasts 30+ years of proven experience supporting our B-to-B and B-to-C clients face to face, online, at retail, events and corporate communications.

TEAM enterprises
110 E Broward Blvd, Suite 2450
Fort Lauderdale, FL 33301
Phone: 954-862-2400
Contact: Sean O’Toole, President
Email: sotoole@teament.com
Website: www.teament.com

Founded in 1989, TEAM enterprises, an MDC Partners company, has firmly entrenched itself as an industry-leading experiential marketing firm providing strategic leadership and execution for national clients. Our guiding principles are founded on our expertise at engaging consumers + brands through buzz-worthy, personalized, creative touch-points that provide value for your consumer, account and brand.

We specialize in strategic, physical AND digital branded engagements, bringing products to life where consumers live, work and play.

Our national infrastructure has unparalleled scale: 400 full-time employees and 6,500 brand ambassadors covering every market in the country. Who better to reach your consumers than their demographic peers?

We offer quantifiable and qualitative tracking of execution vs. goals for ROI analysis with our proprietary Event Reporting Dashboard software, customizable for your particular analytical needs.

Our employee training, targeted recruitment of brand ambassadors, and back-of-house management systems are best in class, as is our history of successful activations and long-term brand partnerships.

Ranked in 2011 as one of PROMO magazine’s top experiential firms and Event Marketer’s Agency “It List” agencies, our capabilities include:

- Experiential Marketing
- New Brand/Product Launch
- Evangelists/Brand Ambassadors
- Street Teams/Guerilla Marketing
- Informed Sampling
- Retail Demonstrations
- Data Capture
- Vehicle Tours

Rooted in long-standing relationships with powerhouse clients like Bacardi USA (Bombay Sapphire, Grey Goose, Bacardi, Dewar’s) and MillerCoors (Miller Lite, Coors Light, Blue Moon), our full-service experiential capabilities continue making a measurable difference for a growing roster of category-leading clients across a multitude of segments, including Sears, Kmart, Home Goods, Subway, Old Navy, Kraft, Dish Network, Elizabeth Arden, Boar’s Head, and Domino’s.

Let us put our vast experience to work for you, creating unique, customized and strategic solutions to reach your target demographic… where they live, work and play.

TracyLocke
1999 Bryan St Ste 2800
Dallas, TX 75201
Phone: 203-762-2209
Contact: Jim Sexton, Chief Marketing Officer
Email: jim.sexton@tracylocke.com
Website: www.tracylocke.com

We offer products and/or services in the following categories:
Marketing
Experiential Marketing
Field Marketing
Professional Services
Creative Resources
Sweepstakes, Games & Contests
Upshot
350 N Orleans 5th Fl
Chicago, IL 60654
Phone: 312-943-0900
Fax: 312-943-9699
Contact: Brian Kristofek, President & CEO
Email: upshot@upshotmail.com
Website: www.upshot.net

Upshot is an integrated marketing agency that inspires people to take action. We inspire consumers to act through content marketing and promotions. We inspire shoppers to act throughout the entire journey to purchase and in-store. And we inspire business people to act through consistent brand communications and relationship marketing.

Vertical Marketing Network
15147 Woodlawn Ave
Tustin, CA 92780
Phone: 714-258-2400
Fax: 714-258-2409
Contact: Philip Saifer, President
Email: info@verticalmarketing.net
Website: www.verticalmarketing.net

Agency Description: Big Ideas with a 360-degree marketing perspective. Clients rely on Vertical Marketing Network to provide thought-leadership, integrated marketing planning, creative development and flawless execution. Featuring a staff with both client and agency-side experience, Vertical creates relevant connections linking brands with its consumers and trade customers. See our website for examples of what we do, to join the discussion on our weekly blog, or drop us a line to discuss what Vertical brings to the party.

www.facebook.com/VerticalMarketing
www.youtube.com/verticalmktngnetwork
http://bloggingoutloud.verticalmarketing.net