2015 B2B TTOIP Shops LIST

The Top 100 B2B Marketing Agencies

ACQUIRE B2B INC.

%

This year Acquire B2B increased its focus beyond outbound lead generation to include website development, SEO/SEM, content creation and more. The North Kingston, RI firm also expanded its range of marketing automation platforms and hired new talent to support these new capabilities for clients. Their efforts are paying off: The agency was recently recognized with a Summit Creative Award for a website it revamped for VirtualWorks that increased content downloads, time spent on the site and qualified leads.

CORE 1: Lead Generation CORE 2: Lead Nurturing CORE 3: Email m arketing

CLIENTS INCLUDE: SDL, Fortinet, Histogenics, Scribe, VirtualWorks

WEB: http://www.acquireb2b.com

RFP CONTACT: M.H. (Mac) McIntosh, mcintosh@acquireb2b.com

AGENCYEA



This Chicago boutique agency may be based in a former baked goods factory, but their approach is anything but cookie cutter. AgencyEA's specialty is crafting distinctive and unique B2B customer engagements. For example, the 2014 corporate event it designed for Hampton Hotels' general managers incorporated a museum highlighting the brand's 30-year history, Tai Chi classes and customized "pods" in place of traditional booths for vendor trade show exhibitors.

CORE 1: Experiential marketing CORE 2: B2B meetings CORE 3: Internal employee events

CLIENTS INCLUDE: Hilton Worldwide, U.S. Holocaust Memorial

Museum, AOL, EG, Publicis Groupe WEB: http://www.agencyEA.com

RFP CONTACT: Claire Prendergast, cprendergast@agencyEA.com

ARKETI GROUP



With 16 employees, Arketi is a lean, mean operation. The Atlanta agency operates like a family, sometimes fighting for their ideas and talking over one another, but always remaining loyal to each other-and their clients. The Social Marketing ROAD Map methodology-Research, Objectives, Actions and Desires-is at the core of the firm's goal to help clients develop a brand-agnostic social and digital strategy, based on corporate objectives, not social tools.

CORE 1: PR CORE 2: Lead generation **CORE 3: Content marketing**

CLIENTS INCLUDE: NCR Silver, Xerox Mortgage Services,

Cox Business, Alstom, Aptean WEB: http://www.arketi.com

RFP CONTACT: Mike Neumeier, mneumeier@arketi.com

BABCOCK & JENKINS INC.



Former Marines, retired rock musicians, engineers, entrepreneurs and an Alfred Hitchcock scholar are among the ranks of the talent at this 22-year-old agency. Last year, BNJ opened an office in London and is working with Google UK and expanding its presence in Europe, the Middle East and Africa. The firm has also grown its headcount by 25% in the last year, and has enhanced its data science and analytics capabilities with new hires.

CORE 1: Content marketing CORE 2: Lead generation **CORE 3: Lead nurturing**

CLIENTS INCLUDE: Xerox, American Express, IBM, Google,

Staples

WEB: http://www.bni.com

RFP CONTACT: Lauren Goldstein, laureng@bnj.com

BAYSHORE SOLUTIONS



This digital agency has made significant investments this year in its hosting infrastructure, world-class data center, bandwidth, hardware and intrusion security to support customers' online assets and Bayshore's digital services. In addition to serious perks like flex time and tuition underwriting, employees are kept happy by the volunteer organized "Culture Club" events that include chili cook-offs, Chinese New Year dragon races, luaus and X-box 360

CORE 1: Web Design & Development CORE 2: Internet Marketing CORE 3: Content Marketing

CLIENTS INCLUDE: Aspire Financial Services, Huber Engineered Materials, Carnival Corp. & PLC, Canaveral Port Authority, HealthPlan Services

WEB: http://www.bayshoresolutions.com

RFP CONTACT: Kimberly McCormick, marketing@bayshoresolutions.com

BIZMARK



Rather than working on retainer, everything this Westport, CT firm does is project based. Why? You can only manage ROI when you can measure your investments against a set of well-defined deliverables, they maintain. Everyone at BizMark has over 20 years of experience, both on the agency and the brand side. Senior directors guest lecture for MBA programs and industry groups such as the Direct Marketing Association.

CORE 1: Content marketing CORE 2: Customer acquisition CORE 3: Lead nurturing

CLIENTS INCLUDE: Broadridge Financial Solutions, CT Corp., Daymon Worldwide, Nestlé Waters, Pitney Bowes

WEB: http://www.bizmarkct.com

RFP CONTACT: Ed Gillespie, egillespie@bizmarkct.com

BLUE FLAME THINKING



2014 began with a bang, when two sister agencies Alexander Marketing and s2 Financial Marketing were rebranded as a new entity, Blue Flame Thinking. Everyone in the Chicago and Grand Rapids, MI offices begin Monday mornings with an all company meeting called "Spark," where one employee shares an aspect of their life to inspire colleagues. Digital capabilities have expanded three-fold in the last two years and include mobile, search, site design and social.

CORE 1: Content marketing CORE 2: Customer acquisition CORE 3: Print advertising

CLIENTS INCLUDE: JPMorgan Chase & Co., BMO Financial Group, Pentair Aquatic Systems, Fairmount Minerals, Janus Capital Group

WEB: http://www.blueflamethinking.com

RFP CONTACT: Rick Hirsch, rhirsch@blueflamethinking.com

BROADSTREET



Dozens of presentations created for for Pernod Ricard USA's company meeting illustrate Broadstreet's strategic focus on brand communications that meet a client's objectives and connect with their audience. Jameson's included a performance by an Irish choir, while several others presented Saturday Night Live style parodies, such as "Rum in a Box." Another showcased company culture with a video showing employees from around the country singing the classic "Lean on Me." Clever editing incorporated the live audience singing and dancing along into the video.

CORE 1: Content Marketing CORE 2: Print advertising CORE 3: Trade show marketing

CLIENTS INCLUDE: Pernod Ricard, GSK, Konica Minolta, REVOLT. Sunovion Pharmaceuticals

WEB: http://www.broadstreet.com

RFP CONTACT: Claudia Tressler, ctressler@broadstreet.com



Live! Specializes in live events, meetings or experiential marketing

Indie Independent shops

Lead Gen Specializes in lead generation/new customer acquisition





Specializes in public relations





DFRSF

Derse is a founding member of the Exhibit Designers & Producers Association Foundation Grantor Program, dedicated to making trade show events more vital to the nation's economy. On exhibit hall floors, the agency is doing that with displays like a simulated elevator ride that took Kia dealers through the various financing options available to customers or the Questcor "Proteinuria Challenge," where booth visitors play a game to learn how how the prescription Acthar helps patients with excess urinary protein.

CORE 1: Trade show marketing CORE 2: Lead generation CORE 3: Customer acquisition

CLIENTS INCLUDE: Mazda, Nike, BNY Mellon, AT&T, Moen

WEB: http://www.derse.com

RFP CONTACT: Susan Riese, scriese@derse.com

FLIRT COMMUNICATIONS



CORE 1: Meetings/Events
CORE 2: Digital/mobile
CORE 3: Employee engagement

CLIENTS INCLUDE: CDM/M/M/ Ossisses As

CLIENTS INCLUDE: CDW, W.W. Grainger, American Family Insurance, Cardinal Health, McKinsey

WEB: http://www.flirtcommunications.com

RFP CONTACT: Rick Weber, rweber@flirtcommunications.com

DESANTIS BREINDEL

Do you want to be in pictures? DeSantis Breindel has a film production subsidiary that creates short-form documentaries and animated shorts for a wide range of B2B clients. Last year, it expanded its film offerings to include awareness and engagement campaigns to tap into influencer networks, paid media and digital channels to increase client visibility. The New York-based agency has also implemented a new organizational structure based on teams that combine brand and marketing strategists, to help clients connect with audiences at all touchpoints.

CORE 1: Brand strategy CORE 2: Digital marketing

CORE 3: Film

CLIENTS INCLUDE: Verifone, Navigant, Guggenheim Partners,

CarePoint, Tishman Speyer

WEB: http://www.desantisbreindel.com/

RFP CONTACT: Julie Brodsky, Brodsky@desantisbreindel.com

FVM STRATEGIC COMMUNICATIONS

Engaging customers in a way that is clever and relevant is just as important in B2B as it is in B2C. Consider two recent campaigns from the full-service agency. One, for software provider CommVault, got prospects to interact with a data storage-efficiencies calculator to see potential savings. Another effort involved creating an E-zine for pest management product distributor UNIVAR, which has become an indispensable industry resource.

CORE 1: Web design CORE 2: Media planning/buying CORE 3: Video

CLIENTS INCLUDE: Comm Valut, Univar, T and D Corp., Archdiocese of Philadelphia Office of Catholic Education

WEB: http://www.thinkfvm.com
RFP CONTACT: Tom O'Brien, tobrien@thinkfvm.com

con Key



Specializes in live events, meetings or experiential marketing











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

DRURY DESIGN DYNAMICS



CORE 1: Meetings/live events CORE 2: Content marketing CORE 3: Email marketing

CLIENTS INCLUDE: IBM, Kraft, National Geographic, Dish Networks

WEB: http://www.drurydesign.com

RFP CONTACT: Liza Handman, I.handman@drurydesign.com

GLOBAL EXPERIENCE SOLUTIONS



GES, a subsidiary of Viad Corp., has 62 locations worldwide and had run shows for leading brands ranging from Warner Bros. and Disney/Pixar to L'Oreal and Simon Property Group. ExpressoPro is the agency's new online exhibit management tool that helps integrate and streamline all aspects from an event from concept to completion, ranging from schedules and budgets to asset tracking and creation, all in real-time.

CORE 1: Event production CORE 2: Trade show marketing CORE 3: Email marketing

CLIENTS INCLUDE: Bell Helicopter, Penton Media, Philips Lighting, Microsoft, IDG World Expo

WEB: http://www.ges.com

RFP CONTACT: Jeff Quade, jquade@ges.com

ELEVATION MARKETING



This agency is up-to-date on the latest digital technology as a Hubspot partner but it still knows the value of a well-crafted traditional B2B promotion. Consider the "Monsters of the Fairway" campaign Elevation created for client Direct Solutions. The trade show/print/direct mail effort was designed to educate users about four key products and help gain traction for high-margin inventory. Sales of the focused-on products are up 70% quarter-over-quarter thanks to the ongoing initiative.

CORE 1: Lead nurturing CORE 2: Content marketing

CORE 3: PR

CLIENTS INCLUDE: Advent Technology Solutions, LifeLock Identity Theft Protection, Chicago Pneumatic, Apache Nitrogen Products Inc., Control Solutions Inc.

WEB: http://www.elevationb2b.com

RFP CONTACT: Rob Stevenson, rstevenson@elevationb2b.com

GODEREY ADVERTISING



Located in the heart of historic downtown Lancaster, PA, Godfrey places a special emphasis on education both, for employees and clients. In-house, the agency runs "venture teams," which focus on knowing the latest on specific areas of trends and tech B2B marketers need to know. For customers, Godfrey recently introduced media training workshops to educate marketing professionals on PR and how to build positive relationships with journalists and bloggers.

CORE 1: Customer acquisition CORE 2: Content marketing CORE 3: Customer retention

CLIENTS INCLUDE: JLG Industries, Nora Systems, Johnson Controls, Bosch Rexroth Corp., Glatfelter

WEB: http://www.godfrey.com

RFP CONTACT: Josh Albert, jalbert@godfrey.com

GYRO



Thirty-three year old gyro has expanded three of its offices in the past year-Singapore, Chicago and Denver-and business success means the New York office will soon move into a larger space. The company culture is founded around the concept of "UNO," the concept that nothing comes between the client and an idea that could transform their business. Each month, CEO/CCO Christoph Becker personally honors outstanding work within the agency at a monthly UNO show.

CORE 1: Integrated marketing CORE 2: Customer retention CORE 3: Lead generation

CLIENTS INCLUDE: USG, John Deere, Lincoln Financial Group,

Makino SAP

WEB: http://www.gyro.com

RFP CONTACT: Paul Neal, paul.neal@gyro.com

New York-based inVNT has more than doubled the number of brand experiences it has created for clients in the last three years, going from 97 programs in 2011 to 196 in 2013. But it isn't all work at the agency: A monthly game night builds camaraderie and welcomes new employees, and inVNTrs around the world get a free neck and shoulder massage on Global Massage Day.

CORE 1: Live events/experiences **CORE 2: Creative services CORE 3: Branding**

CLIENTS INCLUDE: PepsiCo, McKesson, ESPN, NBC Universal,

Computer Science Corp. WEB: http://www.invnt.com

RFP CONTACT: Scott Cullather. scullather@invnt.com

JACKSON MARKETING GROUP



CORE 1: Web/Digital strategies **CORE 2: Print advertising**

CLIENTS INCLUDE: Michelin Truck Tires, BNSF Rainway, Hyster Lift Trucks, Sage Automotive Interiors, Proterra Electric Buses WEB: http://www.jacksonmg.com

RFP CONTACT: Mike Zeller, mike.zeller@jacksonmg.com



Woodland Hills, CA-based KERN designed an entirely new B2B channel for Merck to support a new weight loss product aimed at health care professionals. An educational microsite was developed, as was an advanced lead nurturing operation. Everything was created and deployed within four months of approval. These efforts are supported by enhanced analytics and optimization services designed to give clients real-time measurement of campaign performance.

CORE 1: Lead generation CORE 2: Lead nurturing CORE 3: Customer acquisition

CLIENTS INCLUDE: DIRECTTV-B2B Division, T-Mobile, MERCK,

Symantec, CFA Institute

WEB: http://www.kernagency.com

RFP CONTACT: Scott Levine, slevine@kernagency.com

LEO BURNETT BUSINESS



Leo Burnett Business describes its approach as S2S-specialist to specialist. From intermediaries to investors and engineers to executives, the agency builds connections with anyone who isn't everyone, communicating with the large and diverse audiences that play distinct roles in purchasing B2B products and services. And if that isn't enough, Leo Burnett has create its own brand of coffee with five blends, including the Canoose, the Raccow and the 'slow and sneaky' Snurtle.

CORE 1: Brand building **CORE 2: Integrated campaigns CORE 3: Audience engagement**

CLIENTS INCLUDE: Avis Budget Group, Fifth Third Bank, Options Industry Council, Shriners Hospital for Children, Stanley Black &

WEB: http://www.leoburnettbusiness.com

RFP CONTACT: Lisa Abbatiello, lisa.abbatiello@leoburnett.com

LIVE MARKETING



After 10 years as a creative executive with Live, Anne Trompeter took a natural next step and bought the company. The company specializes in creating engaging experiences for customers - for the HP Discover technology showcase in Barcelona, Live Marketing produced an interactive tablet tour in the HP Cloud Pavilion to show how HP is making hybrid cloud real for organizations around the world.

CORE 1: Trade show marketing CORE 2: Event marketing CORE 3: Experiential

CLIENTS INCLUDE: Surescripts, HP, Pearson, JVC Professional,

Wells Fargo, Home Mortgage WEB: http://www.livemarketing.com

RFP CONTACT: Kristin Veach, kveach@livemarketing.com

MOBIUM INTEGRATED BRANDING LLC



Mobium shifted to an account-service-supported-by-projectmanager model this year to better service the strategic needs of the client and deliver work in a timely, cost effective manner. A recent campaign for professional-grade electrical supplier Del City generated over 12 million impressions, and over 200 new customers. Mobium created a personality for the brand through "Del," a tough, hardworking auto/truck mechanic, and drove awareness with direct mail, email, video and online web banners.

CORE 1: Brand research/development

CORE 2: Lead generation CORE 3: Content marketing

CLIENTS INCLUDE: Herff Jones Inc., Moog Inc., Bemis Inc.,

National Restaurant Association, Novation

WEB: http://www.mobium.com

RFP CONTACT: Bob Goranson, bgoranson@mobium.com

MOVÉO



This Oakbrook Terrace, IL-agency has focused almost exclusively on B2B since 1987. To keep team members up-to-date on the latest trends, Movéo hosts over 20 "Crave" sessions where thought leaders are brought in to speak on a variety of topics. This year, the firm was reorganized to include a data and insights team focused on measuring, optimizing and quantifying its work, using proprietary processes and methodologies to optimize its efforts.

CORE 1: Lead generation CORE 2: Content marketing CORE 3: Email marketing

CLIENTS INCLUDE: Molex Inc./Koch Industries, Landis+Gyr/

Toshiba, Cardinal Health, Abbott, Westex

WEB: http://www.moveo.com

RFP CONTACT: Robert Murphy, bmurphy@moveo.com

Live!

Specializes in live events, meetings or experiential marketing

Indie Independent shops

Lead Gen Specializes in lead generation/new customer acquisition





content marketing







NELSON SCHMIDT INC.



This independent firm creates campaigns both local and global. Near home, a partnership with the Wisconsin Economic Development Corp. helped position the state as a great place to do business. TV spots focused on testimonials and iconic images of Wisconsin's strengths. In the fist two weeks, the TV spots generated 130+ articles and 117 million impressions. On a global stage, a campaign for Alliance Laundry Systems targeted worldwide investors and deliver regional marketing efforts across all five continents.

CORE 1: Content marketing CORE 2: Customer acquisition CORE 3: Integrated Plan Development

CLIENTS INCLUDE: Alliance Laundry Systems, McKesson, Polaris, Wisconsin Economic Development Corp., Honeywell

WEB: http://www.nelsonschmidt.com

RFP CONTACT: Chris Vitrano, marketing411@n-s.com

THE PEDOWITZ GROUP



Revenue marketing is the focus of this Milton, GA firm, which works to help clients transform their marketing efforts from a cost center to a revenue center. A focus on employee fulfillment is also central to Pedowitz's focus: Every employee receives two paid days off annually to devote to community and charity work, and each month team members are honored with Employee, Innovator and Team of the Month awards. Quarterly, peers can also nominate their coworkers for "You Rock" awards.

CORE 1: Managed marketing technology CORE 2: Outsourced demand generation **CORE 3: Managed inbound marketing**

CLIENTS INCLUDE: American Express, Cisco, GE, Genpact, CommScope

WEB: http://www.pedowitzgroup.com

RFP CONTACT: Jeff Pedowitz, jeff@pedowitzgroup.com

PROSCENIUM



It isn't every agency that keeps a clown suit on hand "just in case of emergency." But this employee-owned firm is a tight knit bunch that likes to have fun while committing to their client's brands. Proscenium produced Walmart's annual Year Beginning Meeting, and was tasked with keeping the event for 7,000 attendees as immersive and intimate as possible. A thrust seating plan brought the audience close to the action, and every seat had full views of the action.

CORE 1: Live event production CORE 2: Content for live events CORE 3: Meeting logistics

CLIENTS INCLUDE: Walmart, Harley-Davidson, T-Mobile, IBM, TD Ameritrade

WEB: http://www.proscenium.com

RFP CONTACT: Mark Shearon, mshearon@proscenium.com,

RED HOUSE



Despite its name, there are no doors at Red House, save those on the bathrooms and conference rooms. (Everyone needs a bit of modesty sometimes.) To keep up with client needs, the Alpharetta, GA agency added fully outsourced automation solutions this year. as well as four new employees and a new training program that allows Red House to ramp up new hires in a shorter period of time.

CORE 1: Lead generation CORE 2: Lead nurturing **CORE 3: Content marketing**

CLIENTS INCLUDE: AT&T (ForHealth and Mobility, B2B only), IHS, McKesson Corp., Elsevier, Equifax WEB: http://www.redhouseusa.com

REP CONTACT: Dan Hansen dhansen@redhouseusa.com

RESPONSORY, A JOHNSON DIRECT CO.



While this Brookfield, WI-based agency describes itself as "small and scrappy," it has an eye on growth: Staff will be increasing by 30% over the next 12 months, as Responsory (formerly Johnson Direct) boosts its social media, SEO and digital PR offerings, and implements SmartZones, a patent pending technology that works off programmatic advertising. Client successes include Common Ground HealthCare, which increased their membership by over 27,000 in a recent campaign, going well past the goal of 10,000.

CORE 1: Direct mail

CORE 2: Programmatic digital advertising

CORE 3: PR

CLIENTS INCLUDE: Common Ground Health Care Cooperative, John Deere Financial, American Society for Quality, Wisconsin Institute of Certified Public Accountants, Badger Meter

WEB: http://www.johnsondirect.com

RFP CONTACT: Rob Trecek, rob.trecek@johnsondirect.com

SANDSTORM DESIGN



To stay informed, Sandstorm has conducted over 1,500 in-depth user research interviews and usability studies to help build connections and memorable brand experiences. The Chicago firm was featured on the CNBC reality show "The Profit" for its company culture, which offers employee perks like birthdays as paid holidays. This was likely helpful in attracting new talent this year, including two new digital strategists, two new creative and an SEM specialist.

CORE 1: User experience **CORE 2: Customer acquisition** CORE 3: Content marketing

CLIENTS INCLUDE: Accuity, Congress of Neurological Surgeons, CareerBuilder, Mathworks, American Medical Association

WEB: http://www.sandstormdesign.com

RFP CONTACT: Sandy Marsico, smarsico@sandstormdesign.com

SCHOOL OF THOUGHT



Creatives Tom Geary and Joseph Newfield founded this agency with the idea to create a "creative shop with a conscience." The principals touch just about every project the 10 person full time staff creates, such as the 2014 digital campaign for B2B consulting firm Millman, which generated more than half a million video views in the first six weeks. School of Thought is headquartered in the heart of San Francisco's historic Barbary Coast District.

CORE 1: Print advertising CORE 2: Content marketing **CORE 3: Lead generation**

CLIENTS INCLUDE: Millman, North Lake Tahoe, Impact Hub Oakland, CA Goldminer Sourdough Bread, Sugar Bowl Ski Resort WEB: http://schoolofthought.com

RFP CONTACT: Brenna Murphy, brenna@schoolofthought.com

SMM ADVERTISING



The founders of Smithtown, NY-based SMM (Sanna Mattson MacLeod Inc.) can definitely walk the walk when it comes to tech issues: Both are engineering school grades who held tech positions before moving on to marcom roles at Fortune 500 firms. SMM conducted its first proprietary survey earlier this year on the impact of company policies and attitudes towards social media in the workplace and employees acting as brand ambassadors.

CORE 1: Lead generation CORE 2: Customer acquisition

CORE 3: Corporate and product branding

CLIENTS INCLUDE: Reliance Steel & Aluminum, Mill-Max Manufacturing Corp., Bystronic USA, Advanced Energy Research & Technology Center, Travelers Insurance

WEB: http://www.smmadvertising.com

RFP CONTACT: Robert Mattson, rmattson@smmadvertising.com

Live!

Specializes in live events, meetings or experiential marketing

Indie Independent shops

Lead Gen Specializes in lead generation/new customer acquisition

<mark>%</mark>100% B2B Clients are 100% B2B



Specializes in public relations

SPEAR MARKETING GROUP

This has been a year of growth for Spear, which saw its total billings increase by over 60% year over year for the first half of 2014. The Walnut Creek, CA agency has added more than 20 new hightech clients to its roster, and has made significant hires in creative services, technical production and client services. Spear has also inked strategic partnerships with InsideView, Leadspace, Ring-Lead and TechValidate.

CORE 1: Lead generation CORE 2: Lead nurturing CORE 3: Email marketing

CLIENTS INCLUDE: Google, Sungard AS, Dropbox, Verizon,

Navicure

WEB: http://www.spearmarketing.com

RFP CONTACT: Howard J. Sewell, howard@spearmarketing.com

WALKER SANDS COMMUNICATIONS



B2B tech companies are the focus of this rapidly growing agency, which launched a digital arm last year to expand its SEO, web design, digital strategy, pay-per-click and content marketing capabilities. It recently signed a lease for a new larger office in Chicago's Loop district to accommodate a expanding staff, and hosts frequent employee happy hours on its rooftop terrace. A PROI exchange program encourages employees to visit partner agencies around the world and share knowledge.

CORE 1: PR **CORE 2: Search**

CORE 3: Content marketing

CLIENTS INCLUDE: Cisco, Acquity Group, hybris, CompTIA, Datacom

WEB: http://www.walkersands.com

RFP CONTACT: Will Barthel, will.barthel@walkersands.com

STEIN IAS



WINSPER



Stein IAS was founded in 2013 by the merger of New York's Stein + Partners Brand Activation and the U.K.'s IAS B2B Marketing. The firm maintains a global presence, with offices in New York, London, Manchester, Paris and Shanghai, and works with partner agencies through an affiliate network in Germany, Japan, Belgium, Finland and the Czech Republic. Internally, they describe themselves as an "Italian family" that is boisterous and opinionated but always puts each other first.

CORE 1: Customer acquisition CORE 2: Content marketing **CORE 3: Brand activation**

CLIENTS INCLUDE: CenturyLink Technology Solutions, BP Castrol, Juniper Networks, Chicago Board Options Exchange, Merck WEB: http://www.steinias.com

RFP CONTACT: Ted Kohnen, ted.kohnen@steinias.com

Winsper has developed Black Ink, a SaaS-based marketing tech platform to provide business level reporting about sales and marketing performance, enterprise-wide. The agency recently moved into a new space in the Downtown Crossing section of Boston, where it created an "Innovation Lab" space in the middle of the office to function as a think-tank within the agency and fuel creativity. An open-floor layout facilitates cross-department communication between managers, creative and data analysts alike.

CORE 1: Strategy **CORE 2: Customer acquisition CORE 3: Customer retention**

CLIENTS INCLUDE: Janome America, STIHL USA, Spencer

Trask, Teradata Corp., Toolsgroup WEB: http://www.winsper.com

RFP CONTACT: Jeff Winsper, jwinsper@winsper.com

SUDDEN IMPACT MARKETING INC.

This team is active, both in the office (the interactive marketing and phone CRM capabilities were enhanced this year) and outside (employee off-hour activities include running, weightlifting, dancing, horse riding and cheerleading). The digital realm is it's playground too: it partnered with a vendor to create a virtual world to help client ABB communicate is strategy and demonstrate products people in 50 countries. The content, split into 250 videos in seven languages, reached over 4,707 registrants.

CORE 1: Lead generation CORE 2: Content marketing **CORE 3: Telemarketing**

CLIENTS INCLUDE: Cisco, Logicalis, ABB, Emerson, Verizon WEB: http://www.simarketing.net

RFP CONTACT: Craig Conard, craig@simarketing.net



TOCQUIGNY

Tocquigny may have roots in brand development, but that doesn't mean it ignores the measurable side of marketing. This year, the Austin, TX-based agency has expanded its marketing automation capabilities to include platforms such as Act-On, Pardot and Infusionsoft. It describes its attitude as "Let's do this, y'all," a philosophy no doubt embraced by new VP/executive creative director Prentice Howe, new VP of account services Chris Patten and digital strategist Aaron Orner.

CORE 1: Customer acquisition CORE 2: Brand strategy & activation **CORE 3: Digital**

CLIENTS INCLUDE: Ergon, NFP, InfoSnap, Sente Mortgage, AntroCare/Smith & Nephew

WEB: http://www.tocquigny.com

RFP CONTACT: Tom Fornoff, tfornoff@tocquigny.com



events, meetings or experiential marketing

Indie Independent shops

Lead Gen Specializes in lead generation/new customer acquisition





Specializes in public relations

