

2013 TOP Shops LIST

206INC

This agency is like the eight-year-old that it is, growing by leaps and bounds. Over the last three years, it has doubled in size to 40 employees with a big focus on digital, interactive and social expertise to fold into every integrated campaign. Employees start work with 15 vacation days in the bag and 40 hours a year to go off on a philanthropic endeavor of their choice. One group of volunteers spent time designing a website for "Music for Marriage Equality" to pass legislation in Washington State last year.

CORE 1: Event/Experiential Marketing
CORE 2: Interactive Marketing
CORE 3: Partnership Marketing

CLIENTS INCLUDE: Coca-Cola, Toyota, Microsoft, Levi's, Double Down Interactive
WEB: <http://www.206inc.com>
RFP CONTACT: Mark Dyce, mdyce@206inc.com



AGENCY EA

This boutique shop doubled the size of its client services department to 15 employees and nearly doubled its office space (an old cookie factory). It added a web developer to offer web development, mobile apps and social media integrations. Agency EA also punched out two major events within five months for AOL—a national sales conference and digital event. No cookie-cutter solutions found here, however, you will find a Ping-Pong table and punching bag in the demo room.

CORE 1: Event/Experiential Marketing
CORE 2: Influencer Programs
CORE 3: Promotional Marketing

CLIENTS INCLUDE: AOL, U.S. Holocaust Memorial Museum, General Electric, Ameriprise Financial, CityTarget
WEB: <http://www.agencyEA.com>
RFP CONTACT: Claire Prendergast, cprendergast@agencyEA.com

A SQUARED GROUP

At a time when digital is infiltrating every component of promotion, this agency formed a digital and social media practice to create, publish and monetize user-generated content in social. A Nintendo Wii U Video Challenge seeded consoles to 50 passionate gamers to create and self-publish videos on YouTube that got 4 million views. Finalists premiered their work at the Nintendo Lounge at the Sundance Film Festival. A three-day cruise to Mexico found employees on a high-ropes course team-building session.

CORE 1: Event/Experiential Marketing
CORE 2: Influencer Programs
CORE 3: Promotion Planning/Development

CLIENTS INCLUDE: Gap, Nintendo of America, Progressive, Vera Bradley, Samsung
WEB: <http://www.asquaredgroup.com>
RFP CONTACT: Rulivia Wong, rulivia@asquaredgroup.com



ALCONE

This Top Shop broadened its Insights, Ideas and Analytics group with more people and resources, hiring digital and social experts. It added proprietary analytical tools to model activation programs prior to implementation. It rounded up digital and video production, experiential, promotion merchandise and fulfillment into an Integrated Marketing Services group for one point of contact for clients. Won multiple 2013 PRO Awards. Wine is served every Wednesday.

CORE 1: Promotional Marketing
CORE 2: Retail Marketing
CORE 3: Shopper Marketing

CLIENTS INCLUDE: Unilever, California Lottery, Logitech, Bayer, Nestlé
WEB: <http://www.alcone.com>
RFP CONTACT: William Hahn, bill.hahn@alcone.com



A TEAM (THE)

This agency loves crafting promotions for the underdog. Whether it's Kozy Shack competing against Jell-O or Ricola competing against Halls, The A Team's on the job. To help fulfill this mission, it has assembled an in-store demo force and filed for a patent on a retail-specific promotion. It's also working on new technologies to reach consumers on their smartphones at retail locations. Walk through its offices and you'll notice amusing caricatures in lieu of nameplates.

CORE 1: Promotion Creative Concept/Design
CORE 2: Retail Marketing
CORE 3: Games, Sweeps and Contests

CLIENTS INCLUDE: Moët Hennessy USA, Wyndham Hotel Group, Ricola USA, Tesoro Corp., Hain Celestial Group
WEB: <http://www.theateamagency.com>
RFP CONTACT: Richard Krisburg, rkrisburg@ateampromo.com

ALL TERRAIN

This woman-owned agency uses a mix of creativity, data and proprietary measurement systems to reach consumers empowered with technology and resistant to traditional marketing. Whether it's crafting the first-ever in-flight experiential marketing partnership with United Airlines for The Cosmopolitan in Las Vegas or creating the "LottoTron" mobile retail store for Illinois Lottery, All Terrain is ready to deliver mutually consumer-centric experiences.

CORE 1: Event/Experiential Marketing
CORE 2: Sponsorship Activation
CORE 3: Promotion Planning/Development

CLIENTS INCLUDE: Jack Morton Worldwide, Northstar Lottery Group, The Cosmopolitan of Las Vegas, E & J Gallo, Starcom Worldwide
WEB: <http://www.allterrain.net>
RFP CONTACT: Christian Lemke, Christian.Lemke@allterrain.net

ACTIVENT MARKETING, LLC

Here's a shop grounded in sports-themed campaigns and sponsorship activation. It helped develop and tour 12-foot replicas of Sergio Aquero's PUMA soccer cleat and Usain Bolt's PUMA running shoe—need we say more? Activent also moved personnel to a sister agency to boost digital strategies and execution and has gained ground drumming up business on college campuses and military bases for its clients. Stop by on Fridays for a craft beer tasting.

CORE 1: Event/Experiential Marketing
CORE 2: Sponsorship Activation
CORE 3: Promotional Marketing

CLIENTS INCLUDE: Kia Motors, PUMA North America, General Nutrition Centers, BBVA Compass, Coty/Sally Hansen
WEB: <http://www.activentmarketing.com>
RFP CONTACT: Tom Jacobs, tjacobs@activentmarketing.com



ALLIED INTEGRATED MARKETING

A long-time agency to the entertainment world, AIM opened a new division to market to African Americans, hired an award-winning video production team and invested in independent digital agency 87AM, now called Allied Digital, which also creates a variety of proprietary tools for clients and internal campaign measurement technologies. It took 12 "Fix-It Feliz Jr." arcade consoles to 23 markets to promote the animated feature "Wreck It Ralph." Media appearances generated millions of impressions for the film.

CORE 1: Promotional Marketing
CORE 2: Event/Experiential Marketing
CORE 3: Interactive Marketing

CLIENTS INCLUDE: Fox Home Entertainment, Paramount Pictures, Walt Disney Pictures, Ketchum, Mattel
WEB: <http://www.alliedim.com>
RFP CONTACT: Nick Thomas, nthomas@alliedim.com

Icon Key

Bulls Eye
Specialties targeting African Americans, Hispanics or College Students

Pro Award Winner
Won a 2013 PRO Award

New Kids
New to the list this year

Indie
Independent shops

International
Global reach

Sponsored Case Studies
Read all about one of this agency's killer promotions by turning to the page number in the red flag.

2013 TOP Shops LIST

AMP AGENCY



This Top Shop is all about creating shareable experiences that immerse consumers in the brand. It's a leader in the college space, with 650 colleges and universities on its roster. It's techie too, launching an R&D lab whose latest invention is a facial-recognition platform that tracks event attendees and component popularity. Things get a little hairy here when the guys sprout mustaches to raise funds for men's health awareness—\$15,000 last November!

CORE 1: Interactive Marketing
CORE 2: Event/Experiential Marketing
CORE 3: Promotional Marketing

CLIENTS INCLUDE: L'Oreal's Maybelline New York, Samsonite, Hood's Bailey's Coffee Creamers, Bayer Advanced DuraZone, Food Bank for New York City
WEB: <http://www.ampagency.com>
RFP CONTACT: Steve McCall, smccall@ampagency.com

ARC



Arc's focus on the shopper has led to the development of proprietary shopper journey research assessment tools and the creation of the Interactive Retail Lab, a platform for testing and evaluating retail technology and innovations. It also established a formal partnership with FRCH, an award-winning structural design and architectural firm that creates stand-alone retail design concepts. Talking about design, have you seen that human-size Premium Chicken McWrap Arc helped create for an integrated McDonald's campaign? Makes your mouth water.

CORE 1: Shopper Marketing
CORE 2: Promotional Marketing
CORE 3: Retail Marketing

CLIENTS INCLUDE: Coca-Cola, McDonald's MillerCoors, Procter & Gamble, Intel
WEB: <http://us.arcww.com>
RFP CONTACT: Marie Roche, marie.roche@leoburnett.com

ATTACK!



Key hires in leadership and executive management strengthen agency expertise and move the mission to expand experiential and promotional marketing services. Upgraded event management software deepened program management and reporting. The team has an '87 stretch limo named "Grace Jones" at its disposal. One killer promotion for 7-Eleven helped drive brand awareness in local communities for new store openings with a fleet of Slurpee trucks.

CORE 1: Event/Experiential Marketing
CORE 2: Promotional Marketing
CORE 3: Sampling

CLIENTS INCLUDE: Blackberry, Maritz, Rally Marketing Group, Momentum, Sparks
WEB: <http://www.attackmarketing.com>
RFP CONTACT: Hogan Shrum, Hogan@attackmarketing.com

BDA, INC.

Six weeks of planning, gift bags with red/white/blue T-shirts, eye-black, instruction cards and 400 volunteers turned 43,000 fans at Kansas City Kauffman Stadium into a living American flag just prior to the first pitch. Each T-shirt carried Major League Baseball and Chevrolet logos. Four times per year, BDA introduces a new line of children's books with plush characters sold at Kohl's with 100% of net profits to support kid's health and education. BDA launched an innovative mobile gaming controller and expanded global capabilities through its partnership with Brand Expo.

CORE 1: Promotional Marketing
CORE 2: Sports and Entertainment Marketing
CORE 3: CPG and Shopper Marketing

CLIENTS INCLUDE: AT&T, Coca-Cola, Ford, Walmart, all major sports leagues
WEB: <http://www.bdainc.com/>
RFP CONTACT: Rob Alley, roba@bdainc.com

BECORE

Content creation is one of the new kids on this block, producing videos for 22 Squared and Baskin Robbins. For Nike, it turned a 250-foot barge into an edgy skateboard park and built out the online registration portal. Becore launched its own brand, New Vaudeville Brewing Co., as an incubator for new ideas (and a cold one or two) and to employ and review tactics it recommends to clients. No negative karma here after its new offices were blessed by a spiritualist.

CORE 1: Event/Experiential Marketing
CORE 2: Sponsorship Activation
CORE 3: Sampling

CLIENTS INCLUDE: Red Bull North America, Nike, Microsoft (Xbox and Bing), Columbia Sportswear, InMarketing Services
WEB: <http://www.becore.com>
RFP CONTACT: Mark Billik, mark@becore.com

BFG

This Top Shop is investing heavily in interactive—designers, developers, social experts—the fastest growing part of its business. It is also putting funds against social analytics with tools like Engagor and Radian6. BFG doubled staff in new offices in both NYC and Atlanta, expanded research and strategy departments. Pairing Treasury Wine Estates with nine-time Grammy winner Sheryl Crow in 18-month promo (on-, off-premise, online, social) "Soak Up Sonoma," pushed sales up more than 20%.

CORE 1: Promotional Marketing
CORE 2: Shopper Marketing
CORE 3: Interactive Marketing

CLIENTS INCLUDE: Coca-Cola, Reynolds American, Inc. (Santa Fe Natural Tobacco, Camel), Snyder's-Lance, Adult Swim (Cartoon Network), Treasury Wine Estates
WEB: <http://www.bfgcom.com>
RFP CONTACT: Kevin Meany, kmeany@bfgcom.com

BRAND CONNECTIONS



This sampling shop is on the road year-round at hot spots like Spring Break and Comic-Con. It's also growing. Over the last year, it acquired experiential agency, Bottlerocket Marketing Group, and digital agency, Pie Advertising, to custom build overlays to events. Its new app, Race to Retail, activates a countdown clock and time-sensitive drive to retail with a savings offer. A recent Target program put beauty experts in aisles to increase basket rings.

CORE 1: Sampling
CORE 2: Event/Experiential Marketing
CORE 3: Retail Marketing

CLIENTS INCLUDE: General Mills Yogurt Brands, Target, A&E/Coma, Green Mountain Coffee Roasters, Turtle Mountain/So Delicious Dairy Free
WEB: <http://www.brandconnections.com>
RFP CONTACT: Mel Liebergall, mliebergall@brandconnections.com

BRANDFORCE



This agency put together a retail test at 700-plus CVS stores in Florida for a product that began near ground zero. Naming, branding, style guide, packaging, prices then a full-on marketing plan were developed for GlowCap, a pill bottle with an Internet-connected top that alerts patients, caregivers and docs when it's time to take medication. It's got a global one-two punch as well, developing a year-round calendar of marketing for Belkin Business's online global portal marketing thousands of products. It also launched BrandForce Health and brought on three new managing partners.

CORE 1: Promotional Marketing
CORE 2: Retail Marketing
CORE 3: Event/Experiential Marketing

CLIENTS INCLUDE: AT&T, Belkin, Comcast, RadioShack, RoboDoc
WEB: <http://www.brand-force.com>
RFP CONTACT: Doug Litwin, doug@brand-force.com

Icon Key

Bulls Eye
Specialties targeting African Americans, Hispanics or College Students

Pro Award Winner
Won a 2013 PRO Award

New Kids
New to the list this year

Indie
Independent shops

International
Global reach

Sponsored Case Studies
Read all about one of this agency's killer promotions by turning to the page number in the red flag.

18

2013 TOP Shops LIST

BRITE PROMOTIONS

Twenty years of knowledge, insights and a whole lotta sweat have polished this agency into a Top Shop. It streamlined East and West coast operations; digital and social spun into every on-ground experience and internal tech and social wizards keep the beat with the latest technologies. It added yet another Guinness World Record to its stash of trophies for the most signatures (1,900-plus) to a greeting card at a screening event for TNT's "The Closer."

CORE 1: Event/Experiential Marketing

CORE 2: Sponsorship Activation

CORE 3: Retail Marketing

CLIENTS INCLUDE: MediaVest/Wal-Mart, Reader's Digest, Maxim, Universal Home Entertainment/NBC Universal, mtv/MTV Networks

WEB: <http://www.britepromotions.com>

RFP CONTACT: Nicole Trehearne, ntrehearne@britepromotions.com

CATAPULT

Data and technology provider Epsilon now owns this Top Shop, folding in targeting and insights development. Its "Shopper Next" approach targets and reaches defined user groups via digital channels, based on both online behaviors (cookies and retargeting) and product purchases (Epsilon data). Its digital shopper marketing and promotions team is up by 200%. Catapult churned an on-pack promotion for Alouette cheese into a 30-minute TV special and E-tailing Solutions helps clients with e-commerce shopper strategies.

CORE 1: Consumer Promotion

CORE 2: Shopper Marketing

CORE 3: Insights

CLIENTS INCLUDE: Kellogg's, Mars Petcare/Chocolate/Food, ConAgra, Wrigley, Kraft

WEB: <http://www.catapultmarketing.com>

RFP CONTACT: Peter Cloutier, pcloutier@catapultmarketing.com

CENTRA360

The agency formerly known as Centra Marketing & Communications has a new name to reflect its "surround-sound" approach to brand activation and evolving capabilities. New revenue streams and clients are now in play after new senior level employees made an entrance to drive new business and in-house digital and shopper marketing services. Once a year, employees stream out across the tri-state area to intercept customers and learn more about certain categories. The findings are shared at dinner.

CORE 1: Games, Sweeps and Contests

CORE 2: Event/Experiential Marketing

CORE 3: Promotion Planning/Development

CLIENTS INCLUDE: JetBlue Airways, E&J Gallo Winery, Sears Holdings Co., Popchips, News America Marketing

WEB: <http://www.centra360.com>

RFP CONTACT: Mark Biggin, mbiggin@centra360.com

CIRCLE ONE MARKETING

Digital technology is embedded in this Top Shop's DNA. Circle One has doubled its dedicated staff on its social media and digital teams to ensure the strength of its electronic media for promotions. When it is not connecting millennials with Campbell's slow-kettle-style soup via social media, this agency enjoys "Free Lunch Fridays" and fun presentations from its in-house rapper. If you like baseball, basketball or music, you'll love talking with Dave at the front desk.

CORE 1: Promotional Marketing

CORE 2: Shopper Marketing

CORE 3: Interactive Marketing

CLIENTS INCLUDE: Campbell Soup Co., Pernod Ricard, BIC, International Paper, Sargento

WEB: <http://www.circle1marketing.com>

RFP CONTACT: Alex Hoffert, ahoffert@circle1marketing.com

CITY EVENTIONS

This agency has worked up a stellar collection of locations it taps for event activations like neighborhoods, parks and districts that cut right to the target market. It expanded its brand ambassador staffing outside U.S. into Canada. City Eventions logistics organized the Samsung's mobile charging stations seen in Texas (fertilizer plant explosion) and Oklahoma (tornados) and elsewhere. The addition of a social strategist puts social square in the mix pre, post and during events.

CORE 1: Event/Experiential Marketing

CORE 2: Promotion Planning/Development

CORE 3: Promotion Creative Concept/Design

CLIENTS INCLUDE: Liberty Mutual, Samsung, Tyson Foods, Hailo, Human Rights Campaign

WEB: <http://www.cityeventions.com>

RFP CONTACT: Jennifer Del Mastro, jennifer.delmastro@cityeventions.com

COLANGELO

Now two-decades in the making, this proud shop just added offices in New York City and Los Angeles. It prides itself on having long-term clients and takes (partial) credit for increasing share prices: i.e., Church & Dwight \$24 (2004), \$124 at a recent glance. It manages social communities, communications and content for 19 brands. Add digital, application development and analytics to its integrated offerings and you have a real party! (Guinness served on site).

CORE 1: CPG and Trade Promotions

CORE 2: Promotion Creative Concept/Design

CORE 3: Integrated Campaign Planning

CLIENTS INCLUDE: Church & Dwight Co. (Trojan, Arm & Hammer), Davidoff of Geneva, Diageo, Filippo Berio (SALOV North America Corp.) PepsiCo

WEB: <http://www.colangelo-sm.com>

RFP CONTACT: Rob Colangelo, rob@colangelo-sm.com

COLLABORATIVE MARKETING GROUP

Text-to-win sweepstakes are on the rise and this Top Shop has upped its sweeps department staff from three to seven to handle its increased local market sweeps requests from the MillerCoors field sales teams. A satellite office opened in Phoenix to take on an increase in partnership marketing work. What began as a "cross merchandising service" for MillerCoors in 2003 has evolved into a true partnership marketing practice for all of its clients. Investing in advertising to increase CMG's awareness.

CORE 1: Shopper Marketing

CORE 2: Partnership Marketing

CORE 3: Sweepstakes

CLIENTS INCLUDE: Heinz North America, Del Monte Foods, MillerCoors, Mars Ice Cream, TopCo, Inc.

WEB: <http://www.collabmktg.com>

RFP CONTACT: Garrett Plepel, gplepel@collaborativemktg.com

CONCEPT ONE COMMUNICATIONS

This indie shop has improved its research and strategy capabilities, juiced interactive engagement with custom YouTube platforms, Facebook apps, social conversation modules and game/app sharing opportunities. Affiliated with independent media agency to optimize media mix. It developed messaging and online tools for Gillette, AMC Networks, Coppertone and Travel Channel. Concept One also forged a formal relationship with an in-house marketing research firm to bring deeper insights to messaging models.

CORE 1: Promotional Marketing

CORE 2: Entertainment/Partnership Tie-ins

CORE 3: Promotional Planning/Development

CLIENTS INCLUDE: Gillette, Merck Consumer Care, Transitions Optical, AMC Networks, SPEED/FOX Sports Media Group

WEB: <http://www.conceptone.com/>

RFP CONTACT: John Kocis, jkocis@conceptone.com

Icon Key

 **Bulls Eye**
Specialties targeting African Americans, Hispanics or College Students

 **Pro Award Winner**
Won a 2013 PRO Award

 **New Kids**
New to the list this year

 **Indie**
Independent shops

 **International**
Global reach

Sponsored Case Studies
Read all about one of this agency's killer promotions by turning to the page number in the red flag.

19

21

20



2013 TOP Shops LIST

CSE



This outfit grew by nearly 35% in 2012, and it's expanding its capabilities with the addition of Hispanic marketing and cause marketing arms. CSE recently used the strength of its divisions for a Coca-Cola-sponsored Essence Music Festival, which incorporated a live Twitter feed to give African-American women and moms a unique music experience. Employees love "Lonnie Days" (named after its CEO), which give them a free day off each month to tend to personal business.

CORE 1: Sports Marketing
CORE 2: Sponsorship Activation
CORE 3: Event/Experiential Marketing

CLIENTS INCLUDE: Coca-Cola, AT&T, Aflac, Kellogg's, AGCO
WEB: <http://www.groupcse.com>
RFP CONTACT: David Healy, dhealy@groupcse.com

DRAFTFCB



Recognized for CPG, retail and digital work, Draftfcb had its most creatively awarded year ever: Cannes Lions, Reggias, Effies, Pro Awards and POPAIs. A Global Marketing Study provides new actionable insights in shopping decisions. A new award-winning design team opened shop in SOHO, NY, for high-end packaging, branding and environmental designs. It established DFCBX (formerly 361 Experiential) to add social to all events.

CORE 1: Promotional Marketing
CORE 2: Shopper Marketing
CORE 3: Retail Marketing

CLIENTS INCLUDE: Coca-Cola, Del Monte, Kmart, MilkPEP, Taco Bell
WEB: <http://www.draftfcb.com>
RFP CONTACT: Tina Manikas, tina.manikas@draftfcb.com

DEPARTMENT ZERO



After years of running an in-house staffing department, in May, this shop launched Pepper Event Talent & Staffing to recruit and hire staff. It created two new departments: Account Leadership (client contacts) and Program Management (logistical operations). A new location for its Portland office is a modern twist on an old cereal mill. One killer promo raised a pop-up art venue in Portland as a way for Scion to identify and communicate with Pacific Northwest influencers—12 months, 80 events, 200 attendees at each.

CORE 1: Event/Experiential Marketing
CORE 2: Sponsorship Activation
CORE 3: Sampling

CLIENTS INCLUDE: Scion, Syrup NYC (for Speedo), Saatchi & Saatchi (for Toyota), Chrysler Motors, Dentek Oral Care
RFP CONTACT: Mike Malina, mike.malina@deptzero.com

EASTWEST MARKETING GROUP



Investments in proprietary research deepened shopper insights and pumped a three-fold increase into its FanPan community of networked influencers. It honed social media offerings by focusing on influencing consumer action and advocacy through communities built around shared passion points. Eastwest's roots in design helped draw top honors in multiple major industry award programs. It brought Hungry Man back to life with a sweeps that delivered 55,000 entries and reclaimed its spot as category leader.

CORE 1: Promotional Marketing
CORE 2: Shopper Marketing
CORE 3: Influencer Programs

CLIENTS INCLUDE: Mondelez International, Kraft Foods, Post Foods, Pinnacle Foods, Reckitt Benckiser
WEB: <http://www.eastwestmg.com>
RFP CONTACT: Christopher Bragas, cbragas@eastwestmg.com

DFCBX



This agency has an actual formula to explain what it does, but all you need to know is that it's a behavior-driven group that understands how to sate society's hunger for events and experiences. It put its know how into action for Boeing's "Home & Away" Veteran's Day celebration in Chicago, which produced eight short films documenting veterans' stories. DFCBX is hiring at almost the same rate as its employees are having babies.

CORE 1: Sponsorship Activation
CORE 2: Event/Experiential Marketing
CORE 3: Partnership Marketing

CLIENTS INCLUDE: Florida Blue, CenturyLink, Del Monte, The Boeing Co., Kia Motors
WEB: <http://www.dfcbx.com>
RFP CONTACT: Dee Hall, Dee.Hall@dfcbx.com

THE ELEVATION GROUP

Music and auto racing power Elevation's work to build relationships for its clients. A few associates even competed in a real race (no word on their standing). A new staffing division pumped up business development as the agency put a sharper focus on its own marketing to boast about its three core services. Some 4,000 people were expected to bump volleyballs over the net in Spalding-sponsored tournaments hosted by none other than Gold Medalist (beach volleyball) Misty May-Treanor.

CORE 1: Sponsorship Activation
CORE 2: Event/Experiential Marketing
CORE 3: Sports Marketing

CLIENTS INCLUDE: Mars, Inc., Anheuser-Busch, Helio Castroneves, The Cleveland Clinic, Spalding.
WEB: <http://www.elevationgroup.com>
RFP CONTACT: Jessica Brown, jbrown@elevationgroup.com

DON JAGODA ASSOCIATES

This Melville, N.Y., Top Shop may have been founded in 1962, but it has come into the modern era focusing on social media sweepstakes and contests. One for United Airlines ran on mobile in 42 countries. Entrants used an app to write about excellent customer care by AA employees for a chance at two round-trip, first-class tickets. Some 9,200 employees were recognized and 950,866 new MileagePlus loyalty members were acquired. In-house legal made friends with law firms in 50-plus countries to keep up with international sweeps laws.

CORE 1: Games, Sweeps and Contests
CORE 2: Promotion Planning/Development
CORE 3: Travel Services

CLIENTS INCLUDE: Staples, P&G, Unilever, Safeway, Marriott
WEB: <http://www.dja.com>
RFP CONTACT: Bruce Hollander, bhollander@dja.com

EPRIZE

A check under the hood of this 14-year young agency finds powerful additions to its technology platforms through internal development and acquisitions: mobile companies Moze and Cellit. A new social analytics platform aggregates Facebook fan details. One killer virtual instant-win game for Auntie Anne's new Honey Whole Grain Pretzels had players twisting pretzels for prizes like iPads and a \$25,000 grand prize. The result: 211,173 players registered and 59% opted for emails. Looking for love? 8 weddings germinated at the shop.

CORE 1: Games, Sweeps, Contests
CORE 2: Loyalty Marketing
CORE 3: Interactive Marketing

CLIENTS INCLUDE: Coca-Cola, Gap, P&G, Microsoft, 3M
WEB: <http://www.eprize.com>
RFP CONTACT: Janice Pollard, janice.pollard@eprize.com

Icon Key

Bulls Eye
Specialties targeting African Americans, Hispanics or College Students

Pro Award Winner
Won a 2013 PRO Award

New Kids
New to the list this year

Indie
Independent shops

International
Global reach

Sponsored Case Studies
Read all about one of this agency's killer promotions by turning to the page number in the red flag.

2013 TOP Shops LIST

ESCALATE

This top indie shop fuses experiential and word of mouth to get the buzz going...and going, both live and online. New NYC HQ offices after Hurricane Sandy blew through. For the fifth straight year, it increased staff to manage new clients and more biz from existing ones. Escalate added social/digital services a year ago, now 75% of clients partake. It created a mobile Coca-Cola sampling experience (Swelter Stopper) where visitors entered a look-alike doorway to the vault that holds the secret soda formula. The average attendee told another three-plus teens about the experience.

CORE 1: Event/Experiential Marketing

CORE 2: Sampling

CORE 3: Influencer Programs

CLIENTS INCLUDE: Coca-Cola, Stonefire Bakeries, Truth Campaign (American Legacy Foundation), Birds Eye, Barilla

WEB: <http://escalatenow.com>

RFP CONTACT: Stuart Sheldon, stu@escalatenow.com

FLUENT

You'll find this trendy shop—formerly Campus Entertainment—mixing it up on nearly 1,000 college and university campuses (and off). Through its exclusive affiliation with the National Association for Campus Activities, its expertise is grounded in catching the attention of college millennials. It hired Darren Ross away from Cramer as its digital director to drive technological, social and strategic marketing. This Top Shop hosts contests to find college millennial artists to create art for its offices.

CORE 1: Event/Experiential Marketing

CORE 2: Influencer Programs

CORE 3: Consumer Insights/College Millennial Consumers

CLIENTS INCLUDE: Microsoft, L'Oreal, Macy's Jack in the Box, Zipcar

WEB: <http://www.fluentgrp.com>

RFP CONTACT: Mark Giovino, markg@fluentgrp.com

FORMULA STREET

This Top Shop is the brand activation division of Formula PR, which it collaborates with for social and digital support. It expanded influencer programs, created reporting dashboards and expanded staffing capabilities into new states like Maine and Arkansas. Formula sent 34 internal teams to visit homeless shelters to interview residents for a book it plans to sell and donate the proceeds. A custom-built, online scheduling system and dashboard for Heineken's massive volume of events keeps things in check in real-time.

CORE 1: Sampling

CORE 2: Mobile Marketing

CORE 3: Event/Experiential Marketing

CLIENTS INCLUDE: Heineken USA, Nestlé, Qualcomm, Popcorn, Indiana, Neuro Drinks

WEB: <http://www.formulastreetinc.com>

RFP CONTACT: Adrienne Cadena, cadena@formulastreetinc.com

FUSE

If you litter 73,000 pieces of branded collateral across Daytona Beach, serve up free food, toss out premiums and punch it up at retail during a popular race weekend, what do you get? The checkered flag for client Pepsi MAX. Fuse uses consumer insights to drive promo item selection. Its staff is fueled by creative spaces, lots of training and 16 hours of paid time to volunteer. This is a laid back, dog-friendly place. Hey, no wonder it landed on the "Best Places to Work in Vermont" list for the third year in a row.

CORE 1: Youth Marketing

CORE 2: Sports Marketing

CORE 3: Event/Experiential Marketing

CLIENTS INCLUDE: Starbucks, New Balance, HGTV, Dick's Sporting Goods, Kraft

WEB: <http://www.fusemarketing.com>

RFP CONTACT: Bill Carter, bcarter@fusemarketing.com

GAGE

Behavioral marketing is the thread that wraps technology with Gage's offerings. Its Minneapolis headquarters operations brought in digital content and PR agency LaBreche. An expanded international footprint delivers campaigns in 54 countries and 24 languages for Microsoft. Eight new positions have been added to beef up social. Developed "30 Days of Little Things" social promo for 3M Scotch-Brite that included videos about greener cleaning. At its core, these Midwesterners believe in hard work.

CORE 1: Interactive Marketing

CORE 2: Promotional Marketing

CORE 3: Loyalty Marketing

CLIENTS INCLUDE: 3M, Best Buy, Microsoft, United Healthcare, Thomson Reuters

WEB: <http://www.gage.com>

RFP CONTACT: Karen Schultz, Karen-schultz@gage.com

GENERATION Z MARKETING

GZM lays claim to pioneering the "National-to-Local" youth sports sponsorship model that lets brands take national sponsorships local. It expanded its model to a new demographic—adult recreation sports—to attract new clients. A new Web portal offers clients and end users easy participation in its programs. GMZ expands into sweeps and contest fulfillment with the hire of an in-house legal counsel. Killer work includes a grassroots youth baseball initiative with Chevrolet.

CORE 1: Experiential Marketing

CORE 2: Sponsorship Activation

CORE 3: Event Management

CLIENTS INCLUDE: Jack Morton, SportsNet New York, Immediate Consumption, Scotts, Sports Authority

WEB: <http://www.genzmarketing.com>

RFP CONTACT: Marc Zwerdling, marc@genzmarketing.com

GEOMETRY GLOBAL

G2, OgilvyAction and JWTAction joined this year to form this new Top Shop combining shopper-marketing expertise with experiential and promotional marketing. Co-CEOs Sheila Hartnett and Harvey Kipnis run this ship, which launched a Heineken sweeps and giveaway that bumped sales by four%. And, for Ford, the "Fusion Street Chic Tour" let women try out its cars with as much fun as shopping for shoes. The 68-event days landed 44,000 leads and 114 vehicles sold.

CORE 1: Event/Experiential Marketing

CORE 2: Promotional Marketing

CORE 3: Shopper Marketing

CLIENTS INCLUDE: Ford, Heineken USA, Kimberly-Clark, Jim Beam, Kraft

WEB: <http://www.geometry.com>

RFP CONTACT: Pam Morrisroe, pam.morrisroe@geometry.com

GEORGE P. JOHNSON

This Top Shop is on the move, opening offices in Latin America and Asia Pacific and forming partnerships in Northern Europe and the Middle East to help clients enter new markets. Employees relocate to offices around the world or rotate through the client roster to gain and broaden experience. GPJ had attendees at the 75th opening of the Golden Gate Bridge creating upstart iPhone case designer Speck's logos from stones and grass for a chance to win a limited edition anniversary iPhone case.

CORE 1: Event/Experiential Marketing

CORE 2: Promotion Creative Concept/Design

CORE 3: Sponsorship Activation

CLIENTS INCLUDE: ConAgra, Toyota, Honda, Chobani Yogurt, Speck

WEB: <http://www.gpj.com>

RFP CONTACT: Denise Wong, denise.wong@gpj.com

Icon Key

 **Bulls Eye**
Specialties targeting African Americans, Hispanics or College Students

 **Pro Award Winner**
Won a 2013 PRO Award

 **New Kids**
New to the list this year

 **Indie**
Independent shops

 **International**
Global reach

Sponsored Case Studies
Read all about one of this agency's killer promotions by turning to the page number in the red flag.

2013 TOP Shops LIST

GMR MARKETING



An employee with a doctorate in cognitive psychology and a master's in experimental psychology roams these halls, adding to big-time consumer segment knowledge and insights. Add to that, impressive execution, sophisticated data measurement and analysis and you get one Top Shop! Offices opened in Brazil, Russia and Singapore, bringing locations on five continents up to 20. Digital is full on thriving at 70 full timers (up from four—four!— in the last year). GMR raises money for charity, stages private gigs for employees, dogs welcome.

CORE 1: Event/Experiential Marketing
CORE 2: Sponsorship Activation
CORE 3: Sports Marketing

CLIENTS INCLUDE: Visa, Microsoft, HP, P&G, Pepsi
WEB: <http://www.gmrmarketing.com>
RFP CONTACT: Lori Schweiger, lschweiger@gmrmarketing.com

GOLD N FISH MARKETING GROUP



This indie is no fish out of water. If you happened upon a 20 x 10 x 8-foot pack of Trident that unfolded for the Big Reveal: a stage that housed a café, toss the trident package game, concerts and other fun stuff, that would be GNF's doin'. They preach brand optimization, not to be confused with brand integration. GNF says optimization maximizes brand performance as measured by objectives and goals. This Top Shop added staffing partners and acquired and built new space to accommodate growth and staff.

CORE 1: Event/Experiential Marketing
CORE 2: Promotion Planning/Development
CORE 3: Promotion Creative Concept/Design

CLIENTS INCLUDE: Sprint, Mondelez International, EMC, Bayer Consumer Products, Autism Speaks
WEB: <http://www.gnfmktg.com>
RFP CONTACT: Caren Berlin, cberlin@gnfmktg.com

GRAND CENTRAL MARKETING

A new division, the Relationship Group, produces exclusive B2B events for clients like American Express. Twitter parties are one of GCM's most popular social media offerings to increase awareness and impressions for campaigns. A recent 30-minute party generated 4 million impressions (very impressive!). It just produced a 12,000-square-foot replica of the Celebrity Cruises' Lawn Club sprawling along its upper decks. Thousands marveled at the spectacle at Grand Central Terminal.

CORE 1: Event/Experiential Marketing
CORE 2: Sponsorship Activation
CORE 3: Entertainment/Partnership Tie Ins

CLIENTS INCLUDE: WE tv, American Express, People magazine, Bravo, Warner Bros.
WEB: <http://www.grandcentralmarketing.com>
RFP CONTACT: Matthew Glass, matthew@grandcentralmarketing.com

GROW MARKETING

This Top Shop is on the move. Business is up 30% in the last year, account services staff bumped up 25%—all this growth is accommodated at new headquarter digs in San Francisco. It took home a 2013 EX Award for Best In-Store Event for a Gap takeover of New York's Herald Square topped with a month of in-store window theater. It refined its RFP process to better align with client needs. Grow manages production teams in 20 markets.

CORE 1: Event/Experiential Marketing
CORE 2: Retail Marketing
CORE 3: Influencer Programs

CLIENTS INCLUDE: Google, Pernod Richard (Glenlivet, Perrier Jouet, Malibu Island Spiced, Gap, GE, University of California
WEB: <http://www.grow-marketing.com>
RFP CONTACT: Cassie Hughes, newbusiness@grow-marketing.com

HALEY MIRANDA GROUP



This agency specializes in the retail industry, ethnic/urban marketing and the wine industry, but it's done just about every type of event there is. Take, for instance, its "election campaign" Emmy promotion for Netflix's "House of Cards," which placed "For Your Consideration" lawn signs in neighborhoods where TV Academy voters live. If you visit its office, make sure you aren't allergic to dogs—employees are allowed to bring their pooches to work, and about a quarter of them do.

CORE 1: Event/Experiential Marketing
CORE 2: Games, Sweeps and Contests
CORE 3: Interactive Marketing

CLIENTS INCLUDE: Cartoon Network, Cost Plus World Market, Netflix, BET Networks, Chateau Ste. Michelle Winery
WEB: <http://www.haley Miranda.com>
RFP CONTACT: Jed West, jwest@haley Miranda.com

HAYMAKER

Formerly known as Richards Sports + Entertainment, you'll find Haymaker activating for its clients anywhere from the Super Bowl to the hyper-local high school. A campaign to build awareness among UFC fans for MetroPCS is wrapped in fighter retail appearances, ticket scavenger hunts, Herald Square takeovers, a hashtag to update social fans and Hispanic programming. Awards in 2012 include those from SportsBusiness Journal, Billboard Latin Music Marketing and a Gold Reggie.

CORE 1: Sports Marketing
CORE 2: Partnership Marketing
CORE 3: Sponsorship Activation

CLIENTS INCLUDE: Advance Auto Parts, BBVA Compass, Bridgestone, Chick-fil-A, MetroPCS
WEB: <http://www.haymakerconnects.com>
RFP CONTACT: Kern Egan, kegan@haymakerconnects.com

IGNITION, INC.



Ignition merged with digital ad agency AIS and is owned by parent Havas Media. It acquired a social media agency to deepen live events. Known for pioneering global-local campaigns for the likes of Coca-Cola (Olympics—won an Event Marketer Grand Ex Award—FIFA World Cup Trophy Tour) and Harley-Davidson's 110th Anniversary Global Tour. It reintroduced Yahoo! through the brand's first mobile entertainment tour. Sustainability runs deep here, imbedded throughout its purchasing and procurement process, aiming for 100% carbon neutral brand experiences.

CORE 1: Event/Experiential Marketing
CORE 2: Sponsorship Activation

CLIENTS INCLUDE: Coca-Cola, Harley-Davidson, Delta Air Lines, BP, Yahoo!
WEB: <http://www.ignition-inc.com>
RFP CONTACT: Mike Swartz, mike.swartz@ignition-inc.com

IN MARKETING SERVICES



Shopper is in this agency's DNA with relationships with more than 100 retail partners. It developed expertise beyond traditional food/drug/mass/value/club to encompass home center/office/ecommerce/baby/pet/specialties. It repositioned the Sharpie Neon line among tweens at festivals where it constructed glowing, backlit tents and passed out foam glow sticks. The agency invested heavily in talent, including new VPs and CPG veteran Lisa Klausner, as president, shopper and consumer marketing.

CORE 1: Event/Experiential Marketing
CORE 2: Shopper Marketing
CORE 3: Promotional Marketing

CLIENTS INCLUDE: Unilever U.S. & Canada, Time Inc., Newell Rubbermaid, Reckitt Benckiser, Barnes and Noble
WEB: <http://www.inmarketingservices.com>
RFP CONTACT: Valerie Bernstein, vbernst@inmarketingservices.com

23

24

Icon Key

Bulls Eye
Specialties targeting African Americans, Hispanics or College Students

Pro Award Winner
Won a 2013 PRO Award

New Kids
New to the list this year

Indie
Independent shops

International
Global reach

Sponsored Case Studies
Read all about one of this agency's killer promotions by turning to the page number in the red flag.

2013 TOP Shops LIST

INSPIRA MARKETING

This five-year-old shop just purchased its first building, a 6,000-square-foot office in downtown South Norwalk, CT. A Chicago office is planned for September. It expanded its social, digital and analytics divisions and reorganized internally with specialty verticals. Brand reps for Giovanni Rana pasta sampling events trained for three days, "cast" as native Italian Americans who talked up the heritage of the brand. You can smell the garlic and onion simmering!

CORE 1: Event/Experiential Marketing

CORE 2: Sampling

CORE 3: Promotional Marketing

CLIENTS INCLUDE: Jim Beam, Giovanni Rana, Constellation Wine, Microsoft, Materne

WEB: <http://www.inspiramarketing.com>

RFP CONTACT: Sarah Prusinski, sarahp@inspiramarketing.com

THE INTEGER GROUP

Window-shopping is so yesterday; interactive "window shopping" on large touch screens that connect to smartphones, however, is what The Integer Group is about. This is also the agency behind those blue "Obama" and red "Romney" cups at 7-Eleven, a promotion that accurately predicted the next president and sold plenty of coffee. To better serve its clients and be closer to Walmart (with whom many of its clients work), Integer has opened an office near Bentonville, Ark.

CORE 1: Promotional/Shopper Marketing

CORE 2: Interactive Marketing

CORE 3: Retail Marketing

CLIENTS INCLUDE: MillerCoors, Procter & Gamble, AT&T, Kellogg's, Pella Corporation

WEB: <http://www.integer.com>

RFP CONTACT: Marc Ducnuigeen, mducnuigeen@integer.com

JACK MORTON WORLDWIDE

This global agency (10-plus offices on five continents) has significantly grown its digital, technology and consumer/shopper marketing practices. Also on the move is Jack Labs technology offering. To change Cotton Inc.'s brand perception from "week-end fabric" to fashion staple, JMW created a 24-hour runway that morphed this year into the "Road to the Runway Challenge" a digital campaign that explored regional style with blog posts and a photo competition. More than 500 million tuned in!

CORE 1: Event/Experiential Marketing

CORE 2: Sponsorship Activation

CORE 3: Shopper Marketing

CLIENTS INCLUDE: Lego, Cotton Inc., P&G (multiple brands), Subway, GM

WEB: <http://www.jackmorton.com>

RFP CONTACT: Liz Bigham, liz_bigham@jackmorton.com

KICKING COW PROMOTIONS

An indie founded in 1999, Kicking Cow developed The Food Truck for Dogs, visiting 14 cities this year for the Chef Michael brand. For Beneful, the Play Date Mobile Tour began in July in NYC on its way to eight markets delivering portable dog park elements, like inflatable tunnels, oversized tennis balls and climbing structures. Staff has been expanded to support Hispanic campaigns. This agency is a master at generating and repurposing content to extend the life of programs.

CORE 1: Event/Experiential Marketing

CORE 2: Promotional Marketing

CORE 3: Games, Sweeps and Contests

CLIENTS INCLUDE: Nestlé Purina PetCare, Hallmark Cards, Inc., R.L. Torre (Torani Syrups), Cone Communications, Olson Marketing

WEB: <http://www.kickingcow.com>

RFP CONTACT: Cindy Hagel, cindyh@kickingcow.com

LEADDOG MARKETING GROUP

This Top Shop strives to be a one-stop shop for its clients. Want proof? LeadDog executed 259 simultaneous events in all 50 states for National Train Day, and created the campaign's website, conducted PR, ran social media, created the official video, and managed all related sweepstakes and contests. It acquired a sports marketing agency specializing in the Hispanic market and opened a home for its multicultural division in San Francisco. Its wine fridge is always stocked.

CORE 1: Event/Experiential Marketing

CORE 2: Sponsorship Activation

CORE 3: Games, Sweeps and Contests

CLIENTS INCLUDE: Amtrak, The Nature Conservancy, The NY/NJ Super Bowl Host Committee, Dollar Shave Club, SeaWorld

WEB: <http://www.leaddogmarketing.com>

RFP CONTACT: Dan Mannix, dan@leaddogmarketing.com

LEGACY

Legacy acquired digital agency Kambio Group—and its senior leadership—to expand digital and social expertise and now amplifies each live event with digital. It went after bartenders—a notoriously hard bunch to influence—to get buy in for Absolut Stuga vodka. Live events served the Stuga history and production story with sides of local chefs and musical acts. Legacy renovated office space for optimal creativity and collaboration. Hands down the best kickball team of the 600 block of North LaSalle Ave. in Chicago.

CORE 1: Event/Experiential Marketing

CORE 2: Influencer Programs

CORE 3: Sponsorship Activation

CLIENTS INCLUDE: Pernod Ricard, International Truck (Navistar), Crown Imports, Cabela's, Ferrero U.S.A. (Tic Tac)

WEB: <http://www.legacymvp.com>

RFP CONTACT: Michelle Gallagher, michelle.gallagher@legacymvp.com

LIVE NATION NETWORK

Powered by Live Nation Entertainment, this Top Shop has a reach of 250 million consumers and nearly 800 advertisers. That access allows it to run campaigns like "Pop-Tarts Crazy Good Summer," a promotion that connected with the target teen demographic by way of secret concerts last summer. The agency developed a proprietary geo-fencing technology, enabling it to capture social content and insert brands into conversations around the world. Employees are encouraged to attend concerts with all-access passes.

CORE 1: Event/Experiential Marketing

CORE 2: Interactive Marketing

CORE 3: Loyalty Marketing

CLIENTS INCLUDE: Kellogg, Skype, Citi, Starwood Hotels & Resorts Worldwide, Anheuser-Busch

WEB: <http://promo.livenation.com/sponsorship>

RFP CONTACT: Jon Glickstein, JonGlickstein@livenation.com

MARDEN-KANE

This agency's specialty is developing and implementing games of chance. It recently formed Bolt Apps LLC, a subsidiary that builds applications for the promotions industry. Its first app, Zeus, is a DIY sweepstakes and skill-contest builder. Marden-Kane's employees have a wide range of interests, from brewing barleywine, to painting schools, to teaching cha-cha. The company's favorite pro bono project is the CBS Cares Colonoscopy Sweeps.

CORE 1: Games, Sweeps and Contests

CORE 2: Interactive Marketing

CORE 3: User-Generated Content Moderation and Judging

CLIENTS INCLUDE: Verizon, Grid 21, Barclaycard US, Google, Pfizer

WEB: <http://www.mardenkane.com>

RFP CONTACT: Paul Slovak, pauls@mardenkane.com

Icon Key

 **Bulls Eye**
Specialties targeting African Americans, Hispanics or College Students

 **Pro Award Winner**
Won a 2013 PRO Award

 **New Kids**
New to the list this year

 **Indie**
Independent shops

 **International**
Global reach

Sponsored Case Studies
Read all about one of this agency's killer promotions by turning to the page number in the red flag.

2013 TOP Shops LIST

MARKETING ACTIVATIONS GROUP, LLC

Activation elements at MAG go beyond the typical event footprint to include services such as graphic design, interactive capabilities, retail promos and social. It added social as a focus and now offers live event content via social for clients. MAG runs blockbuster promos for seven sponsors of the Professional Bull Rider's Built Ford Tough Series and helps with event management for "Bracket Town," the NCAA Men's Final Four fan fest. It brought logistics in house (two full-time driver/tour managers).

CORE 1: Sponsorship Activation
CORE 2: Sports Marketing
CORE 3: Event/Experiential Marketing

CLIENTS INCLUDE: Turner Sports/NCAA, Cooper Tire, Omelet, Pabst Blue Ribbon, Detroit Red Wings
WEB: <http://www.marketingactivationsgroup.com>
RFP CONTACT: Todd Alles, talles@marketingactivationsgroup.com

MARKETING WERKS

Now under the ownership of Crossmark Marketing Services, MW lives by the tagline "We Know People." It expanded capabilities in insights and social media that it put to use to reinvent Verizon's mobile FiOS SoCal Experience by tripling the size of its fleet and crafting a more locally relevant, integrated campaign incorporating cause marketing and rewards. Robust social and digital work increased Verizon FiOS share of the SoCal voice. Scott Moller and Julie Guida remain staples on the leadership team.

CORE 1: Sponsorship Activation
CORE 2: Healthcare Marketing
CORE 3: Partnership Marketing

CLIENTS INCLUDE: United Health Group, Bernstein-Rein, Verizon FiOS SoCal, Walgreens, LM&O
WEB: <http://www.marketingwerks.com>
RFP CONTACT: Jay Lenstrom, jlstrom@marketingwerks.com

THE MARKETING ARM

Chances are you've seen NBA star Kyrie Irving in disguise as "Uncle Drew" in a mini-movie for Pepsi Max. After all, it won multiple awards—including a 2013 Gold PRO Award—and garnered more than 25 million YouTube views. Meet that killer campaign's maker. This 20-year-old agency likes harnessing the power of emotion for its 100-plus blue-chip brands. With the launching of in-house crowdsourcing platform Flockstar and multicultural agency Cultur8, The Marketing Arm is looking to get quicker and more diverse.

CORE 1: Promotional Marketing
CORE 2: Shopper Marketing
CORE 3: Sponsorship Activation

CLIENTS INCLUDE: AT&T, Frito-Lay/PepsiCo, Hilton Worldwide, State Farm, Unilever
WEB: <http://www.themarketingarm.com>
RFP CONTACT: Nikki Vandepopulier, nvandepopulier@themarketingarm.com

MARKETSTAR

Sales and field marketing teams head into local and national retail markets to launch and promote client products and services through demonstrations and special events. Marketstar debuted the Connect+ social/learning management and gamification platform for brands to educate employees and store associates. It assigned two brand reps per store in target markets to launch Google Chromebooks. The team sold 55,791, far outpacing a goal of 29,000. It also added VP retail strategy and VP digital services.

CORE 1: Influencer Programs
CORE 2: Retail Marketing
CORE 3: Sales Promotion

CLIENTS INCLUDE: Google, HTC, Sony, Canon, Verizon
WEB: <http://www.marketstar.com>
RFP CONTACT: Craig Jarman, cjarman@marketstar.com

MARKETINGLAB, INC.

Free Grilled Cheese! was the call for the Land O' Lakes Grilled Cheese Truck Tour that hit grocery stores and local events in New York and Philadelphia. Those who belled up got free grilled cheese samples, coupons and other incentives for purchase. This indie shop hit the mark improving the client's leadership position among deli cheese challengers. It launched SellCheck, a proprietary service that evaluates and improves retail POS communications. Mark Lenss joined as SVP managing director.

CORE 1: Promotional Marketing
CORE 2: Shopper Marketing
CORE 3: Event/Experiential Marketing

CLIENTS INCLUDE: Land O' Lakes, Western Union, Delta Faucets, Procter & Gamble, McKee Foods
WEB: <http://www.marketinglab.com>
RFP CONTACT: Mark Lenss, mark@marketinglab.com

MARKETVISION

A shopper-marketing agency with Hispanic at its core. Its work is grounded in research and insights, including digital, to move brands at retail. Marketvision enhanced its shopper-marketing model to more clearly demonstrate Latino shopper's path-to-purchase and partnered with digital firm SWEB Development to build mobile apps, website and social media programs. A stop at the Mexican altar in the hallway helps seal the deal for tough new-business pitches.

CORE 1: CPG and Trade Promotions
CORE 2: Shopper Marketing
CORE 3: Event/Experiential Marketing

CLIENTS INCLUDE: MillerCoors, Kraft Foods, ConAgra Foods, The Hershey Co., J.M. Smucker Co.
WEB: <http://www.mvculture.com>
RFP CONTACT: Norma Casillas, ncasillas@mvculture.com

THE MARKETING STORE

This agency knows a thing or two about the convergence of digital and physical. That's one of the benefits of running an Olympics-themed promotion for McDonald's touting menu items under 400 calories. The Marketing Store prides itself on its expertise in family marketing and brand activation programs. It relocated its global headquarters to downtown Chicago, where you might find employees gathered 'round the agency "kegerator" swapping inspiration from their iPads.

CORE 1: Retail Marketing
CORE 2: Loyalty Marketing
CORE 3: Games, Sweeps and Contests

CLIENTS INCLUDE: McDonald's, Nissan/Infiniti, L'Oreal, Pharmavite, Coca-Cola
WEB: <http://www.themarketingstore.com>
RFP CONTACT: Chris Hess, chris.hess@tmsw.com

MARS ADVERTISING

Despite its far-away-sounding name, MARS is all about being near its clients—literally. Its retail consultants are based in the markets of clients' key retailers, granting them access that benefits the agency's other teams and efforts. The company's creativity and boldness shines through in campaigns like the one touting the beauty benefits of OTC drug Allegra to CVS shoppers (eliminating stuffy noses and red eyes). It recently added a new VP of multicultural marketing to strengthen its consumer marketing capabilities.

CORE 1: Shopper Marketing
CORE 2: Promotion Creative Concept/Design
CORE 3: Retail Marketing

CLIENTS INCLUDE: Wal-Mart, Pfizer Consumer Healthcare, Campbell Soup Co., The Clorox Co., Colgate-Palmolive
WEB: <http://www.marsusa.com>
RFP CONTACT: Rob Rivenburgh, rivenburghr@marsusa.com

Icon Key

 **Bulls Eye**
Specialties targeting African Americans, Hispanics or College Students

 **Pro Award Winner**
Won a 2013 PRO Award

 **New Kids**
New to the list this year

 **Indie**
Independent shops

 **International**
Global reach

Sponsored Case Studies
Read all about one of this agency's killer promotions by turning to the page number in the red flag.

2013 TOP Shops LIST

MASTERMIND MARKETING

Mastermind leverages mobile as a ubiquitous promotion vehicle to engage consumers at POP and develops proprietary social sharing initiatives. A mobile merchandising program for Harman Kardon drove premium audio system sales at North American Mercedes and BMW dealerships. A mobile demo communicated the differences between premium and standard systems including number/location of speakers, system specs, etc. Participants got the chance to win a premium Harman Kardon system for their home.

CORE 1: Promotional Marketing
CORE 2: Interactive Marketing
CORE 3: CPG and Trade Promotions

CLIENTS INCLUDE: Harman International, Citi, Harley-Davidson, Bayer, BMW

WEB: <http://www.mastermindmarketing.com>

RFP CONTACT: Dan Dodson, dan.dodson@mastermindmarketing.com

MATCH MARKETING GROUP

This agency might be the Voltron of Top Shops: It comprises eight agencies melded into a single end-to-end marketing organization, one that has combined more than 500 full-time employees and thousands more field and part-time members from those agencies—without losing a single senior leader. Among the fruits of its integrated DNA is a “Barrelgate” campaign to align Jameson whiskey more closely with football, which used geo-targeted media, Facebook, QR codes and tailgate games, among other tactics.

CORE 1: Promotional Marketing
CORE 2: Shopper Marketing
CORE 3: Retail Marketing

CLIENTS INCLUDE: Adidas, Ford Motor Company, Novartis, Pepsi, Mars

WEB: <http://www.matchmg.com>

RFP CONTACT: Mike Duncan, mike.duncan@matchmg.com

MICHAEL ALAN GROUP

This unique team, hailing from fields of film, theater, music, journalism, retail and politics, dream up killer, large-scale publicity stunts. For History, and the run up to Season 2 of its hit series “Mountain Men,” MAG recreated the show’s rugged terrain in the middle of Union Square in NYC. It layered the experience with partners like the North Face, Head & Shoulders and Orvis and a vast social play. All said, it equated to 50,000 onsite impressions. Also expanded its partnership team.

CORE 1: Event/Experiential Marketing
CORE 2: Trade/Channel Promotions
CORE 3: Sampling

CLIENTS INCLUDE: Nickelodeon, U.S. Olympic Committee, ING Financial Services, Scholastic, FOX/Twentieth Television

WEB: <http://www.michael-alan.com>

RFP CONTACT: Erin Mills, erin@michael-alan.com

MKTG INC

“Great experiences create advocates.” That’s what MKTG is about, and it shows through efforts like Nike Run Clubs, which match consumers with running coaches and a great pair of shoes. At the 2012 Summer Olympics, it connected athletes with Beats by Dre headphones, despite the lack of official sponsorship. The agency is opening offices in international markets such as London, and first-place winners of its annual employee rewards program can go global with a free international trip.

CORE 1: Event/Experiential Marketing
CORE 2: Influencer Programs
CORE 3: Promotional Marketing

CLIENTS INCLUDE: Diageo, Nike, Nintendo, Beats by Dre, Procter & Gamble

WEB: <http://mktg.com>

RFP CONTACT: Bryan Duffy, bduffy@mktg.com

MOMENTUM WORLDWIDE

This agency tripled investment to build a “world-class” measurement and analytics team. It aligned with ChaseDesign to enhance shopper and retail work and ran a powerful promo at Buffalo Wild Wings to get customers in on “off days.” A Coke Zero/NCAA final-four themed basketball game had guests pointing their mobiles at table caddies turning them into branded AR digital basketball hoops: 69% of game play was in store, and yes, Coke Zero sales jumped significantly. It also hosts an annual blood drive in St. Louis.

CORE 1: Promotional Marketing
CORE 2: Event/Experiential Marketing
CORE 3: Sponsorship Activation

CLIENTS INCLUDE: Mondelez International, Kraft, J.M. Smucker Co., Coca-Cola Co., Microsoft

WEB: <http://www.momentumww.com>

RFP CONTACT: Bill Burnes, bill.burnes@momentumww.com

NATURAL SELECTION PROMOTIONS

Founded on the idea that eating the healthiest foods for our bodies can be an enjoyable experience, NSP has run everything from a hybrid marketing campaign in Whole Foods stores in the Western U.S. for Bucha Live Kombucha, to an in-store sampling strategy for OCHO Candy Bars. Speaking of running, the company’s staff often goes on lunchtime runs and starts mornings off with a yoga class, and bonuses can take the form of a tent or cycling gear.

CORE 1: Sampling
CORE 2: Event/Experiential Marketing
CORE 3: Promotion Planning/Development

CLIENTS INCLUDE: Clif Bar & Co., Applegate Farms, Stonyfield Farm, Dietz & Watson, Hain Celestial Group

WEB: <http://www.naturalselectionpromotions.com>

RFP CONTACT: Heather Fier, heather@naturalselectionpromotions.com

NEXT MARKETING

This 20-year-old agency is independent, not only in terms of its ownership structure, but also in its client-specific strategies. With its Buick NCAA Final Four sponsorship activation, the company was able to use RFID cards, shareable photos and an appearance by Christian Laettner to capture consumer data and get social media engagement. Its co-ed softball team didn’t notch any wins last season, but it did learn that it’s really good at drinking beer—so, there’s that.

CORE 1: Event/Experiential Marketing
CORE 2: Mobile Marketing Tours
CORE 3: Sampling

CLIENTS INCLUDE: Metro PCS, Continental Tire, Principal Financial Group, GSD&M, Community Coffee

WEB: <http://www.nextmarketing.com>

RFP CONTACT: Paul Duffy, paul.duffy@nextmarketing.com

NOISE DIGITAL

Noise is what this digital-centric Top Shop makes for its clients to drum up biz with consumers, like “The PlayStation Holiday Button,” which won two 2013 Silver PRO Awards for Best Promo targeting a Specific Demo and Best Promo Using a Holiday Theme. The mobile contest experience let gamers win instant PlayStation prizes and share content and pulled in 112 million “button pushes and 90,000 unique sign ups. The agency has a new CFO, account and production directors.

CORE 1: Interactive Marketing
CORE 2: Promotional Marketing
CORE 3: Shopper Marketing

CLIENTS INCLUDE: Post Cereal (Sugar Crisp), Freybe Gourmet Foods Ltd., Tic Tac, Nutella, Sony Playstation

WEB: <http://www.noisedigital.com>

RFP CONTACT: Trevor Carr, trevor.carr@noisedigital.com

Icon Key

 **Bulls Eye**
Specialties targeting African Americans, Hispanics or College Students

 **Pro Award Winner**
Won a 2013 PRO Award

 **New Kids**
New to the list this year

 **Indie**
Independent shops

 **International**
Global reach

Sponsored Case Studies
Read all about one of this agency’s killer promotions by turning to the page number in the red flag.

2013 TOP Shops LIST

OCTAGON

Running from grassroots to global, this team is all about passions for sports and entertainment. It restructured the Marketing Americas group into three strategic pillars: Americas Marketing (consulting program and event work for blue chips); Events & Hospitality (domestic/global event hospitality teams; Octagon owned/operated events) and FRUKT NA, which the shop acquired this year, (music/entertainment/product placement skills). Octagon Brazil tripled staff in prep for—and already executing on—one of the world's biggest events, the 2014 FIFA World Cup. Go Jeff!

CORE 1: Sponsorship Activation
CORE 2: Event/Experiential Marketing
CORE 3: Sports Marketing

CLIENTS INCLUDE: MasterCard, Sprint, BMW of North America, Bank of America, The Home Depot
WEB: <http://www.octagon.com>
RFP CONTACT: Anne Sullivan, anne.sullivan@octagon.com

PGW

PGW opened nationwide warehousing facilities to offer affordable rates near field marketing activities. It launched a vehicle-leasing group to offer clients vehicles at reduced rates and short-term leases and added six full-timers to boost multicultural marketing skills. PGW tempted more than one-half million people to take the Pepsi "Next Challenge," blind cola taste test at events staged at thousands of locations, including 1,300 Walmart's. A vehicle hauled a giant replica Pepsi NEXT can looping "Drink It To Believe It" TV spots.

CORE 1: Sampling
CORE 2: Sponsorship Activation
CORE 3: Event/Experiential Marketing

CLIENTS INCLUDE: AT&T, PepsiCo/multiple brands, Contiki, Luxottica/Ray-Ban and Persol, Havaianas
WEB: <http://www.pgwexperience.com>
RFP CONTACT: Russ Jones, russ@pgwexperience.com

POWERPACT

PowerPact "embeds" itself with its clients by sitting at their offices on a daily basis to learn invaluable insights and partake in conversations from the start. Back at its own offices, you'll find the company using its promotion administration skills internally by running employee sweepstakes and contests. Oh, it's also good at using those skills for clients like LG, which notched its highest retailer participation rates and ad placements during March Madness with the agency's help.

CORE 1: Trade/Channel Promotions
CORE 2: Games, Sweeps and Contests
CORE 3: Digital Design/Strategy

CLIENTS INCLUDE: LG Electronics, Susan G. Komen, General Mills, Sempra Energy, GoPro
WEB: <http://www.powerpact.com>
RFP CONTACT: Stacy A. Sarna, ssarna@powerpact.com

PRICEWEBER MARKETING COMMUNICATIONS

This 45-year-old Top Shop is based in Louisville, KY, which boasts plenty of bourbon, bacon and art. So, yeah, its employees are pretty happy and creative. PriceWeber has taken steps to meet its clients' needs by doubling the size of its digital and social teams. This type of know-how enables the agency to run campaigns like its program for Early Times Kentucky Whisky, which combined packaging, social media and P-O-S elements to increase sales and support U.S. servicemen.

CORE 1: Shopper Marketing
CORE 2: Promotion Creative Concept/Design
CORE 3: Interactive Marketing

CLIENTS INCLUDE: Brown-Forman, Cummins, F. Korbel & Bros., The Hershey Company, Valvoline
WEB: <http://www.priceweber.com>
RFP CONTACT: Mike Nickerson, mnickerson@priceweber.com

PRO MOTION, INC.



Like its name implies, this company is in motion, building on its proprietary program, Brand Vitality Experience, a process that builds experiential programs from the ground up, to now offer the Brand Vitality Appraisal, a diagnostic program to help clients identify key problem areas, and the Brand Vitality Blog, to share insights and experiences. A pop-up shop in the NYC fashion district for Duck Tape, put the brand's designs and vibrant palette of colors front and center in the run up to Season 11 of "Project Runway."

CORE 1: Event/Experiential Marketing
CORE 2: Sampling
CORE 3: Sponsorship Activation

CLIENTS INCLUDE: ShurTech/Duck Tape, Stanley Security Solutions, CNN, HP, Dr Pepper Snapple Group
WEB: <http://www.promotion1.com>
RFP CONTACT: Steve Randazzo, steve.randazzo@promotion1.com

PROMOSHOP

This Los Angeles-based agency is diverse, offering warehousing, fulfillment, event management, printing and distribution services. It has nine offices across the country. PromoShop's Detroit office opened last year and is where it helped drive the production of 10,000 sponsored coins commemorating the Detroit Tigers' 1968 World Series championship. The owner of the company doesn't like eating alone—on any given day he'll ask the office to join him for a team-building lunch. (He's paying.)

CORE 1: Promotional Marketing
CORE 2: Sales Promotion
CORE 3: Loyalty Marketing

CLIENTS INCLUDE: PepsiCo, Nestle, Microsoft, Mattel, Life Technologies
WEB: <http://www.promoshopinc.com>
RFP CONTACT: Dawn Rogers, drogers@promoshopla.com

PROMOWORKS

If you're like most people you don't know what you're having for dinner until about 4 p.m. each day. To solve this dilemma for ShopRite, it created "MealTime" quick and easy recipes delivered in a live-engagement format at ShopRite stores every Monday that include cooking demos, supplies, recipe card handouts and coupons. This Top Shop represents more than 600 brand manufacturers, retailers and agencies to power one-to-one marketing, both in and out of stores. Pete Tarnapol was recently named president and CEO.

CORE 1: Sampling
CORE 2: Event/Experiential Marketing

CLIENTS INCLUDE: Kraft/Mondelez, Kellogg's, Safeway, General Mills, Green Mountain Coffee
WEB: <http://www.promoworks.com/>
RFP CONTACT: Pete Tarnapol, ptarnapol@promoworks.com

REDPEG MARKETING

RedPeg (or "the Peg," as the company likes to call itself) is focused on being close to customers and understanding their passion and habits. That's not just empty talk—the agency's recently created gaming division includes actual gamers. This Top Shop also lives by everything experiential, and it shows in its MLB.com Academy Road Show, which let youngsters see how their swing compares to their favorite Major Leaguer's swing.

CORE 1: Event/Experiential Marketing
CORE 2: Sponsorship Activation
CORE 3: Influencer Programs

CLIENTS INCLUDE: GEICO, Army National Guard/MPSC, Texas Governor's Office of Economic Development and Tourism/Sling-shot, MLB.com Academy, Symantec
WEB: <http://redpegmarketing.com/>
RFP CONTACT: Mercedes Roxas-Murray, mrmurray@redpeg-marketing.com

Icon Key

Bulls Eye
Specialties targeting African Americans, Hispanics or College Students

Pro Award Winner
Won a 2013 PRO Award

New Kids
New to the list this year

Indie
Independent shops

International
Global reach

Sponsored Case Studies
Read all about one of this agency's killer promotions by turning to the page number in the red flag.

2013 TOP Shops LIST

REVOLUTION

Trips to sporting events, holiday parties with legendary NFL coach Mike Ditka, an F1 car in the lobby—this is standard fare for this sports marketing and media services agency. rEvolution was Under Armour's first-ever agency partner: At the Super Bowl, it enabled fans to participate in various games and "like" the brand's products with an RFID band. The agency recently launched a 360-degree social listening analytics platform and grew its headcount from 60 to 75.

CORE 1: Sports Marketing
CORE 2: Event/Experiential Marketing
CORE 3: Sponsorship Activation

CLIENTS INCLUDE: Under Armour, EA Sports, Polaris ATV, Gander Mountain, Travelers Insurance

WEB: <http://www.revolutionworld.com>

RFP CONTACT: Dan Eisenberg, Deisenberg@revolutionworld.com

RYAN PARTNERSHIP

This division of Epsilon put soap operas on trial with its "Dove Truth Files" campaign, which aimed to show women the crimes other soaps and body washes are committing against their skin. Ryan Partnership is spreading its event marketing wings in Europe, thanks to its acquisition of award-winning Acorn in Dublin, Ireland. Acorn was Ireland's Agency of the Year in 2011/2012. The agency takes pride in its three winners of DMA's "40 Under 40" award: Brendan McKenna, Angeline Yeo and Tim Ross.

CORE 1: CPG and Trade Promotions
CORE 2: Promotion Creative Concept/Design
CORE 3: Interactive Marketing

CLIENTS INCLUDE: Unilever, Nestlé Waters, Bacardi USA, Darden Restaurants, GlaxoSmithKline

WEB: <http://www.ryanpartnership.com>

RFP CONTACT: Lisa Aznarán, laznarán@ryanpartnership.com

SCOUT SPORTS AND ENTERTAINMENT

Now integrated with Horizon Media, Scout stays true to its role as an activation arm. It launched a health and wellness marketing consulting group and developed proprietary evaluation guidelines to quantify engagement and marketing of sponsorships. A sponsorship analysis for Corona helped change the way Corona tracks in-market sales. It staged a killer experience for Buffalo Wild Wings at the Fiesta Bowl, replicating the restaurant experience to feed 6,000 fans. Won this year's SportingNews Bowling tournament.

CORE 1: Sports Marketing
CORE 2: Sponsorship Activation
CORE 3: Event/Experiential Marketing

CLIENTS INCLUDE: Geico, Capital One, Buffalo Wild Wings, Corona, Spike

WEB: <http://www.horizonmedia.com/entrepreneurial/scout>

RFP CONTACT: Michael Neuman, mneuman@scoutsande.com

SOHO EXPERIENTIAL, LLC

Soho's NYC office space was doubled to accommodate more staff: three full-timers to the digital/social team. It redesigned the "Raise the Macallan" spirits tasting program with a new story line and approach called "Democratized Event Content," which uses technology and theatrical presentation allowing attendees to control the event content in real time. The effect has increased engagement, real-time analytics and improved post event communications. Soho specializes in Karaoke at BINY.

CORE 1: Event/Experiential Marketing
CORE 2: Influencer Programs
CORE 3: Interactive Marketing

CLIENTS INCLUDE: Remy Cointreau USA, Brown Forman, Wines of Chile, Bravo TV (NBC Universal), PepsiCo.

WEB: <http://www.sohoexp.com>

RFP CONTACT: Jeff Boedgés, jeff@sohoexp.com

SOURCE MARKETING

Experiential marketing is a strategic growth area for this Top Shop that has invested in talent, technologies and SoLoMo integration to execute killer experiences. Its heavy investments in in-house analytics capabilities shore up its CRM practice. Its social arm, Humongo, integrates with the Norwalk headquarters folks for seamless social, local and mobile campaigns. Source strengthened its "Right Now Marketing" positioning to attract clients. "A great idea, late, is worthless," Source says.

CORE 1: Promotional Marketing
CORE 2: Event/Experiential Marketing
CORE 3: Interactive Marketing

CLIENTS INCLUDE: Bic Consumer Products, JP Morgan Chase, Heineken, Verizon, Reckitt Benckiser

WEB: <http://www.source-marketing.com>

RFP CONTACT: Mark Toner, toner@source-marketing.com

SWITCH LIBERATE YOUR BRAND

Now 10 years in the making, this indie shop added Crimson Hexagon, Experian Simmons and Qualtrics to further dive into consumer insights, social trends and sentiment for better program and promotion development. The agency bumped C-store single beer purchases 3%-plus for Anheuser-Busch with a retailer "kit" with lifelike baseball/beer man themed experiences—floor decals, toppers, ceiling danglers and stand ups. Personal safety concerns? Free self-defense classes are held onsite.

CORE 1: Event/Experiential Marketing
CORE 2: Sampling
CORE 3: Sales Promotion

CLIENTS INCLUDE: Coca-Cola/Glaceau, Luna Bar, Anheuser-Busch InBev, Elsevier, Muscle Milk

WEB: <http://www.liberateyourbrand.com>

RFP CONTACT: Nicole Phillips, nicolep@theswitch.us

TEAM EPIC

Exclusive tours of NFL locker rooms for FedEx customers, a social media-driven Samsung "genome project" for the Olympics—this is standard fare for Team Epic. Despite its history of creative B2B and B2C programs, the agency isn't resting on its laurels. It bolstered its digital team with mobile specialists and "social scientists," and bulked up in its in-house creative team. Epic also has heart, logging more than 2,200 volunteer hours in its communities last year.

CORE 1: Sponsorship Activation
CORE 2: Event/Experiential Marketing
CORE 3: Sports Marketing

CLIENTS INCLUDE: AT&T, IBM, FedEx, United States Olympic Committee, Procter & Gamble

WEB: <http://www.anepiccompany.com>

RFP CONTACT: Mike Reisman, mike.reisman@anepiccompany.com

TENTHWAVE DIGITAL

As its name implies, this 30-month-old agency strongly believes in the number 10. One of its core truths is that the 10 right people are all you need to move a brand forward. Also as its name implies, its focus is on digital with specialties in social. When they weren't battling in co-ed football games for a dog-rescue charity, its growing team was launching eBay's shopping app and managing a social media scavenger hunt for Duncan Hines. Tenthwave has its sights set on being a leader in real-time content delivery.

CORE 1: Interactive Marketing
CORE 2: Strategy and Social
CORE 3: Games, Sweeps and Contests

CLIENTS INCLUDE: eBay, Visa USA, Pinnacle Foods Group, Campbell Soup Co., VOSS Water

WEB: <http://www.tenthwave.com>

RFP CONTACT: Steve Caputo, steve@tenthwave.com

Icon Key

 **Bulls Eye**
Specialties targeting African Americans, Hispanics or College Students

 **Pro Award Winner**
Won a 2013 PRO Award

 **New Kids**
New to the list this year

 **Indie**
Independent shops

 **International**
Global reach

Sponsored Case Studies
Read all about one of this agency's killer promotions by turning to the page number in the red flag.

2013 TOP Shops LIST

TIC TOC

Tic Toc acquired multicultural agency The Marketing Consortium to enhance expertise in shopper marketing, retail activation and event management. It finalized a global reward and recognition platform licensing agreement adding to its Performance Marketing offering that delivers an SaaS on-demand technology platform in 60-plus countries and 16 languages. Tic Toc produced 10 way-cool collectible slap-on wristbands that, when hovered over by a smartphone, gave access (with help from Big PlayAR) to Dallas Mavericks player interviews, highlights, promotions and more.

CORE 1: Trade/Channel Promotions
CORE 2: Influencer Programs
CORE 3: Promotional Marketing

CLIENTS INCLUDE: Shell, MetroPCS, Nokia, 7-Eleven, Omni Hotels

WEB: <http://www.tictoc.com>

RFP CONTACT: Paul Gittermeier, paulg@tictoc.com

TIPTON & MAGLIONE

What does 30 years of experience get you? An agency equipped with seasoned pros. Its clients seem to notice the camaraderie, as many of them have stuck with this outfit for 10-plus years. They probably also notice Tipton & Maglione's hands-on, direct approach, one that is driving it to open an office in California just so it can be closer and offer better service to some beverage clients. Reorganized to include two new partners: Ed Maglione and Jowill Woodman.

CORE 1: CPG and Trade Promotions
CORE 2: Promotion Creative Concept/Design
CORE 3: Event/Experiential Marketing

CLIENTS INCLUDE: Banfi Vintners, Paesana Pasta Sauce, Elsevier, Garfunkel Wild P.C., Canon USA

WEB: <http://www.tiptonandmaglione.com>

RFP CONTACT: Martin Maglione, martin@tiptonandmaglione.com

TPN

A retail marketing agency at heart whose expertise lies in target immersion to drive content development and distribution at retail. It ran four programs for Mike's Hard Lemonade to differentiate the brand among other alcoholic beverages. TPN developed the "Pine-Sol Deep Clean Diva Competition," on Facebook, which won a 2013 Gold PROMO PRO Award. The agency is shaping omni-channel experiences, practice and offerings with three key hires: Scott Shamberg (SVP), Molly Hop (Director) and Jon Jepson (VP). It also opened a San Francisco office.

CORE 1: Retail Marketing
CORE 2: Shopper Marketing
CORE 3: CPG and Trade Promotions

CLIENTS INCLUDE: 7-Eleven, Bank of America, Clorox Co., Hershey Co., Jockey International

WEB: <http://www.tpnretail.com>

RFP CONTACT: Liz Cunningham, liz_cunningham@tpninc.com

TRACYLOCKE

This 100-year-young agency is in full "Centennial Start-up" mode, integrating a full-service office of Tribal to expand digital, mobile and social capabilities and launching the Co-founders Project to identify leaders within the company to come up with transformational ideas. Through Chase Sapphire's Sundance Film Festival sponsorship, TracyLocke drove card-member engagement and brand advocacy by promoting the card's unique access benefits through a host of wiz-bang promos. Michael Lovegrove is now chief creative officer across the entire agency.

CORE 1: Promotion Creative Concept/Design
CORE 2: Promotional Marketing
CORE 3: Shopper/Retail Marketing

CLIENTS INCLUDE: PepsiCo, Samsung, T-Mobile, HP, Pizza Hut

WEB: <http://www.tracylocke.com>

RFP CONTACT: Allison Pallotto, allison.pallotto@tracylocke.com

TRIS3CT

The "3" in TRIS3CT stands for its three principles: Fearless, Inventive, Humanistic. The agency introduced a multidisciplinary innovation offering to facilitate the development of new ideas and products. Its killer social media experience on behalf of Slim Jim and its 1.3 million fans sparked 3,000 shares, 115,000 messages and 1 million custom Slim Jims deployed to our U.S. troops. TRIS3CT has a partnership with Feeding America and provides employees with transportation, meals and time off to get involved.

CORE 1: Interactive Marketing
CORE 2: CPG Trade Promotions
CORE 3: Promotion Planning/Development

CLIENTS INCLUDE: ConAgra Foods, Inc., Kawasaki Motors Corp. U.S.A., Kimberly-Clark, Inc., Newell Rubbermaid Office Products, Mike's Hard Lemonade

WEB: <http://www.tris3ct.com>

RFP CONTACT: Peter Janss, p.janss@tris3ct.com

TSMGI (THE SPECIALIZED MARKETING GROUP)

TSMGI broke ground in London to manage a client's new sponsorship of the NFL International Series game. It invested in tech upgrades and partnered with software coders to expand digital marketing and web-based software solutions. The agency managed the Manchester United Global Tour Presented by Aon; visited six cities in five countries in three weeks throwing down activation strategies, event planning, communications, promo merchandise and branding. Whew!

CORE 1: Promotional Products Marketing
CORE 2: Sports Marketing/Sponsorship Activation
CORE 3: Event/Experiential Marketing

CLIENTS INCLUDE: Aon Plc., Ashland Consumer Markets/Valvoline, USG Corp., Motorola Solutions, MillerCoors

WEB: <http://www.tsmgi.com>

RFP CONTACT: Tom Crawford, tom.crawford@tsmgi.com

TWO/TEN

Not to be confused with the "Golden Ticket," "Find the Golden Stick" is right smack in this agency's wheelhouse specializing in consumer packaged goods promotions. The "stick" was actually 2.5 million State Fair Brand corn dog packages carrying game pieces and codes dangling more than \$100,000 in prizes, including five instant-win "golden sticks" worth \$2,500 each (100,000 game plays were recorded). Two/Ten (formerly Launch Creative Marketing), is part of Hangar 12, headed by CEO Jeff Drythout, a former Sara Lee VP marketing.

CORE 1: CPG and Trade Promotions
CORE 2: Promotion Creative Concept/Design
CORE 3: Promotion Planning/Development

CLIENTS INCLUDE: Hillshire Brands, American Girl, Saputo Cheese USA, Perdue Farm, Heartland Food Products Group

WEB: <http://www.twotenagency.com>

RFP CONTACT: Kevin Keating, kevin.keating@twotenagency.com

UPSHOT

It's no surprise that the agency behind an Olympics-themed 2013 Bronze PRO Award winning campaign called "Follow Lolo Run" and a national promotion for Corona asking people to text photos to win prizes enjoys inspiring people to action. But Upshot is quite active itself, ramping up its 3-D and industrial design for in-store marketing, rolling out a Hispanic marketing strategy and adding to its group of digital specialists. It boasts 11 "boomerang" employees, who discovered that greener pastures don't exist.

CORE 1: Interactive Marketing
CORE 2: Promotional Marketing
CORE 3: Shopper Marketing

CLIENTS INCLUDE: Crown Imports, Subway Restaurants, Procter & Gamble, New Balance, Nuveen Investments

WEB: <http://upshot.net>

RFP CONTACT: Kristie Ritchie, kristieritchie@upshotmail.com



26

27

Icon Key

Bulls Eye
Specialties targeting African Americans, Hispanics or College Students

Pro Award Winner
Won a 2013 PRO Award

New Kids
New to the list this year

Indie
Independent shops

International
Global reach

Sponsored Case Studies
Read all about one of this agency's killer promotions by turning to the page number in the red flag.

2013 TOP Shops LIST

VENTURA ASSOCIATES INTERNATIONAL

Don't let its 42 years of experience throw you—Ventura is a vibrant and healthy company, led by a CEO who's a certified Pilates instructor. With its wealth of experience comes a mastery of federal and state laws, enabling it to launch quicker campaigns with risk mitigation. Soon the agency will have a handle on international laws as well, thanks to its expansion into African and Asian markets, which will give its clients a more global reach.

CORE 1: Games, Sweeps and Contests
CORE 2: CPG and Trade Promotions
CORE 3: Interactive Marketing

CLIENTS INCLUDE: Colgate-Palmolive Company, Aegon (Trans-america), Nordstrom, L'Oreal, SAP
WEB: <http://www.sweepspros.com>
RFP CONTACT: Al Wester, awester@sweepspros.com

VERTICAL MARKETING NETWORK

This agency bolstered its shopper-marketing core with new senior specialists from Coors and Unilever Bestfoods and an experienced creative director. It expanded its Burbank office to handle increased biz from its entertainment-marketing group and Warner Bros. Vertical delivered a national partnership with Disney and Dannon's kid-friendly Danonino to local grocers in Southern California targeting Hispanics with in-store promos and face-to-face activities, and, of course, a trip to Disney World. It also opened service opps in Denver and New York.

CORE 1: Promotional Marketing
CORE 2: Shopper/Retail Marketing
CORE 3: Social Media Marketing

CLIENTS INCLUDE: Warner Bros. Home Entertainment, The Dannon Co., DC Entertainment, Win Schuler Foods, Golden West Casino
WEB: <http://www.verticalmarketing.net>
RFP CONTACT: Phillip Saifer, info@verticalmarketing.net

WUNDERMAN3

Wunderman3 is the agency formerly known as "Wunderman Chicago." The "3" represents its three core disciplines: promotion, retail and events. With the help of some heavy-hitting partners, the company has pulled off some big programs, such as a sponsorship partnership between Microsoft's Xbox and the NFL to promote exercise, which achieved a 3.68:1 ROI. Employees are sometimes given the delight of a surprise day off, like a "snow day" in August.

CORE 1: Promotional Marketing
CORE 2: Retail Marketing
CORE 3: Event/Experiential Marketing

CLIENTS INCLUDE: Burger King, Microsoft Xbox, Nestlé, AARP, Goodyear
WEB: <http://wunderman3.com>
RFP CONTACT: Scott Krueger, scott.krueger@wunderman.com

Chief Marketer

Managing Editor

Beth Negus Viveiros
bnegus@accessintel.com

Senior Editor

Patricia Odell
podell@accessintel.com

Senior Editor

Jason Hahn
jhahn@accessintel.com

Copy Editor

Deborah Schwab

Group Publisher

Leslie C. Bacon
lbacon@accessintel.com

Media & Marketing Sales

Elizabeth O'Connor, eoconnor@accessintel.com
William Camaraza, wcamaraza@accessintel.com
Candice Hadley, chadley@accessintel.com
Cynthia Foristel, cforistel@accessintel.com

Marketing Manager

Hannamari Williams

Group Marketing Director

Kevin Sghia

Senior Graphic Designer

Vince Lim

Graphic Designers

Gally Articola

Production Manager

Tony Campana
tcampana@accessintel.com
301-354-1689

Fulfillment Manager

George Severine
gseverine@accessintel.com

Reprints

Wrights Media, Nick Iademarco
niademarco@wrightsmedia.com
877-652-5295

Access Intelligence, LLC

Don Pazour, Chief Executive Officer

Ed Pinedo, Exec. Vice President & Chief Financial Officer

Heather Farley, Divisional President

Macy L. Fecto, Exec. Vice President Human Resources & Administration

Sylvia Sierra, Senior Vice President Corporate Audience Development

Robert Paciorek, Senior Vice President & Chief Information Officer

Michael Kraus, Vice President of Production, Digital Media & Design

Steve Barber, Vice President Financial Planning & Internal Audit

Gerald Stasko, Vice President/Corporate Controller



**Access
Intelligence**

4 Choke Cherry Road, 2nd Floor
Rockville, MD 20850
Phone: 301-354-2000
www.accessintel.com

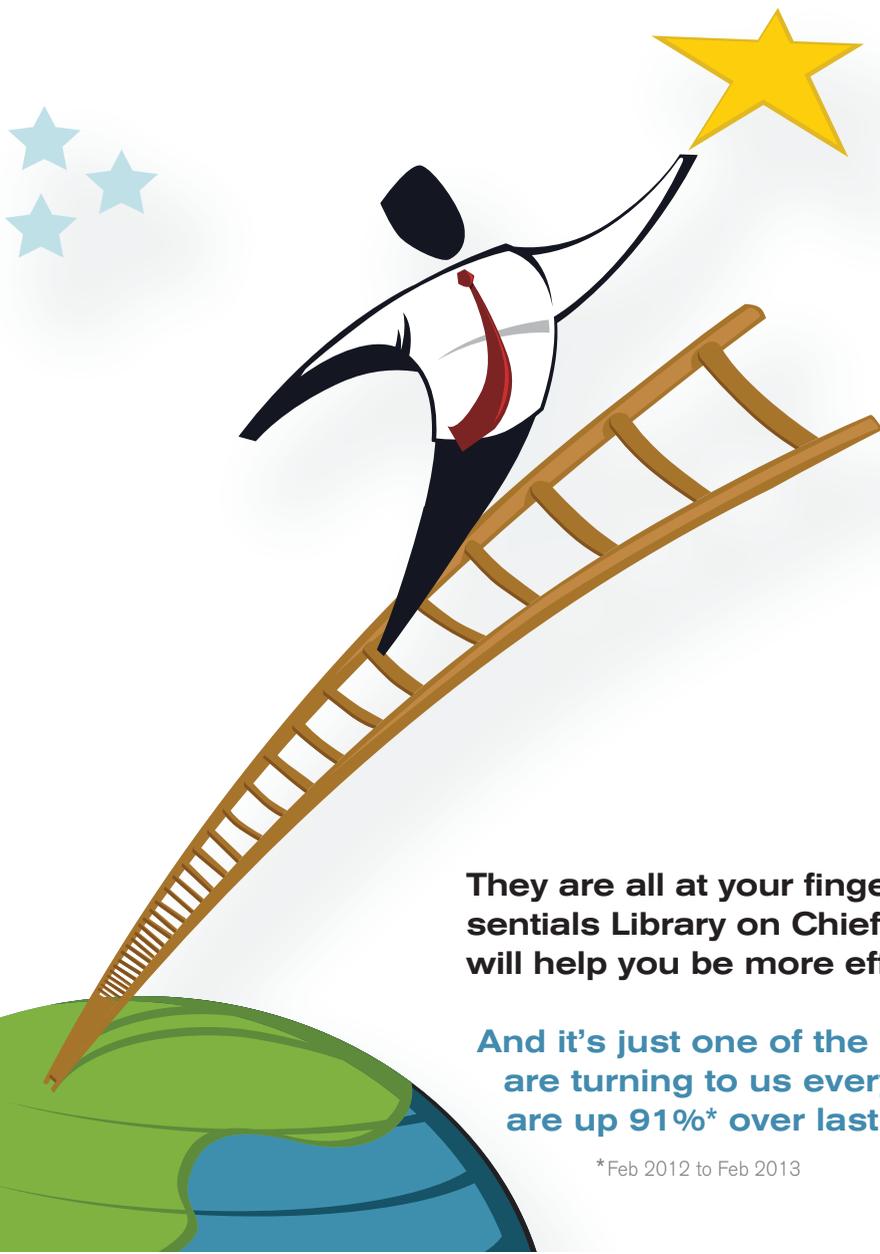


Printed in the U.S.A.

GET THE EXTRA EDGE AND A GOLD STAR ON YOUR NEXT REVIEW

You've got amazing talent. You work hard. But no matter how hard you work or how much you read it's hard to keep up with today's fast-paced marketing world.

Chief Marketer stays ahead of the changes to give you the extra edge. Visit the Chief Marketer Marketing Essentials Library today at <http://chiefmarketer.com/research-library>.



Thought leadership

- ✓ White Papers
- ✓ Webinars
- ✓ Tip Sheets

Original Research

- ✓ Social Media
- ✓ Mobile
- ✓ Digital marketing

They are all at your fingertips in the Marketing Essentials Library on Chief Marketer. Information that will help you be more effective in your job.

And it's just one of the reasons more of your peers are turning to us every day. Our unique visitors are up 91%* over last year.

*Feb 2012 to Feb 2013



DIGITAL MARKETING WITH A PERSONAL TOUCH

Public Axis digital platforms help you engage your loyal and potential customers with customizable, segmented offerings; allowing you to personalize your campaigns and build deeper relationships with your customers.



PUBLIC AXIS

Contact us at info@publicaxis.net for a live demonstration or visit our site at www.publicaxis.net to see how you can develop a more robust digital marketing strategy.



WWW.PUBLICAXIS.NET

612-520-7466