

2012

100 **PROMO**

TOP 100 U.S. PROMOTION AGENCIES

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

The CHIEF MARKETER 2012 PROMO 100 highlights agencies by marketing specialty and names some of the standouts in the following categories: Event/Experiential, Interactive, Promotional Products, Retail (in-store), Sweepstakes and Social. For the second time, PROMO will also break out the top-ranked agencies by client specialty, including Automotive, CPG, Sports/Entertainment and Retailer.

Be sure to watch for the full editorial coverage of the 2012 PROMO 100 in the August/September issue of Chief Marketer magazine. The coverage will include a profile of PROMO's pick for Agency of the Year. In addition, the coverage will include articles about one of the top agencies in each of the breakout categories. So stay tuned. In the meantime, let's get to the CHIEF MARKETER 2012 PROMO 100 agency rankings.

THIS YEAR THE EDITORS OF CHIEF MARKETER HAVE NAMED #17, THE MARKETING ARM, AS THE 2012 PROMO 100 AGENCY OF THE YEAR, both for its solid organic growth in U.S. net revenue 2009-11 and for creativity as measured by the award-winning campaigns the agency has mounted in the last few years.

2012 RANK	AGENCY/PRIMARY SERVICES	2011 U.S. NET REVENUE	2009-2011 GROWTH (%)	AGENCY AGE
1	DRAFTFCB, CHICAGO, IL Laurence Boschetto; 312-425-5000; Retail/shopper marketing, interactive/mobile/social marketing, promotional marketing, experiential/event marketing	\$676,200,000*	12	6
2	EPSILON, IRVING, TX Bryan Kennedy; 800-309-0505; Direct marketing, digital, promotional Epsilon purchased Aspen Marketing Services in 2011 for \$359 million.	601,830,900*	75	43
3	LEO BURNETT/ARC WORLDWIDE, CHICAGO, IL Rich Stoddart; 312-220-5280; Retail/shopper marketing, promotional marketing, digital/mobile/social marketing, direct/CRM/database marketing	475,000,000*	16	77
4	WUNDERMAN, NEW YORK, NY Daniel Morel; 212-941-3000; Promotion, retail, sponsorship, events & partnerships, digital, CRM/Direct/Loyalty	441,200,000*	0.30	54
5	DIGITAS, BOSTON, MA Colin Kinsella; 617-867-1000; Digital & direct, measurement & analytics, media activation, promotions & branded content, social & mobile marketing In October 2011, Digitas Health joined Publicis Healthcare Communications Group in anticipation of the challenges facing the healthcare sector.	400,000,00*	33	32
6	BDA, WOODINVILLE, WA Jay Deutsch; 425-492-6111; Sales promotion, branded merchandise, sports sponsorship & promotions, entertainment marketing, consumer products	313,345,000	66	28
7	INTEGRATED MARKETING SERVICES, IRVINE, CA Tanya Domier; 949-797-2900; In-store demonstrations, shopper & consumer marketing, retailer-based marketing, experiential & event marketing	302,170,277	143	12
8	MOMENTUM WORLDWIDE, NEW YORK, NY Chris Weil; 646-638-4500; Sales promotion, event marketing, sponsorship, shopper marketing, retail	207,900,000*	70	25
9	MARKETSTAR CORPORATION, OGDEN, UT Dave Treadway; 800-877-8259; Product training/shopper marketing, assisted selling/"pop-up" retail, event/promotional marketing, market research	176,135,837*	27	24
10	EURO RSCG, NEW YORK, NY David Jones; 212-886-4269; Direct marketing, CRM, interactive/social media, promotional/retail creative, events/sponsorships	172,500,000*	14	21
11	THE INTEGER GROUP, LAKEWOOD, CO Mike Sweeney; 303-393-3000; Promotional marketing, retail/shopper marketing, digital retail & mobile marketing, field marketing	158,050,000*	9	19
12	GEORGE P. JOHNSON, AUBURN HILLS, MI Robert G. Vallee Jr.; 248-475-2500; Creative, design & strategy, event management, fabrication/production, multimedia production, digital marketing	146,015,527*	18	98
13	TRACYLOCKE, DALLAS, TX Beth Ann Kaminkow; 214-259-3500; Shopper marketing, digital, advertising, promotions & field marketing	123,000,000*	21	99
14	G2 WORLDWIDE, NEW YORK, NY Joe Celia; 212-546-2222; Digital/interactive marketing, promotional/experiential marketing, shopper marketing, relationship marketing, branding & design	121,000,000*	11	12

*Revenue and growth estimated by Promo editors; not verifiable

2012 RANK	AGENCY/PRIMARY SERVICES	2011 U.S. NET REVENUE	2009-2011 GROWTH (%)	AGENCY AGE
15	LIVE NATION NETWORK, NEW YORK, NY Michael Rapino; 202-721-9550; Experiential, digital, sponsorships, promotions	\$119,800,000*	16	7
16	RYAN PARTNERSHIP, WILTON, CT Zain Raj; 203-210-3000; Digital (include search, social & mobile marketing), promotional brand marketing, direct marketing, shopper marketing, B2B	117,758,698	92	28
17	THE MARKETING ARM, DALLAS, TX Ray Clark; 214-259-3200; Digital, shopper/retail, entertainment, sports, event/experiential	115,774,000*	13	19
CHIEF MARKETER 2012 PROMO AGENCY OF THE YEAR				
18	GMR MARKETING LLC, NEW BERLIN, WI Gary Reynolds; 262-786-5600; Digital, entertainment, lifestyle events (experiential), retail, sports	106,600,000*	10	33
19	ARNOLD BRAND EXPERIENCE, BOSTON, MA Andrew Bennett; 617-587-8000 Event/mobile/sponsorship activation, digital promotions, social/word-of-mouth marketing, CPG & trade-specific programs	105,300,000*	13	66
20	AMG – ACOSTA MARKETING GROUP, WILTON, CT Robert Hill; 203-423-2254; Brand activation, integrated marketing solutions, insights & strategic consulting, path-to-purchase expertise	99,300,000*	n/a	2
21	JACK MORTON WORLDWIDE, BOSTON, MA Josh McCall; 617-585-7000; Brand experiences, experiential/event marketing, interactive/digital/social media	94,800,000*	17	73
22	OCTAGON, NORWALK, CT Jeff Shifrin; 203-354-7422; Sports sponsorship & experiential marketing, consumer & sales promotion, music & entertainment marketing	89,750,000*	40	29
23	HAWKEYE, DALLAS, TX Richard Beanland; 214-749-0080; Digital marketing, trade/channel promotions, experiential/event marketing, mobile marketing, sports marketing	85,422,000*	26	13
24	OGILVYACTION, NEW YORK, NY Sheila Hartnett; 212-484-0303; Shopper marketing, experiential marketing, consumer promotions, sales & acquisition, field marketing	82,500,000*	83	5
25	MARKETING DRIVE, NORWALK, CT Michael Harris; 203-857-6100; Brand promotion, shopper marketing, digital/interactive, partnership marketing, merchandising/packaging	78,700,000*	0.3	23
26	ALCONE MARKETING, IRVINE, CA Bill Hahn; 949-770-4400; Retail promotion/activation, consumer promotion planning/development/implementation, shopper marketing, digital/new media	68,120,000*	9	36
27	PARAGO, LEWISVILLE, TX Juli Spottiswood; 972-538-3900; Consumer & trade promotional program development & management, integrated rewards & incentive programs Rebate volume was impacted when the wireless industry moved primarily to an instant discount model for their high-end smartphones, including the iPhone.	63,000,000*	(-16)	13
28	CARDENAS MARKETING NETWORK INC., CHICAGO, IL Henry Cardenas; 312-492-6424; Event marketing/experiential, sponsorships, mobile tours, sampling, music tours	59,176,725	84	10

*Revenue and growth estimated by Promo editors; not verifiable

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

*Revenue and growth estimated by Promo editors; not verifiable

2012 RANK	AGENCY/PRIMARY SERVICES	2011 U.S. NET REVENUE	2009-2011 GROWTH (%)	AGENCY AGE
45	THE ACTIVE NETWORK, INC., SAN DIEGO, CA Dave Alberga; 858-964-3800; Digital media, word-of-mouth marketing, experiential/event marketing, product sampling, consumer research & insights	\$23,500,000*	41	13
46	AMP AGENCY, BOSTON, MA Gary Colen; 617-723-8929; Events/experiential, interactive, search, media strategy/planning/buying, social media In April 2011, AMP bought back assets from former parent Alloy to focus on its digital and integrated marketing businesses.	23,059,082	(-57)	17
47	SWITCH: LIBERATE YOUR BRAND, ST. LOUIS, MO Mike O'Neill; 314-206-7700; Field marketing, event/experiential, digital media, sponsorship activation, retail marketing	20,932,200	77	32
48	MRY (MR YOUTH), NEW YORK, NY Matt Britton; 212-293-2602; Social marketing, WOM, digital	20,800,000*	99	10
49	CIRCLE ONE, NORWAK, CT Mark Szuchman/Michael Dill; 203-286-0550; Promotional marketing, advertising, creative development, digital, customer marketing	20,300,000	75	11
50	LEGACY MARKETING PARTNERS, CHICAGO, IL Kevin Berg; 312-799-5477; Consumer outreach, sponsorship activation, stakeholder experiences, branded platforms, digital/social	18,566,000	10	9
51	GAGE MARKETING GROUP, LLC, MINNEAPOLIS, MN Tom Belle; 763-595-3800; Digital design, development & production, consumer & channel promotion programs, promotion strategy, development & execution	18,326,000	30	20
52	CSE, ATLANTA, GA Lonnie Cooper; 770-955-1300; Marketing, client representation, digital, media production, experiential marketing	15,876,000	21	26
53	BRITE PROMOTIONS, CRANBURY, NJ Pete D'Andrea; 609-642-4946; Experiential marketing, digital/social marketing, college marketing, sponsorship activation, product sampling, mobile marketing	15,834,793	32	2
54	TRIS3CT, CHICAGO, IL Richard Thomas; 312-733-1303; Retail: POP/coupon/FSI, TV/print/advertising, interactive/social media	15,376,212	149	7
55	MASTERMIND MARKETING, ATLANTA, GA Dan Dodson; 678-420-4000; Integrated promotions, mobile & digital promotions, social promotions, traditional promotions	14,800,000	33	29
56	RIVET, CHICAGO, IL Brad Fuller; 312-799-4000; Promotions, retail/shopper marketing, interactive/digital, CRM, advertising	14,000,000*	(-20)	5
57	LEADDOG MARKETING GROUP, NEW YORK, NY Dan Mannix; 212-488-6500; Experiential marketing, digital/interactive, strategic marketing/partnership marketing, promotional sweepstakes & contests	13,000,651	87	13
58	PGW EXPERIENCE, VENICE, CA Russ Jones; 310-664-7005; Grassroots/sampling, mobile vehicle-based, event production/execution/activation, PR stunts & media events, social media	12,800,000*	62	13
59	PRIZE LOGIC, LLC, SOUTHFIELD, MI Keith Simmons; 800-705-6442; Interactive online promotions, creative, legal & administration, strategy, mobile	12,752,000	170	4

*Revenue and growth estimated by Promo editors; not verifiable

2012 RANK	AGENCY/PRIMARY SERVICES	2011 U.S. NET REVENUE	2009-2011 GROWTH (%)	AGENCY AGE
60	REVOLUTION, CHICAGO, IL John Rowady; 312-529-5850; Sponsorship consulting & research, sports media & promotion, experiential marketing, PR & social media, digital	\$11,900,000*	96	11
61	AUTOMOTIVE EVENTS, INC., ROCKY RIVER, OH John R. Thorne; 440-356-1383; Testing & certification. PR, sales & product training programs, consumer experiential marketing	11,679,546	23	37
62	THE MICHAEL ALAN GROUP, NEW YORK, NY Jonathan Margolis; 212-563-7656; Event/experiential, guerrilla street programs, sampling, B2B events & meetings, national tours	10,000,000*	117	11
63	THE ALISON GROUP, MIAMI BEACH, FL Jeff Schweiger; 305-893-6255; Point-of-purchase displays, promotional products, sales promotional material, packaging, printing, web design	9,614,000	36	53
64	SAGE COLLECTIVE, NEW YORK, NY Craig Connelly; 212-479-1039; Lifestyle experiential programs, sponsorship management & activation, strategic marketing consulting, digital programs	9,050,000*	130	24
65	BLUE CHIP MARKETING WORLDWIDE, NORTHBROOK, IL Stanton Kawer; 847-418-8001; Shopper marketing, digital, path-to-purchase strategies, sports marketing, consumer promotion	8,591,899	82	30
66	REDPEG MARKETING, INC., ALEXANDRIA, VA Brad Nierenberg; 703-519-9000; Mobile marketing, digital promotion, on-premise, event marketing, social media	8,518,794	131	17
67	SOURCE COMMUNICATIONS, HACKENSACK, NJ Larry Rothstein; 201-343-5222; Retail promotion, sports & event marketing, interactive, content development, general advertising	8,323,043	30	29
68	MARDEN-KANE, INC., GARDEN CITY, NY Paul Slovak; 516-365-3999; Interactive promotion & creative/concept & website development & analytics, contest judging & user-generated content moderation	7,947,135	40	55
69	NEXT MARKETING, NORCROSS, GA Henry Rischitelli; 770-225-2200; Automotive ride & drive events; co-op fund management; mobile marketing tours; event management & staffing	7,556,042	3	19
70	IGNITION, FITZGERALD, GA Mike Hersom; 678-701-0369; Brand activation campaign management, experiential marketing (tours & events), sustainability/cause marketing	6,913,727	39	15
71	BOTTLEROCKET MARKETING GROUP, NEW YORK, NY John Zamoiski; 212-981-2971; Strategic alliances, events/experiential, consumer & trade promotional marketing, digital & social promotion, entertainment marketing	6,415,473	65	9
72	DON JAGODA ASSOCIATES, MELVILLE, NY Bruce Hollander; 631-454-1800, ext. 305; Sweepstakes/contests/games, social media promotions, incentive & loyalty programs, rules & legal review	6,106,899	(-3)	50
73	TENTHWAVE DIGITAL LLC, MELVILLE, NY Steve Caputo; 631-414-7340; Creative, marketing strategy, digital & apps, social media and Facebook marketing, promotions	6,062,533	97	2
74	SHUMSKY, DAYTON, OH Michael Emoff; 937-223-2203; Promotional, online company store programs/ fulfillment & distribution, online incentive & recognition/rewards programs	5,931,828	11	50
75	TWO WEST, INC., KANSAS CITY, MO Ethan J.Whitehill; 816-471-3255; In-store communications, digital signage, digital	5,899,999	(-18)	15
76	PRICEWEBER MARKETING COMMUNICATIONS, INC. LOUISVILLE, KY Shanna J. Columbus; 502-499-9220; Branding, digital media development, sales promotion, advertising, PR	5,448,262	(-11)	44

*Revenue and growth estimated by Promo editors; not verifiable

2012 RANK	AGENCY/PRIMARY SERVICES	2011 U.S. NET REVENUE	2009-2011 GROWTH (%)	AGENCY AGE
77	MEDIA LOGIC, ALBANY, NY David M. Schultz; 518-456-3015; Social promotions, interactive promotions, retail promotions, event/tradeshows/experiential promotions	5,434,073	(-37)	28
78	AGENCYEA, CHICAGO, IL Fergus Rooney; 312-879-0186; Brand experiences, event marketing, creative/design/strategy, digital/interactive, mobile marketing, fabrication/production	5,104,650	(-35)	12
79	COLLABORATIVE MARKETING GROUP INC., WHEATON, IL Garrett Plepel; 630-871-6590; Account-specific marketing, cross merchandising support, sweepstakes fulfillment, graphic design, national promotions	4,217,258	28	12
80	THE SPECIALIZED MARKETING GROUP, INC., (TSMGI) DEERFIELD, IL Jordan Bressler; 847-267-9200; Promotional marketing & consumer branding, sports marketing, events/experiential marketing management	4,187,131	122	12
81	LAUNCH CREATIVE MARKETING, CHICAGO, IL Kevin Keating; 312-870-9100; Consumer promotion, digital/mobile, shopper marketing/merchandising, package design, brand strategy	4,179,660	(-7)	39
82	FUSE, LLC, BURLINGTON, VT Bill Carter; 802-864-7123; Corporate brand strategy, PR, digital/social media, creative/production, event marketing	4,137,469	(-16)	17
83	HMT ASSOCIATES, INC., SEVEN HILLS, OH Patricia Conti; 216-369-0109; Shopper marketing, event marketing, promotional marketing, foodservice marketing, sweepstakes	3,749,000	18	10
84	SUPREMIA INTERNATIONAL, INC., PLAINSBORO, NJ Sedat Kahya; 609-897-9688; Consumer & trade promotions, concept/creative development, 3D design/prototyping, hi-res photography, fulfillment	3,700,000*	13	22
85	A SQUARED GROUP, W. HOLLYWOOD, CA Amy Cotteleer; 310-432-2650; Mobile tours & events, influencer programs, social media, partnership development	3,680,500	84	6
86	BECORE, LOS ANGELES, CA Mark Billik; 213-747-3123; Strategy, planning, execution, social media, event logistics	3,513,024	63	13
87	VERTICAL MARKETING NETWORK, TUSTIN, CA Philip B. Saifer; 714-258-2400 x 420; Integrated marketing planning & program development, social media & digital marketing, sweepstakes/contest development	3,237,681	3	16
88	AWESTRUCK MARKETING GROUP, NEW YORK, NY Lawrence Butler; 212-381-9500; Events, mobile tours, stunts, social media, sampling	3,155,688	15	13
89	ALL TERRAIN, CHICAGO, IL Sarah Eck-Thompson/Brook Jay; 312-421-7672; Event/experiential (including sponsorship), sweepstakes, interactive/social, retail promotions/sampling	2,971,329	198	14
90	A TEAM, THE, NEW YORK, NY Andrew Cohen; 212-239-0499; Promotion planning, sweepstakes, interactive/social media, event marketing, CRM, partnership tie-in, media buying, PR	2,871,000	1	13
91	GWP INC., MONTCLAIR, NJ Eric Lanel; 973 746-0500; Website design, social marketing, product placement, sweepstakes, in-store signage	2,860,000	6	21
92	VENTURA ASSOCIATES INTERNATIONAL LLC, NEW YORK, NY Marla Altberg; 212-302-8277; Judging & administration, online creative & web hosting, rules/legal copy review, creative & consulting services,	2,798,236	6	41
93	PICTURE MARKETING, INC., NOVATO, CA Ron Tonini; 415-892-9000; Social media campaigns, viral/social marketing, experiential marketing, photo activation, event marketing	2,726,875	(-8)	10

*Revenue and growth estimated by Promo editors; not verifiable

2012 RANK	AGENCY/PRIMARY SERVICES	2011 U.S. NET REVENUE	2009-2011 GROWTH (%)	AGENCY AGE
94	MARKETINGLAB, INC., MINNEAPOLIS, MN Richard Butwinick; 612-329-4800; Shopper marketing, consumer promotion, event marketing, social marketing, retail marketing	\$2,436,412	(-4)	12
95	INSPIRA MARKETING GROUP, LLC, NORWALK, CT Jeffrey J Snyder; 203-939-1300; Mobile marketing, on-premise, grassroots/sampling, sponsorship activation, social media	2,379,448	143	4
96	GENERATION Z MARKETING, NEW YORK, NY Marc Zwerdling; 212-520-8250; Grassroots/youth sports marketing, sampling programs, event management, street teams, sweepstakes management	2,231,040	1,415	5
97	BARC, SAN FRANCISCO, CA John Randazzo Sr.; 415-992-4810; Strategic/promotion planning, creative/concept development, consumer advertising, trade/account-specific marketing	2,212,228	92	23
98	FORMULA STREET INC., LOS ANGELES, CA Michael Olguin; 310-321-4042; Sampling, mobile marketing, staffing, special events, stunts	2,147,103	968	4
99	IMC, HOLMDEL, NJ Robert Zick; 732-332-0515; Strategic planning, promotion development, trade/shopper marketing, web design & new media, collateral material design	2,064,840	(-17)	28
100	PROMOTIONAL ALLIANCE INTERNATIONAL, INC., RANCHO CUCAMONGA, CA Brent Shigenaka; 909-581-7100; Premium promotions	1,891,298	7	9

*Revenue and growth estimated by Promo editors; not verifiable

ALPHABETICAL INDEX

AGENCY	RANK	AGENCY	RANK	AGENCY	RANK
A SQUARED GROUP	85	EURO RSCG	10	MOROCH	31
A TEAM, THE	90	FORMULA STREET INC.	98	MRY (MR YOUTH)	48
ACTIVE NETWORK, INC., THE	45	FUSE, LLC	82	NEXT MARKETING	69
AGENCYEA	78	G2 WORLDWIDE	14	OCTAGON	22
ALCONE MARKETING	26	GAGE MARKETING GROUP, LLC	51	OGILVYACTION	24
ALISON GROUP, THE	63	GENERATION Z MARKETING	96	PARAGO	27
ALL TERRAIN	89	GEORGE P. JOHNSON	12	PGW EXPERIENCE	58
ALLIED INTEGRATED MARKETING	40	GMR MARKETING LLC	18	PICTURE MARKETING, INC.	93
AMG - ACOSTA MARKETING GROUP	20	GWP INC.	91	PRICEWEBER MARKETING COMMUNICATIONS, INC.	76
AMP AGENCY	46	HAWKEYE	23	PRIZE LOGIC, LLC	59
ARNOLD BRAND EXPERIENCE	19	HMT ASSOCIATES, INC.	83	PROMOTIONAL ALLIANCE INTERNATIONAL, INC.	100
AUTOMOTIVE EVENTS, INC.	61	IGNITION	70	REDPEG MARKETING, INC.	66
AWESTRUCK MARKETING GROUP	88	IMC	99	REVOLUTION	60
BARC	97	INSPIRA MARKETING GROUP, LLC	95	RIVET	56
BDA	6	INTEGER GROUP, THE	11	RYAN PARTNERSHIP	16
BECORE	86	INTEGRATED MARKETING SERVICES	7	SAGE COLLECTIVE	64
BFG COMMUNICATIONS	41	JACK MORTON WORLDWIDE	21	SHUMSKY	74
BLUE CHIP MARKETING WORLDWIDE	65	LAUNCH CREATIVE MARKETING	81	SOURCE COMMUNICATIONS	67
BOTTLEROCKET MARKETING GROUP	71	LEADDOG MARKETING GROUP	57	SOURCE MARKETING	43
BRITE PROMOTIONS	53	LEGACY MARKETING PARTNERS	50	SPECIALIZED MARKETING GROUP, INC., (TSMGI)	80
CARDENAS MARKETING NETWORK INC.	28	LEO BURNETT/ARC WORLDWIDE	3	SUPREMIA INTERNATIONAL, INC.	84
CATAPULT INTEGRATED SERVICES/RPM CONNECT, LLC	29	LIVE NATION NETWORK	15	SWITCH: LIBERATE YOUR BRAND	47
CIRCLE ONE	49	MARDEN-KANE, INC.	68	TEAM ENTERPRISES	33
CMD	42	MARKETING ARM, THE	17	TEAM EPIC	39
COLANGELO	35	MARKETING DRIVE	25	TENTHWAVE DIGITAL LLC	73
COLLABORATIVE MARKETING GROUP INC.	79	MARKETING STORE, THE	37	TPN	32
CSE	52	MARKETINGLAB, INC.	94	TRACYLOCKE	13
DIGITAS	5	MARKETSTAR CORPORATION	9	TRIS3CT	54
DON JAGODA ASSOCIATES	72	MARS ADVERTISING, INC.	34	TWO WEST, INC.	75
DRAFTFCB	1	MASTERMIND MARKETING	55	UPSHOT	44
EPRIZE	30	MEDIA LOGIC	77	VENTURA ASSOCIATES INTERNATIONAL LLC	92
EPSILON	2	MICHAEL ALAN GROUP, THE	62	VERTICAL MARKETING NETWORK	87
ERIC MOWER + ASSOCIATES	38	MKTG INC.	36	WUNDERMAN	4
		MOMENTUM WORLDWIDE	8		

CHIEF MARKETER 2012 PROMO 100: SPECIALISTS

Top Agencies with a **Promotional Marketing** Speciality in:

EVENT/EXPERIENTIAL

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

*Revenue estimated by Promo

INTERACTIVE

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

*Revenue estimated by Promo

PROMOTIONAL PRODUCTS

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

*Revenue estimated by Promo

RETAIL (IN-STORE)

TOP 10	Agency	2011 revenue	Agency	2011 revenue
	1. Draftfcb	\$676,200,000*	7. TracyLocke	123,000,000*
	2. Leo Burnett/Arc Worldwide	475,000,000*	8. G2 Worldwide	121,000,000*
	3. Wunderman	441,200,000*	9. Ryan Partnership	117,758,698
	4. Integrated Marketing Services	302,170,277	10. Marketing Arm, The	115,774,000*
	5. MarketStar Corporation	176,135,837*	<i>(Chief Marketer 2012 PROMO 100 Agency of the Year)</i>	
6. Integer Group, The	158,050,000*			

*Revenue estimated by Promo

CHIEF MARKETER 2012 PROMO 100: SPECIALISTS

Top Agencies with a **Promotional Marketing** Specialty in:

SOCIAL

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

SWEEPSTAKES

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

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

CHIEF MARKETER 2012 PROMO 100: SPECIALISTS

Top Agencies with Client Specialties in:

AUTOMOTIVE

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

CONSUMER PACKAGED GOODS

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

SPORTS/ENTERTAINMENT

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

RETAILER

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

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