



2015
PROMO
TOP

Shops
LIST

The Top 100 Promotional Marketing Agencies

2015 PROMO TOP Shops LIST

THE A TEAM

This integrated marketing agency is rooted in sales promotion like its “Dine with a Top Chef Sweepstakes” for client Spectrum Naturals that built brand awareness and drove recipe usage of the brand’s culinary oils. Then there’s the “Ricola Call in Well Sweepstakes”—a play on calling in sick—via a Text2Win program. Staff gets trained by senior execs, who are also marketing faculty at Pace University and the Fashion Institute of Technology. A long-time supporter of the Dream Foundation.

CORE 1: Promotion Creative Concept/Design
CORE 2: Retail Marketing
CORE 3: Games, Sweeps & Contests
REVENUE SPLIT: 97% B2C, 3% B2B

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

ACTIVENT MARKETING, LLC

Thanks to its sports expertise, Activent develops experiential event marketing for long-term clients such as BBVA Compass and PUMA. It works with top sports broadcasting clients such as the Big Ten Network and NBC Sports. To promote the Big East Basketball Tournament on FOX Sports1, this Top Shop created a pop-up basketball court in Grand Central Terminal featuring Big East legends, autograph sessions and fan contests. On Fridays, clients are welcome to join in the agency’s craft beer tastings.

CORE 1: Event/Experiential Marketing
CORE 2: Sponsorship Activation/Marketing
CORE 3: Promotional Marketing
REVENUE SPLIT: 90% B2C, 10% B2B

CLIENTS INCLUDE: Kia Motors, FOX Sports, General Nutrition Centers (GNC), BBVA Compass, Visa
WEB: www.activentmarketing.com
RFP CONTACT: Tom Jacobs, tjacobs@activentmarketing.com

ALCONE

Alcone embodies an entrepreneurial spirit, as seen by the Star Wars memorabilia cohabitating with Hello Kitty, passionate ping-pong rivalries and intense “Game of Thrones” debates. This spirit permeates Alcone’s 2014 PRO Award winning work, where they help clients eliminate “Action Gaps”—the resistance encountered when trying to turn shoppers into buyers. Whether it’s driving loyalty and engagement for Bayer’s Facebook community or repositioning Oberto snacks as America’s PROtein, Alcone frames up strategies that excite consumers, shoppers and retailers alike.

CORE 1: Promotional Marketing
CORE 2: Retail (in-store) Marketing
CORE 3: Shopper Marketing
REVENUE SPLIT: 90% B2C, 10% B2B

CLIENTS INCLUDE: Unilever, California Lottery, Nestlé/Dreyer’s, Bayer, Arby’s
WEB: www.alcone.com
RFP CONTACT: Dory Ford, dory.ford@alcone.com

ALLIED EXPERIENTIAL

Following Allied’s 2013 acquisition of Grand Central Marketing, newly formed Allied Experiential focuses on brand interpretation and social integration—so its clients’ brands stand out. For New York Fashion Week, it produced “Recharge with Zappos” to showcase the brand and pamper attendees with massages and charging stations for their mobile devices. For Kia’s sponsorship of the YouTube Music Awards, it transformed the stage into a YouTube screen and live streamed the event. The agency recently brought production in-house.

CORE 1: Event/Experiential Marketing
CORE 2: Promotion Creative Concept/Design
CORE 3: Partnership/Entertainment Tie Ins
REVENUE SPLIT: 90% B2C, 10% B2B

CLIENTS INCLUDE: American Express, Celebrity Cruises, Moët, New Balance, Warner Bros.
WEB: www.alliedexperiential.com
RFP CONTACT: Matthew Glass, mglass@alliedim.com

ALLIED INTEGRATED MARKETING

This Top Shop, grounded in work for the entertainment industry, is on the move. It acquired another Top Shop, Grand Central Marketing to bolster experiential marketing. It finalized its acquisition of Allied Live to create a new live entertainment division that represents Broadway touring shows, retail centers and attractions. A pop-up tour for MTV Video Music Awards included a fully wrapped branded truck with a custom stage and delivered a sponsorship for Verizon Fios.

CORE 1: Promotional Marketing
CORE 2: Event/Experiential Marketing
CORE 3: Interactive Marketing
REVENUE SPLIT: 95% B2C, 5% B2B

CLIENTS INCLUDE: Fox Home Entertainment, Paramount Pictures, Walt Disney Pictures, Mullen, The Venetian & Palazzo, Las Vegas
WEB: www.alliedim.com
RFP CONTACT: Nick Thomas, nthomas@alliedim.com

ALL TERRAIN

After 15 years, All Terrain has hired its very first president. It then grew its staff by 20%, but still finds value in celebrating each employee’s birthday. All Terrain helps its clients capture the moments that are ripe for amplification via social and digital media. This Top Shop created the first in-flight experiential marketing campaign for “The Cosmopolitan of Las Vegas” (2014 Honorable Mention PRO Award) by developing loyalty program incentives that were delivered during beverage service on United flights to Las Vegas.

CORE 1: Event/Experiential Marketing
CORE 2: Sponsorship Activation/Marketing
CORE 3: Strategic Experience Design
REVENUE SPLIT: 100% B2C

CLIENTS INCLUDE: Illinois Lottery, Jack Morton, Mike’s Hard Lemonade, E. & J. Gallo Winery, The Cosmopolitan of Las Vegas
WEB: www.allterrain.net
RFP CONTACT: Paul Fitzpatrick, Paul.Fitzpatrick@allterrain.net

ARC

Arc’s holistic shopper-based approach enables it to design for consumers’ needs in every channel. Combined with its innovation forward strategy—it has its own interactive retail lab, digital interactive prototyping lab and retail store environment lab—Arc provides the formula for retail success. Pantene turned to Arc to reinvigorate its brand and Molson did the same to gain favor with NHL fans. Its Artist in Residence program creates unique connections between employees, clients, musicians, comedians and others. ARC Worldwide Chicago is the 2014 PRO Awards MVP for the agencies with the most award-winning campaigns for multiple brands.

CORE 1: Shopper Marketing
CORE 2: Promotional Marketing
CORE 3: Retail Marketing
REVENUE SPLIT: 97% B2C, 3% B2B

CLIENTS INCLUDE: Coca-Cola, McDonald’s, MillerCoors, Procter & Gamble, Intel
WEB: www.us.arcwww.com
RFP CONTACT: Marie Roche, marie.roche@leoburnett.com

A2G

A2G has built one of the most engaged influencer communities around. Its social media command center—the “war room”—is decked out with giant screens to monitor real-time interactions about clients, their competitors and hot industry topics. To help GAP attract millennials, it established the brand as the “Sponsor of Summer”—the official T-shirt at summer music festivals along with strategic sponsorships and partnerships. Wrigley, the agency’s Jack Russell Terrier mascot, often participates in client conference calls.

CORE 1: Event/Experiential Marketing
CORE 2: Influencer Programs
CORE 3: Promotion Planning/Development
REVENUE SPLIT: 100% B2C

CLIENTS INCLUDE: Gap, Nintendo, Vera Bradley, Progressive, Old Navy
WEB: www.A2G.LA
RFP CONTACT: Rachel Shapiro, rachel@a2g.la

Icon Key

Bulls Eye
Specialties targeting African Americans, Hispanics or College Students

Pro Award Winner
Won a 2014 PRO Award

New Kids
New to the list this year

Indie
Independent shops

International
Global reach

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ATTACK! MARKETING

Attack! Marketing is deeply embedded in the CPG, consumer electronics, alcohol and entertainment industries. Its recent technology investments and key leadership hires have enabled it to deliver real-time data to clients. When AMC Networks wanted to create buzz around the conclusion of Mad Men, this Top Shop created a 10-foot, 200-gallon countdown cocktail glass that slowly drained as it approached the premiere. Los Angeles and New York hosted the cocktail installations in high foot traffic areas creating buzz on social networks.

CORE 1: Event/Experiential Marketing
CORE 2: Retail (in-store) Marketing
CORE 3: Sampling
REVENUE SPLIT: 100% B2C

CLIENTS INCLUDE: AMC Networks, Nike, Pernod-Ricard, BlackBerry, POPwater

WEB: www.attackmarketing.com

RFP CONTACT: Christian Jurinka, Christian@attackmarketing.com

BDA

Helping clients extend their reach through custom branded-merchandise campaigns, integrated ecommerce marketing, and sports and entertainment sponsorship activation is this agency's specialty. For Super Bowl XLVIII—the first played outdoors in cold weather—BDA teamed with the NFL, its partners and sponsors to help fans combat the cold with customized warm welcome kits complete with beanies, hand warmers and gloves. Community service plays an important role, including an annual event in memory of a former employee.

CORE 1: Promotional Marketing
CORE 2: Sports & Entertainment Marketing
CORE 3: CPG & Shopper Marketing
REVENUE SPLIT: 100% B2C

CLIENTS INCLUDE: AT&T, Constellation Beer Brands, Walmart, Michelin, All Major Sports Leagues

WEB: www.bdainc.com

RFP CONTACT: James Szubski, jszubski@bdainc.com

BECORE

This Top Shop extends the brand conversation beyond the event by tying in social/digital strategy and execution. It added satellite offices to offer clients coast-to-coast coverage. Its in-house brewery provides an opportunity for staff to cultivate a brand through every stage of the process. A 250-foot barge floating off of Manhattan housed recreations of some of the most iconic New York skateboard parks for Nike SB Safari, providing a once-in-a-lifetime opportunity for pros and amateurs alike... and... a 2014 Gold PRO Award for Becore.

CORE 1: Sponsorship Activation
CORE 2: Sports Marketing
CORE 3: Influencer Programs
REVENUE SPLIT: 100% B2C

CLIENTS INCLUDE: Red Bull North America, Nike, Microsoft (Xbox and Bing), Columbia Sportswear, Beats By Dre

WEB: www.becore.com

RFP CONTACT: Roger Malinowski, Roger@becore.com

BFG COMMUNICATIONS

This independently owned shop expanded its headquarters and offices, and it added dozens of employees, including several key positions. Its field of over 600 BFG "feet on the street" enables millions of consumer engagements on behalf of clients. A campaign for Whirlpool's EveryDrop water filter made a huge splash with packaging, a brand site, paid campaigns, social media and video—especially following a water ban in San Francisco. Dogs are always welcome at the offices.

CORE 1: Promotional Marketing
CORE 2: Shopper Marketing
CORE 3: Interactive Marketing
REVENUE SPLIT: 83% B2C, 17% B2B

CLIENTS INCLUDE: Coca-Cola, Reynolds American, Inc. (Santa Fe Natural Tobacco, Camel), Snyder's-Lance, Whirlpool, U.S.A., Campari America

WEB: www.bfgcom.com

RFP CONTACT: Kevin Meany, kmeany@bfgcom.com

BLUE CHIP MARKETING WORLDWIDE

This on-the-move agency has been named to Crain's Fast Fifty fastest growing Chicago companies for four consecutive years. A new venture with IRI Worldwide will help it harness the power of data to benefit clients. To gain market share for Fisher Nuts, Blue Chip created a campaign working with Food Network's Chef Alex Guarnaschelli, which included cooking vignettes and print and online ads, as well as social media and PR. In-house events include "Dress Like a Super Hero Day."

CORE 1: Other (Brand Marketing)
CORE 2: Shopper Marketing
CORE 3: Promotion Planning/Development
REVENUE SPLIT: 90% B2C, 10% B2B

CLIENTS INCLUDE: Procter & Gamble, John B. Sanfilippo & Son, Inc. (Fisher nuts), Ricola, Celestial Seasonings, Paris Presents Inc. (EcoTools, Real Techniques and Body Benefits beauty brands)

WEB: www.bluechipwww.com

RFP CONTACT: Larry Deutsch, ldeutsch@bluechipwww.com

BRAND CONNECTIONS

This Top Shop brought AMC's "The Walking Dead" back to life at Comic-Con. The booth recreated the show's prison, complete with "zombies," as well as the Governor's Den set up for photo ops. Its sampling program includes a venue-based network and tours. To ensure technology innovation is central to its offerings, Brand Connections established strategic relationships with eCRM and Life in Mobile. It moved to a larger headquarters to house the combined agency following 2012's acquisition of two shops.

CORE 1: Sampling
CORE 2: Event/Experiential Marketing
CORE 3: Promotional Marketing
REVENUE SPLIT: 85% B2C, 15% B2B

CLIENTS INCLUDE: Yoplait, Progresso, Target Corp., A&E Television Networks, Dunkin' Donuts, Colgate-Palmolive (Irish-Spring)

WEB: www.brandconnections.com

RFP CONTACT: Janell Goldbloom, jgoldbloom@brandconnections.com

BRANDFORCE

Brands have force—thus this agency's name—brands entertain, influence and play with consumer's emotions and that's where this agency comes in, empowering brands with innovative marketing. Take the campaign for AT&T's new mobile version of a personal emergency response system, strategically named EverThere. DRVT spots, online media, a website, videos, social media, packaging, direct mail and consumer promotions put the surround sound of messaging out to the public. In-house video and audio studios.

CORE 1: Promotional Marketing
CORE 2: Retail (in-store) Marketing
CORE 3: Event/Experiential Marketing
REVENUE SPLIT: 100% B2C

CLIENTS INCLUDE: AT&T, Belkin, Comcast, Turner Broadcasting, Gilead

WEB: www.brand-force.com

RFP CONTACT: Doug Litwin, doug@brand-force.com

CARDENAS MARKETING NETWORK

Rooted in entertainment and sports, this shop connects consumers and brands through their passion for music and soccer. The agency doubled its office space to house its growing touring and booking department, as well as its newly formed sports department. For Bud Light, Food Network's Chef Aaron Sanchez brought social tailgating to a new level and the winner of the best "Bud Light Carne Asada" had a chance at a trip to Super Bowl XLVIII.

CORE 1: Event/Experiential Marketing
CORE 2: Sampling
CORE 3: Sponsorship Activation/Marketing
REVENUE SPLIT: 100% B2C

CLIENTS INCLUDE: Anheuser-Busch, Johnson & Johnson, Diageo, Wrigley, Sherwin-Williams

WEB: www.CMNEvents.com

RFP CONTACT: Elena Sotomayor, elena@cmnevents.com

Icon Key

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

 **Pro Award Winner**
Won a 2014 PRO Award

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

 **Indie**
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CATAPULT

This Top Shop provides capabilities across four core disciplines: insights, consumer promotion, shopper marketing and digital. It added two new offerings: CatapultVista focuses on multicultural capabilities while Catapult eCommerce (formerly E-Tailing Solutions) supports ecommerce needs. To reestablish Capri Sun's relevance with kids, Catapult created the "Kids vs. Pros" competition where kids competed against professional athletes in their schoolyards. Recipient of numerous awards, Catapult's new staff includes an EVP Strategy & Insights.

CORE 1: Promotional Marketing

CORE 2: Shopper Marketing

CORE 3: Other (Digital)

REVENUE SPLIT: 100% B2C

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

WEB: www.catapultmarketing.com

RFP CONTACT: Peter Cloutier, pcloutier@catapultmarketing.com

COLANGELO

Colangelo established its first West Coast office and expanded its international operations. Its "Unfair Advantage" mindset is designed to create an "Unfair Share" for its clients. A point of pride: Many of this Top Shop's original clients remain loyal clients today. It manages communities, communications and content for 19 brands across six leading platforms. An annual chili cookout contest raises money for a local foodbank. Guinness is on tap after 5pm.

CORE 1: Consumer and Trade Promotion Concept/ Design

CORE 2: Shopper Marketing

CORE 3: Integrated Campaign Planning

REVENUE SPLIT: 80% B2C, 20% B2B

CLIENTS INCLUDE: Church & Dwight, Diageo, Davidoff of Geneva, Filippo Berio, WellPet

WEB: Colangelo-sm.com

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

COLLABORATIVE MARKETING GROUP

This Top Shop was established 14 years ago, and continues to enjoy organic growth. For Ore-Ida's sponsorship of Disney's "Frozen," the agency developed a print campaign along with a 15-city truck tour at grocery stores and a Twitter party. It set up a satellite office to work directly with Walmart during the promotion and is evaluating that set-up for other clients. Internal investments have included a new phone system and internal cloud servers.

CORE 1: Shopper Marketing

CORE 2: Partnership Marketing

CORE 3: Sweepstakes

REVENUE SPLIT: 100% B2C

CLIENTS INCLUDE: Heinz North America, Del Monte Foods, MillerCoors, Weight Watchers International, Foster Farms

WEB: www.collabmktg.com

RFP CONTACT: Garrett Plepel, gplepel@collaborativemktg.com

CONCEPT ONE COMMUNICATIONS

Concept One's philosophy is "well-conceived is well-received." It focuses on global entertainment marketing, interactive marketing and nimble collaboration—frequently working with big brands and their existing agencies. Cable network NUVOTV, which targets English-speaking Latinos, acquired rights to Showtime's series Dexter. This Top Shop created a campaign to "Catch Dexter and Make a Killing." Using digital and social efforts to drive awareness, unique codes were revealed in each episode, with the top prize a \$100,000 "reward."

CORE 1: Partnership/Entertainment Tie Ins

CORE 2: Promotional Marketing

CORE 3: Promotion Planning/Development

REVENUE SPLIT: 90% B2C, 10% B2B

CLIENTS INCLUDE: Gillette, Merck Consumer Care, Transitions Optical, NUVOTV, Hamilton Watch

WEB: www.conceptone.com

RFP CONTACT: John Kocis, jkocis@conceptone.com

DEPARTMENT ZERO

Department Zero relaunched its in-house staffing department as a new division, Pepper Event Talent & Staffing, which has more than doubled event staffing volume and revenue over the past year. When Zip Superstarters needed to quickly generate awareness of its firestarter, the agency created the Zip Scouts, an all-female team who traveled in a branded SUV, visiting sports and outdoor events to distribute samples and coupons. Beer is served every Friday—head to the roof during summertime.

CORE 1: Event/Experiential Marketing

CORE 2: Sampling

CORE 3: Sponsorship Activation/Marketing

REVENUE SPLIT: 96% B2C, 4% B2B

CLIENTS INCLUDE: Scion, Dentek Oral Care, American Laser Skincare, Saatchi & Saatchi, Barkley

WEB: www.departmentzero.com

RFP CONTACT: Paul Soseman, paul.soseman@deptzero.com

DON JAGODA ASSOCIATES

With more than 50 years of experience DJA is not slowing down. With increased interest in international promotions, it added staff to its in-house travel agency and developed a network of local attorneys to assist with local review and registration. When Lay's rolled out its "Swag Race" promotion, DJA created a completely custom instant-win game platform. The agency just completed a top-to-bottom renovation of its building.

CORE 1: Games, Sweeps and Contests

CORE 2: Promotional Marketing

CORE 3: International/Global Marketing

REVENUE SPLIT: 88% B2C, 12% B2B

CLIENTS INCLUDE: Staples, Safeway, Citizen's Bank, GE Capital, Marriott

WEB: www.dja.com

RFP CONTACT: Bruce Hollander, bhollander@dja.com

EASTWEST MARKETING GROUP

This Top Shop, with its "boutique" size and mindset, has been around for over 30 years, with many longstanding client relationships. It recently hired a new CEO and relocated to NYC's Fashion District. Eastwest helped TEAS' TEA evolve from a niche product in specialty stores into a mainstream beverage through the use of social media, sweepstakes, packaging and retail displays. EW won OMA's 2014 Display of the Year Award for its "Nabisco Makes the Holidays Magical" P-O-P for client Mondelez.

CORE 1: Promotional Marketing

CORE 2: Shopper Marketing

CORE 3: Influencer Programs

REVENUE SPLIT: 86% B2C, 14% B2B

CLIENTS INCLUDE: Mondelez International, Kraft Foods, Post Foods, Pinnacle Foods, RB (Reckitt Benckiser)

WEB: www.eastwestmg.com

RFP CONTACT: Lou Ramery, lramery@eastwestmg.com

THE ELEVATION GROUP

Elevation knows the auto racing industry and uses that knowledge to help build relationships on and off the track. Don't be surprised to spot a client in the pits or behind the wheel of a racecar. This agency used Budweiser's NASCAR sponsorship to design a promotional Twitter program. And on NASCAR race days, another Twitter account provides real-time updates. The agency recently created two strategic partnerships to increase its data and dashboard capabilities.

CORE 1: Sponsorship Activation

CORE 2: Mobile Marketing

CORE 3: PR Events

REVENUE SPLIT: 80% B2C, 20% B2B

CLIENTS INCLUDE: Mars, Inc., Anheuser-Busch, Wrigley, The Cleveland Clinic, Roxy by Quiksilver

WEB: www.elevationgroup.com

RFP CONTACT: Jessica Brown, jbrown@elevationgroup.com

Icon Key

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

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ESCALATE



This independent, employee-owned Top Shop fuses experiential with word of mouth to generate buzz for its clients. It opened a new headquarters in NYC's Financial District after Hurricane Sandy, and relaunched its website. Staff has grown for six straight years to support new and existing clients. An immersive "Italian coffee on the go" experience for illy issimo included a mobile coffee bar, music and baristas, with participants telling an average 2.5 friends.

CORE 1: Event/Experiential Marketing
CORE 2: Sampling
CORE 3: Influencer Programs
REVENUE SPLIT: 100% B2C

CLIENTS INCLUDE: Coca-Cola, Stonefire Bakeries, Truth Campaign (American Legacy Foundation), Birds Eye, Barilla
WEB: www.escalatenow.com
RFP CONTACT: Justin Wilk, jwilk@escalatenow.com

FLUENT

With a specialty in translating brands for the college world—both on- and off-campus—its work for the launch of Microsoft Windows 8 was impressive. A 32-week immersive on-campus program put 754 brand reps on 450+ campuses to interact with students, distribute collateral, offer incentives and drive grassroots and social marketing initiatives. Students participated in 1 million trials of Windows 8. Fluent's affiliation with the National Association for Campus Activities gives it access to nearly 1,000 colleges and universities.

CORE 1: Event/Experiential Marketing
CORE 2: Influencer Programs
CORE 3: Insights in College Millennial Consumers
REVENUE SPLIT: 90% B2C, 10% B2B

CLIENTS INCLUDE: Microsoft, Macy's Keurig, Zipcar, Kellogg's
WEB: www.fluentgrp.com
RFP CONTACT: Mark Giovino, markg@fluentgrp.com

FAME



Part of the TBWA Network, FAME continues to refine customer measurement methodology for tracking retail environmental design and its impact on consumer satisfaction and brand perception. It partners with augmented reality developer DAQRI, to leverage 4D technology and computer vision science for its clients. FAME'S fresh, bright-blue scenes featuring pin-up girls and playful uses of Kinky Liqueur, helped promote the new blue, tropical berry flavor of the beverage.

CORE 1: Retail (in-store) Marketing
CORE 2: Creative Concept/Design
CORE 3: Promotional Marketing
REVENUE SPLIT: 100% B2C

CLIENTS INCLUDE: Time Warner Cable, Best Buy, MyBurger, Johnson Brothers Liquor Co., St. Jude Children's Research Hospital
WEB: www.fameretail.com
RFP CONTACT: Amy Kromminga, akromminga@fameretail.com

FORMULA STREET, INC.

Formula Street focuses on activation staffing and consumer engagement. For Nestlé, this agency capitalized on the crowds assembled the night before the Rose Parade to offer samples of warm coffee and hot chocolate. Brand ambassadors distributed 900 beverages plus thousands of coupons and dry samples. The agency hosts a weekly beer event and a fun committee plans events to break up the work week. A new website is due to launch later this summer.

CORE 1: Sampling
CORE 2: Event/Experiential Marketing
CORE 3: Staffing
REVENUE SPLIT: 100% B2C

CLIENTS INCLUDE: Heineken USA, Nestlé, FOX Hispanic Media, Popcorn, Indiana, neuro drinks
WEB: www.formulastreetinc.com
RFP CONTACT: Adrienne Cadena, cadena@formulastreetinc.com

FCB/RED



In 2014, Drafftcb changed its name to FCB/RED to emphasize its core expertise in retail, relationship, engagement and digital marketing. It moved to new space on Chicago's Magnificent Mile, complete with an in-house production studio and an activation lab called ShopSpace. All drinks at the coffee bar cost \$1, with all profits (\$60,000 in 2013) benefiting a local charity. Valspar's "Love your Color Guarantee" campaign included TV spots featuring two chameleons (Jon and Val), print, digital, in-store and social media.

CORE 1: Shopper Marketing
CORE 2: Promotional Marketing
CORE 3: Retail (in-store) Marketing
REVENUE SPLIT: 80% B2C, 20% B2B

CLIENTS INCLUDE: Coca-Cola, Brown-Forman, Sony, Ghirardelli, Big Heart Pet Brands
WEB: www.fcb.com
RFP CONTACT: Tina Manikas, Tina.Manikas@FCB.com

FUSE, LLC



Fuse helps clients market to teens and young adults through sports, music, fashion and gaming. To create awareness of Amazon Student and its textbook rentals and buy back programs, Fuse developed a social media strategy that included weekly custom content on Facebook, Instagram and Twitter. The recipient of numerous industry awards, Fuse has also repeatedly been named Best Place to Work, which can be seen by its employee volunteer policy and dog-friendly office space.

CORE 1: Youth Marketing (please consider adding this as it is our specialty)
CORE 2: Sports Marketing
CORE 3: Event/Experiential Marketing
REVENUE SPLIT: 100% B2C

CLIENTS INCLUDE: Pepsi, Amazon, Kraft, Dick's Sporting Goods, Constellation Brands
WEB: www.fusemarketing.com
RFP CONTACT: Bill Carter, bcarter@fusemarketing.com

FCBX

FCBX pinpoints the sweet spot—that magic intersection where online meets offline to create sharable engagements that keep living on social long after an event has ended. Its expertise to build mobile and digital sharing elements into every program has been bolstered with a Lead Creative Technologist. Established a content development team to help clients become content publishers. Put a "Pedal Pub" on the Austin, TX, streets around SXSW to move attendees and promote Miami as a happening destination with free sunglasses and ice-cold water.

CORE 1: Event/Experiential Marketing
CORE 2: Sponsorship Activation/Marketing
CORE 3: CPG and Trade Promotions
REVENUE SPLIT: 90% B2C, 10% B2B

CLIENTS INCLUDE: National Restaurant Association, Boeing, CenturyLink, Big Heart Brands, Miami Board of Tourism
WEB: www.fcb-x.com
RFP CONTACT: Dee Hall, dee.hall@fcb-x.com

GAGE MARKETING GROUP



Gage restructured its creative department, now called Customer Experience Design, combining user experience, visual and content design specialists to reflect the broader array of services required to address customer's experience with a brand. It's Smart Data offering "stitches" unstructured social data with structured data so clients learn valuable info on audiences to drive successful marketing campaigns. Combined disparate marketing programs for a Microsoft in Australia under one banner and web portal with a points based loyalty offering that is showing a significant revenue lift among members.

CORE 1: Interactive Marketing
CORE 2: Loyalty/Retention Marketing
CORE 3: Promotional Marketing
REVENUE SPLIT: 100% B2C

CLIENTS INCLUDE: Microsoft, 3M, Thomson Reuters, Coca-Cola, Walmart
WEB: www.gage.com
RFP CONTACT: Karen Schultz, Karen_schultz@gage.com

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GENERATION Z MARKETING

Generation Z Marketing helps clients engage and connect with families in their local communities. It pioneered the "National-to-Local" youth sports sponsorship model. Chevrolet wanted to demonstrate its commitment to its new soccer partnerships through a grassroots youth soccer initiative. GZM aligned 300 Chevrolet dealers with a local youth soccer organization to provide sponsorships via monetary donations or branded equipment, and coordinated instructional clinics with professional soccer teams.

CORE 1: Event/Experiential Marketing
CORE 2: Sponsorship Activation/Marketing
CORE 3: Sports Marketing
REVENUE SPLIT: 100% B2C

CLIENTS INCLUDE: Jack Morton Worldwide, SportsNet New York, Immediate Consumption, Major League Soccer
WEB: www.genzmarketing.com
RFP CONTACT: Marc Zwerdling, marc@genzmarketing.com

GEOMETRY GLOBAL

Precision Activation, or connecting people with brands at precisely the right times, is Geometry's working mantra like the Dos Equis' "Most Interesting Masquerade" promo. The program highlighted six Halloween personas via on- and off-premise, experiential events and digital engagements to exceed growth goals. Carl Hartman, one of parent WPP's top shopper marketing experts, was named CEO of Geometry Global North America. Now 1,000+ employees strong!

CORE 1: CPG and Trade Promotions
CORE 2: Interactive Marketing
CORE 3: Shopper Marketing
REVENUE SPLIT: 98% B2C, 2% B2B

CLIENTS INCLUDE: Unilever, SC Johnson, Kimberly-Clark, Heineken, Nestlé
WEB: www.geometry.com
RFP CONTACT: Alice Ryan, alice.ryan@geometry.com

GEORGE P. JOHNSON

Now celebrating its 100th year, this hard working group creates impressive live and digital engagements like helping automakers launch cars as a lifestyle extensions and technology companies integrate into consumers' daily lives. Its accomplished strategists put the focus on ROI. Offers a portfolio of complementary cloud-based apps for clients to choose from. Refined core leadership team, including the appointment of Chris Meyer as CEO and Denise Wong as president. Ran a killer takeover of Grand Central Terminal for Under Armour that clocked 700,000 visitors.

CORE 1: Event/Experiential Marketing
CORE 2: Promotion Creative Concept/Design
CORE 3: Sponsorship Activation/Marketing
REVENUE SPLIT: 100% B2C

CLIENTS INCLUDE: Under Armour, IBM, P&G, Toyota, Cisco
WEB: www.gpj.com
RFP CONTACT: Brad Bryen, brad.bryen@gpj.com

GMR MARKETING

During the past year, GMR integrated operations with SportsMark Management Group. It also added a new division called Global Sports and Entertainment Consulting. For Esurance's sponsorship of SXSW, this Top Shop developed a program to help attendees sort through the information and offer prizes, access to VIP events and a relaxation lounge. Esurance registered over 10,000 attendees and averaged over 2,300 engagements per day. GMR staff participates in ugly sweater contests, food drives and numerous charity events.

CORE 1: Event/Experiential Marketing
CORE 2: Sponsorship Activation/Marketing
CORE 3: Sports Marketing
REVENUE SPLIT: 80% B2C, 20% B2B

CLIENTS INCLUDE: Lowe's, Microsoft, Humana, Comcast, esurance
WEB: www.gmmarketing.com
RFP CONTACT: Steve Dupee, sdupee@gmmarketing.com

GOLDFISH MARKETING GROUP

GoldnFish expanded its offerings to include PR and brand integration as well as SEO/SEM. It added staff with backgrounds in spirits, retail and fashion to round out its teams. The "Boost Mobile Is Makin It Rain This Tax Season" campaign to entice consumers to spend their refunds with Boost included street teams, glass trucks and money machines. One of this Top Shop's floors was converted to a lounge-type workspace, which is often frequented by dog Bomber, GNF's mascot.

CORE 1: Event/Experiential Marketing
CORE 2: Sponsorship Activation/Marketing
CORE 3: Sampling
REVENUE SPLIT: 85% B2C, 15% B2B

CLIENTS INCLUDE: Sprint, Mondelez, Proximo, Play Power, Just Born
WEB: www.gnfmktg.com
RFP CONTACT: Caren Berlin, cberlin@gnfmktg.com

GOOD SOLUTIONS GROUP

This boutique agency, new to Top Shops, has expanded its work with 20 state park agencies to include AOR for Chicago, Los Angeles and San Diego city parks. It added capabilities in youth sports and invested in significant research to understand the youth sports sponsorship biz environs. An integrated campaign for Nesquik sends the message that the beverage is a smarter choice for recovery after sports via partnerships, digital, social, retail events, P-O-P, packaging, PR, sampling, email, a consumer contest, experiential activations and content marketing. We'd say that covers it!

CORE 1: Sponsorship Activation/Marketing
CORE 2: Cause Marketing
CORE 3: Event/Experiential Marketing
REVENUE SPLIT: 100% B2C

CLIENTS INCLUDE: Nestlé Nesquik, The North Face, GEICO, United States Tennis Association, Tommy Bahama
WEB: www.goodsolutionsgroup.com
RFP CONTACT: Chris Boyer, cboyer@goodsolutionsgroup.com

GROW MARKETING

This Top Shop has executed programs in all 50 states and around the world. It recently moved into a new San Francisco headquarters—a former brothel on the Barbary Coast!—and expanded its team by 15%. The agency updated its own brand to better reflect its direction. Grow managed creative and logistics for the first annual Google for Entrepreneurs Partner Summit, which drew 100 entrepreneurs from over 20 countries.

CORE 1: Event/Experiential Marketing
CORE 2: Loyalty/Retention Marketing
CORE 3: Influencer Programs
REVENUE SPLIT: 85% B2C, 15% B2B

CLIENTS INCLUDE: Google, Pernod Ricard (The Glenlivet, Perrier Jouvët, Malibu Island Spiced, G.H. Mumm, Aberlour), Theranos, Inc., University of California, GE
WEB: www.grow-marketing.com
RFP CONTACT: Tami Anderson, newbusiness@grow-market-ing.com

HELLOWORLD

Formerly known as ePrize, HelloWorld works to change the way brands interact with consumers through its rich engagement platforms that touch consumers at home, on the go, in-store and at live events around the globe. In-depth social analytics and consumer behavior metrics follow. Helped launched Bagger Dave's Burger Tavern loyalty program with a mobile app sweeps that encouraged check-ins, game play, reviews, surveys and viral share. It's corporate band, Toybox—named after its promotion platform—was a finalist in Fortune Mag's Battle of the Corporate Bands in 2014 and 2013.

CORE 1: Games, Sweepstakes & Contests
CORE 2: Loyalty/Retention Marketing
CORE 3: Interactive Marketing
REVENUE SPLIT: 70% B2C, 30% B2B

CLIENTS INCLUDE: The Coca-Cola Co., Nestlé Prepared Foods, Microsoft, Sinclair, Gap
WEB: www.helloworld.com
RFP CONTACT: Janice Pollard, janice.pollard@helloworld.com

Icon Key

Bulls Eye
Specialties targeting African Americans, Hispanics or College Students

Pro Award Winner
Won a 2014 PRO Award

New Kids
New to the list this year

Indie
Independent shops

International
Global reach

Sponsored Case Studies
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HMT ASSOCIATES, INC.

This Top Shop launched a new division—hmt events—to focus on events and experiential marketing. To create lasting relationships, the agency adds its personal hmt humantouch to all of its campaigns. To maximize Jeep’s sponsorship of Red Rocks concerts, consumers who took a test drive in a new Jeep received two tickets to a Counting Crows performance at the venue. Dealers were motivated as well, with VIP opportunities at the event.

CORE 1: Shopper Marketing
CORE 1: Event and Experiential Marketing
CORE 1: Promotion Planning and Development
REVENUE SPLIT: 100% B2C

CLIENTS INCLUDE: Mondelez International, Kraft Foods Group, Parker Entertainment, E. & J. Gallo Winery, Hillshire Brands
WEB: www.hmtassociates.com
RFP CONTACT: Ken Nash, Kennash@hmtassociates.com

IC GROUP

In case you’re wondering, IC stands for “insured creativity,” or managing the risk for big impact promotions with large prize pools. The agency’s work on the Prevacid 24HR Perks Loyalty Program earned it a 2014 Gold PRO Award. A sweeps for Kleenex, modeled after March Madness for weekly voting on Kleenex designs, drew 250,000+ Facebook fans. IC Group is a charitable bunch. It’s not unusual for top brass to take a pie in the face for a good cause like United Way.

CORE 1: Games, Sweeps and Contests
CORE 2: Loyalty/Retention Marketing
CORE 3: Promotional Marketing
REVENUE SPLIT: 95% B2C, 5% B2B

CLIENTS INCLUDE: Novartis, Del Monte, Subway Canada, Kimberly-Clark, Vita Health Canada
WEB: www.icgroupip.com
RFP CONTACT: Leigh Thornberry, leigh.thornberry@icgroupip.com

IN MARKETING SERVICES

The purchase journey is in this agency’s DNA as evidenced by the strategic placement of People magazine in multiple aisles right next to popular brands “she” buys to close the sale. That was just one piece of the integrated “People Loves People” campaign that increased sales and market share. This Top Shop is in acquisition mode, buying up AMP Agency, Mass Hispanic and Eventus and 206inc. Bolstered creative and strategic bench strength by adding 12+ senior leaders from agencies, CPGs and retailers.

CORE 1: Event/Experiential Marketing
CORE 2: Shopper Marketing
CORE 3: Promotional Marketing
REVENUE SPLIT: 100% B2C

CLIENTS INCLUDE: Newell Rubbermaid, Kitchen Aid, Dr Pepper Snapple Group, McDonald’s, Amazon
WEB: www.inmarketingservices.com
RFP CONTACT: Valerie Bernstein, vbernstein@inmarketingservices.com

INSPIRA MARKETING

This top indie shop opened an office in Chicago and has its sights set on San Francisco for its third locale. It launched “Relief in Action 2.0” for Advil, a mobile tour targeting volunteer-based events, and a GoGo squeeze “Play Day” with street teams, premiums and pay-it-forward moments. But its bigger purpose is to support initiatives to help find a cure for pediatric spinal cord cancer, which founder Jeff Snyder’s daughter was diagnosed with at age two.

CORE 1: Event/Experiential Marketing
CORE 2: Retail (in-store) Marketing
CORE 3: Sampling
REVENUE SPLIT: 65% B2C, 35% B2B

CLIENTS INCLUDE: Beam Suntory, General Mills, Constellation Brands USA, Microsoft, Sun Products
WEB: www.inspiramarketing.com
RFP CONTACT: Jeff Snyder, jsnyder@inspiramarketing.com

THE INTEGER GROUP

Red Robin Gourmet Burgers is a new merchandising AOR win here. The Retail Arts Lab, where Integer works with clients to explore branding and selling in physical and digital spaces, added new technologies. A merger with customer relationship management agency /XL in France formed Integer France. To drive Pringles sales during the NCAA basketball tournament, Integer aligned with YouTube celebs and trick shot artists, Dude Perfect, to create a YouTube video of ping pong trick shots using the Pringles can as the basket. In just seven days, the video logged 2 million+ views.

CORE 1: Promotional Marketing
CORE 2: Retail (in-store) Marketing
CORE 3: Shopper Marketing
REVENUE SPLIT: 100% B2C

CLIENTS INCLUDE: MillerCoors, P&G, AT&T, Kellogg’s Pella Corp.
WEB: www.integer.com
RFP CONTACT: Nicole Souza, nicolesouza@integer.com

INTERACTIONS

The focus here is on retailers and CPG brands around the globe. For Ahold USA, the parent of Giant, Stop & Shop and Martin’s, it ran a holiday promo “Simply Enjoy” during six hours on one day in four East Coast markets with 80 brand ambassadors and branded vehicles at mall entrances. Some 50,000 samples were handed out, 12,000 product booklets and coupons (20% were redeemed) and 4,000 \$5 gift cards. Sales spiked post event. Rolled a field mobile app for associates to track events real time.

CORE 1: Event/Experiential Marketing
CORE 2: Sampling
CORE 3: Mobile Marketing
REVENUE SPLIT: 90% B2C, 10% B2B

CLIENTS INCLUDE: Kraft, Jamba Juice, Diageo, Wegmans, Meijer
WEB: www.interactionsmarketing.com
RFP CONTACT: Lindsay Holland, interactions@n6a.com

JACK MORTON WORLDWIDE

Digital growth continues with the May 2014 acquisition of digital agency, Genuine Interactive. Global growth has also been a priority with the opening of offices in Dusseldorf, Germany and Seoul, South Korea. An exclusive partnership with Mark Up, an events agency in Brazil, marks Jack’s first footprint in South America. Promotions for T-Mobile transformed press events into roof-top parties and a surprise Shakira concert in Bryant Park attracted 10,000 New Yorkers. The agency turns 75 this year. Happy birthday!

CORE 1: Event/Experiential Marketing
CORE 2: Interactive Marketing
CORE 3: Influencer Programs
REVENUE SPLIT: 90% B2C, 10% B2B

CLIENTS INCLUDE: GM (Chevrolet, Buick, Cadillac, GMC), Subway, Dell, Emblem Health, Budweiser
WEB: www.jackmorton.com
RFP CONTACT: Liz Bigham, liz.bigham@jackmorton.com

KICKING COW PROMOTIONS

Don’t let the name fool you. This indie Top Shop is a sleek machine that has become masterful at generating and repurposing content, extending the life of programs and improving results. It’s tops at identifying social influencers and has partnered with a video production company for content generation around experiential programs. Some of its best ideas have been generated while the team cycles around the streets of St. Louis, MO.

CORE 1: Event/Experiential Marketing
CORE 2: Promotional Marketing
CORE 3: Influencer Programs
REVENUE SPLIT: 85% B2C, 15% B2B

CLIENTS INCLUDE: Nestlé Purina Petcare, Hallmark Cards, Sunrise Greetings, Torre, Olson Marketing
WEB: www.kickingcow.com
RFP CONTACT: Cindy Hagel, cindyh@kickingcow.com

Icon Key

-  **Bulls Eye**
Specialties targeting African Americans, Hispanics or College Students
-  **Pro Award Winner**
Won a 2014 PRO Award
-  **New Kids**
New to the list this year
-  **Indie**
Independent shops
-  **International**
Global reach

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TOP SHOPS

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LAGARDÈRE UNLIMITED

Lagardère Unlimited purchased Haymaker to bolster consulting division. Acquired Jeff Sanders Promotions to round out its global golf division by adding event-management capabilities. Also acquired Crown Sports, and signed a bunch of "Top 25" golf and tennis players and NFL All-Stars, giving it access to major stars for promotions. Its work for Bumble Bee integrated the brand's iconic bee, Horatio, into the animated film, "The Hero of Color City," a retail activation with co-branded coloring books distributed with 5 million products, mobile games and recipes. This agency is Bzzzzzz!

CORE 1: Promotion Creative Concept/Design

CORE 2: Sponsorship Activation/Marketing

CORE 3: Sports Marketing

REVENUE SPLIT: 90% B2C, 10% B2B

CLIENTS INCLUDE: Bridgestone, T-Mobile/MetroPCS, Pfizer, Advance Auto Parts, ZTE

WEB: www.lagardere-unlimited.com

RFP CONTACT: Ali Frymark, afrymark@lagardere-unlimited.com

LAUNCHFIRE

The specialty at this Top Shop is gamified digital promotions that turn experiences into games so that consumers find it fun to learn about the brand's offering, opt in, make a purchase or share the game with friends. Its technology is now cloud-based and a new tracking system provides deep insights into metrics. A promo mimicking video poker presented players with a series of Maple Leaf Natural Selections ingredients on spinning wheels to try to complete recipes. Players interacted with the game for almost 10 minutes.

CORE 1: Games, Sweeps and Contests

CORE 2: Promotion Creative Concept/Design

CORE 3: Promotion Planning/Development

REVENUE SPLIT: 90% B2C, 10% B2B

CLIENTS INCLUDE: Time Warner, Sears, Intel, Cracker Barrel, Shoppers Drug Mart

WEB: www.launchfire.com

RFP CONTACT: Romeo Maione, rmaione@launchfire.com

LEADDOG MARKETING GROUP

Score! In 2014, LeadDog's personnel changes included adding a SportsBusiness Journal Hall of Fame inductee as a strategic partner, former Brooklyn Nets digital marketing director Jaye Bussman-Wise in strategic communications and former Madison Square VP of media strategy Kevin Marotta in creative/strategy. Given the New York agency's name, it's no surprise that one employee perk is being able to bring your dog to work.

CORE 1: Event/Experiential Marketing

CORE 2: Promotion Creative Concept/Design

CORE 3: Games, Sweeps and Contests

REVENUE SPLIT: 96% B2C, 4% B2B

CLIENTS INCLUDE: 2014 NY/NJ Super Bowl Host Committee, Citibank, Reebok, Amtrak, WWE

WEB: www.leaddogmarketing.com

RFP CONTACT: Dan Mannix, dan@leaddogmarketing.com

LEGACY MARKETING PARTNERS

Legacy has made new investments in measurement with capabilities in analytics, predictive modeling and ROI measurement. Its program for Pernod Ricard, "Marooned on Malibu (Rum) Island," won a Gold 2014 PRO Award by tying the brand to all things summer and the wildly popular band, Maroon 5. A Facebook page let fans create their own island and invite friends. A massive destination was built in the parking lots of amphitheaters in Chicago and Dallas for the Maroon 5 summer tour.

CORE 1: Event/Experiential Marketing

CORE 2: Influencer Programs

CORE 3: Retail (in-store) Marketing

REVENUE SPLIT: 90% B2C, 10% B2B

CLIENTS INCLUDE: Pernod Ricard, Constellation Brands (Beer Division), USG, Cabela's, Ferrero USA

WEB: www.legacypm.com

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

LIKEABLE MEDIA

This small shop in New York City packs a powerful punch. Launched a Social Listening Department to audit brand's social properties and deliver comprehensive insights. For NBC Universal and the National Arbor Day Foundation, Likeable developed a custom holiday card creator for users to upload images and text and share with friends and family. Each action equaled one tree planted, resulting in more than 1 million trees. Employees own 12% of the company in an options plan, giving every member a stake in Likeable's success.

CORE 1: CPG and Trade Promotions

CORE 2: Games, Contests and Sweeps

CORE 3: Promotion Planning/Development

REVENUE SPLIT: 100% B2C

CLIENTS INCLUDE: Auntie Anne's, Google, NBC, Allergan, Century 21

WEB: http://likeable.com

RFP CONTACT: Carrie Tylawsky, carriet@likeable.com

LIVE NATION MEDIA & SPONSORSHIP

This 2014 PRO Award-winning agency really churns out the fun through its entertainment marketing market leaders — Ticketmaster, Live Nation Concerts, Artist Nation, and Live Nation Media & Sponsorship. Take the "Kellogg's Pop-Tarts Crazy Good Summer," promo targeting teens with three "secret" live concerts — Hot Chelle Rae, Demi Lovato, Austin Mahone — with a digital sweeps, promotions and "secret" elements were revealed over the course of the campaign. Twitter followers grew by 69%, Facebook fans increased 75% and 25,500 product samples were passed out at events.

CORE 1: Event/Experiential Marketing

CORE 2: Interactive Marketing

CORE 3: Loyalty/Retention Marketing

REVENUE SPLIT: 80% B2C, 20% B2B

CLIENTS INCLUDE: Anheuser Busch, Bose, Citi, Hertz, Kellogg

WEB: www.livenationentertainment.com/sponsorship

RFP CONTACT: Jeremy Levine, jeremylevine@livenation.com

MARDEN-KANE

Founded in 1957, the focus at the Top Shop is on developing and implementing promotional games of chance across multiple platforms. Created MK Global Moderation to meet clients' needs to review user-generated content prior to publication on social. Developed social tools for gathering photos, videos, content and to track hashtags. Upgraded security and privacy offerings by obtaining TRUSTe and Safe Harbor certifications. Established a West Coast presence.

CORE 1: Games, Sweeps and Contests

CORE 2: Interactive Marketing

CORE 3: User-Generated Content Moderation/Judging

REVENUE SPLIT: 74% B2C, 26% B2B

CLIENTS INCLUDE: Microsoft Corp., Google, Barclaycard US, Western Union Financial Services, Showtime Networks

WEB: www.mardenkane.com

RFP CONTACT: Paul Slovak, pauls@mardenkane.com

MARKETING ACTIVATIONS GROUP

MAG was charged with creating excitement for the Detroit Red Wings when the 2013 NHL Winter Classic was to be held in Ann Arbor, MI, not Detroit. It ran 27,000 square feet of signage around the field perimeter at Comerica Park. In the parking lot, it transformed 200,000 square feet into a roaring hockey festival. Bolstered social media prowess with a lead to manage all hashtag programs. No business cards here: each employee is just one cog in a well-oiled machine.

CORE 1: Sponsorship Activation/Marketing

CORE 2: Sports Marketing

CORE 3: Event/Experiential Marketing

REVENUE SPLIT: 100% B2B

CLIENTS INCLUDE: Cooper Tire, Turner Sports, Columbus Blue Jackets, Professional Bull Riders, Detroit Red Wings/Olympia Entertainment

WEB: www.marketingactivationsgroup.com

RFP CONTACT: Todd Alles, talles@marketingactivationsgroup.com

Icon Key

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

 **Pro Award Winner**
Won a 2014 PRO Award

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

 **Indie**
Independent shops

 **International**
Global reach

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THE MARKETING ARM

This Top Shop churns out award-winning programs, including two 2014 Gold PRO Awards for “Be the Fan” for AT&T and “Doritos & Mountain Dew: Every 2 Minutes” for Frito-Lay and PepsiCo. Launched the Event Performance Indicator tool, a predictive valuation modeling system for experiential planning or post-experience measurement for actual ROI. Strengthened digital capabilities with the acquisition of Fanscape, a social media marketing agency with 15 years of experience helping clients reach and activate consumers and influencers to foster positive word-of-mouth sentiment.

CORE 1: Promotion Planning/Development
CORE 2: Event/Experiential Marketing
CORE 3: Sponsorship Activation/Marketing
REVENUE SPLIT: 100% B2C

CLIENTS INCLUDE: AT&T, Frito-Lay, Bacardi, GameStop, State Farm

WEB: www.themarketingarm.com

RFP CONTACT: Nikki Vandepopulier, nvandepopulier@themarketingarm.com



THE MARKETING LAB

Ran a killer tour for Land O’ Lakes to drive awareness and penetration in key markets, while combating well-funded competitors. The seven-week “Grilled Cheese” tour dished up 68,000 samples, distributed 72,000 coupons and drove volume lift as high as 50%. Established MarketingLab Health to aid health care providers, product manufacturers and payers market to consumers shopping for health care. Continues to expand digital capabilities with the hiring of full-timers and building relationships with development firms with firm understandings of promotion.

CORE 1: Promotional Marketing
CORE 2: Shopper Marketing
CORE 3: Event/Experiential Marketing
REVENUE SPLIT: 100% B2C

CLIENTS INCLUDE: Land O’ Lakes, Western Union, Bellisio Foods, Delta Faucets, Honeywell

WEB: www.marktinglab.com

RFP CONTACT: Mark Lenss, mark@marketinglab.com

MARKETING RESOURCES

A master at making online and offline work in sync. Take the “Pepsi 49ers Gold Rush” promo that seeded specially marked “golden cans” throughout the San Francisco Bay area with the chance to win big. Non-winners were driven online for a chance to win one of 4,949 time-seeded instant-win prizes. Extra prizes were distributed via social, which drove lots of social buzz. Sound like a win, win for all. Epic battles storm the ping-pong arena.

CORE 1: Games, Contests and Sweepstakes
CORE 2: Interactive Marketing
CORE 3: Promotion Planning/Development
REVENUE SPLIT: 60% B2C, 40% B2B

CLIENTS INCLUDE: PepsiCo, US Bank, BBDO, Driscoll’s, MRM/McCann

WEB: www.marketingresources.com

RFP CONTACT: Mike Kida, mkida@marketingresources.com

THE MARKETING STORE

This Top Shop made headlines with its McDonald’s World Cup program and its concept of reaching Millennials by bringing McDonald’s iconic fry box to life with art from around the world that would launched an AR experience. With an execution of 1 billion packaging pieces worldwide, it was the largest global digital promotion in McDonald’s history. It also cracked the code on production and engineering with the Moto-X Interactive insert in Wired Magazine in December and expanded offerings in thought leadership in the areas of family marketing and loyalty.

CORE 1: Promotion Marketing
CORE 2: Loyalty/Retention Marketing
CORE 3: Interactive Marketing
REVENUE SPLIT: 100% B2C

CLIENTS INCLUDE: McDonald’s, Nissan/Infiniti, L’Oreal, Minute Maid, Discover

WEB: www.themarketingstore.com

RFP CONTACT: Chris Hess, chris.hess@tmsw.com

MARKETING WERKS

The big news here is that last September, Marketing Werks was acquired by CROSSMARK, a leading sales and marketing services company. MW was part of the 2014 award-winning Hostess “Prepare Your Cakeface” street marketing campaign – a Silver EX Award winner. To create buzz around the re-launch of Hostess, the two-week long teaser campaign and cross-country food truck tour had consumers preparing their cakefaces. The campaign launched on the Today Show, with Al Roker, Twinkie the Kid and a helicopter delivering the first Twinkie live, on air.

CORE 1: Sponsorship Activation/Marketing
CORE 2: Retail (in-store) Marketing
CORE 3: Event/Experiential Marketing
REVENUE SPLIT: 98% B2C, 2% B2B

CLIENTS INCLUDE: Walgreens Balance Rewards, Cause Marketing, Verizon Wireless, Hostess, Char-Broil, Hills Pet Nutrition

WEB: www.marketingwerks.com

RFP CONTACT: Jay Lenstrom, jlenstrom@marketingwerks.com

MARKETVISION

This Top Shop moves brands into the hearts and carts of Latino consumers by uncovering actionable shopper insights, influencing consumer and shopper behavior along the purchase journey and by collaborating with retail and brand marketers. Works with digital partner SWEB to identify digital and mobile solutions. Watch for a revamp of MarketVision’s public face to highlight culture-based work. Agency leadership can be found kickboxing and RV’ing in their spare time.

CORE 1: CPG and Trade Promotions
CORE 2: Shopper Marketing
CORE 3: Shopper Marketing
REVENUE SPLIT: 100% B2C

CLIENTS INCLUDE: MillerCoors, Kraft Foods, ConAgra Foods, Hershey, J.M. Smucker Co.

WEB: www.mvculture.com

RFP CONTACT: Norma Casillas, ncasillas@mvculture.com

THE MARS AGENCY

An indie founded in 1972 that leverages shopper insights to churn out results for clients. Take the promo for Chobani who wanted to bring new users into the Greek yogurt category using its Olympic sponsorship and the shopper insight that there’s an Olympic spirit in all of us. Team USA athletes eat Chobani while training, including snowboarder Lindsey Jacobellis, who appeared in visuals. Campaign elements closed the sale with the direct call to action of “It’s in Lindsey’s Fridge, Add it to Yours.” Participating stores outperformed non-participating stores.

CORE 1: Shopper Marketing
CORE 2: Retail Marketing
CORE 3: Partnership Marketing
REVENUE SPLIT: 100% B2C

CLIENTS INCLUDE: Walmart, Campbell Soup Co., Pfizer Consumer Healthcare, Clorox Co., Colgate-Palmolive

WEB: www.themarsagency.com

RFP CONTACT: Rob Rivenburgh, rivenburghr@themarsagency.com

MASTERMIND MARKETING

Developed a mobile promotion platform that allows marketers to engage consumers at retail locations and reward them via credit cards and/or loyalty cards. Added a CTO position that oversees development, as well as new and emerging technology/platforms that can be leveraged by clients. Expanded its multi-signal search offering. A killer promo for BMW, “See The Difference” taught consumers about the optional premium Harman/Kardon audio systems in BMWs via an AR mobile app that drove significant ROI.

CORE 1: Interactive Marketing
CORE 2: Mobile (wireless) Marketing
CORE 3: Influencer Programs
REVENUE SPLIT: 90% B2C, 10% B2B

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

WEB: www.mastermindmarketing.com

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

Icon Key

Bulls Eye
Specialties targeting African Americans, Hispanics or College Students

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MATCH MARKETING GROUP

Match increased promotional expertise with the acquisition of Circle One Marketing—also a Top Shop—and added several thousand field sales and merchandising reps with the acquisition of Convergence Marketing. Played a role in the 2014 Gold PRO Award-winning “Marooned on Malibu Island” campaign that included digital, mobile, social, on premise, in-store displays and merchandising. Sales at key retailers increased 6% to 15%. The strategy focused on three core psychographic traits about Millennials.

CORE 1: Promotional Marketing
CORE 2: Shopper Marketing
CORE 3: Retail (in-store) Marketing
REVENUE SPLIT: 95% B2C, 5% B2B

CLIENTS INCLUDE: Adidas, Pepsi, Ford Motor Co., Mars, Bic
WEB: www.matchmg.com
RFP CONTACT: Mike Duncan, mike.duncan@matchmg.com

THE MICHAEL ALAN GROUP

This agency has undergone a redesign from the ground up. Its NYC headquarters received a facelift and additional conference rooms and office space were added. The redesign was paired with an overhaul of the company's website, business cards and presentation style. The team was expanded with more account people, creatives and production staff and it beefed up its Los Angeles presence. A carnival-size prize wheel is spun on b-days, anniversaries and even the humdrum Tuesday.

CORE 1: Event/Experiential Marketing
CORE 2: Promotional Marketing
CORE 3: Sampling
REVENUE SPLIT: 70% B2C, 30% B2B

CLIENTS INCLUDE: Twentieth Century Fox, Intel, USA Network, McDonald's, Bigcommerce
WEB: www.michael-alan.com
RFP CONTACT: Erin Mills, erin@michael-alan.com

MIRRORBALL

In its first appearance as a Top Shop, this experience agency has a strong track record of generating cultural relevance through the worlds of art, music, fashion and technology, integrating brands into highly influential lifestyle segments. The Dos Equis Bazaar noir event series hosted 5,000 influencers at soirees cloaked in secrecy and shrouded in darkness featuring worldly oddities, exotic edibles and wanderers of the shadows that led guests astray from their groups. Hidden rooms and dark passageways made for fertile ground for social media—guests posted, Tweeted and Instagrammed non-stop—and left with an arsenal of material to tell their peers.

CORE 1: Event/Experiential Marketing
CORE 2: Influencer Programs
CORE 3: Sponsorship Activation/Marketing
REVENUE SPLIT: 100% B2C

CLIENTS INCLUDE: Heineken USA (Dos Equis, Amstel Light), Nestlé Waters US & Global (Perrier), Harley Davidson, Campari USA (Esplón Tequila, Auchentoshan Whisky), L'Oréal Paris (Advanced Haircare)
WEB: www.mirrorball.com
RFP CONTACT: Mandy Kalajian, mkalajian@mirrorball.com

MKTG

MKTG agreed this spring to be acquired by Aegis Lifestyle, Inc., a subsidiary of Dentsu Aegis Network, with headquarters in Tokyo and London, 37,000 employees and 11,000 clients. The agency has grown its sports and entertainment capabilities with new clients like the NBA, NASCAR, Gatorade, Dick's Sporting Goods and the NCAA. MKTG delivered an eight-day consumer experience for Yahoo at SXSW including apps, VIP dinners, beer pong and purple popsicles.

CORE 1: Event/Experiential Marketing
CORE 2: Retail (in-store) Marketing
CORE 3: Sports Marketing
REVENUE SPLIT: 100% B2C

CLIENTS INCLUDE: Diageo, Nike, Google, P&G, Beats by Dre
WEB: www.mktg.com
RFP CONTACT: Bryan Duffy, bduffy@mktg.com

MOMENTUM WORLDWIDE

Developed the Total Brand Experience Matrix, a research/data resource to map marketers' brand experience at every touch point (physical and digital alike) revealing they are relative and connected. Added Retailer Foresight, intelligence resources outlining key dynamics for development of brand initiatives across top accounts for food, drug, mass, value, c-store and beyond. Also put in place Activation Compasses, a strategic resource giving comprehensive, actionable perspective on path-to-purchase activation tools (in and out of stores), both retailer-owned and channel-targeted. This is one busy agency!

CORE 1: Promotion Marketing
CORE 2: Event/Experiential Marketing
CORE 3: Sponsorship Activation/Marketing
REVENUE SPLIT: 100% B2C

CLIENTS INCLUDE: Mondelez International, J.M. Smucker Co., Coca-Cola Co., Benjamin Moore, Constellation Brands
WEB: www.momentumww.com
RFP CONTACT: Bill Burnes, bill.burnes@momentumww.com

NATURAL SELECTION PROMOTIONS

A promo for the launch of the I & Love & You product line in Whole Foods and Sprouts Markets tied social media marketing to doggie day giveaways, sample goodie bags and events with local animal shelter adoption days in front of the stores. NSP partnered with an East Coast agency to work together on national natural product campaigns and is working on an app to help its field reps stay connected, a smart move as it expanded field staff by 50.

CORE 1: Sampling
CORE 2: Event/Experiential Marketing
CORE 3: Promotion Planning/Development
REVENUE SPLIT: 75% B2C, 25% B2B

CLIENTS INCLUDE: I & Love & You Pet Products, Trade Commission of Peru, Lifeway Foods, Ciao Bella Gelatos, CLIF Bar & Co.
WEB: www.naturalselectionpromotions.com
RFP CONTACT: Penny Hemingway, penny@naturalselection-promotions.com

NEXT MARKETING

Internally, combined channel and experiential marketing teams into one client services division to remove internal communication barriers and maximize best practices. Next helped GSD&M and the USAF Recruiting Services stage four unique mobile tours offering technology-driven, hands-on experiences to engage and inform potential recruits of the myriad careers available. The tours increased year-over-year recruitment leads. That success brought Next more work: building a mobile simulator for the Rapid Strike tour. Wing eating contests are standard fare.

CORE 1: Event/Experiential Marketing
CORE 2: Sampling
CORE 3: Sponsorship Activation/Marketing
REVENUE SPLIT: 44% B2C, 56% B2B

CLIENTS INCLUDE: GSD&M (Air Force), Community Coffee, Continental Tire, Polaris, MetroPCS
WEB: www.nextmarketing.com
RFP CONTACT: Henry Rischitelli, henry.rischitelli@nextmarket-ing.com

PGW EXPERIENCE

From potent interactive and short-form video content production, to charismatic social media program creation, PGW has added a wide range of digital marketing capabilities. Add the onboarding of a new VP of digital strategy and development and PGW is poised to dominate. A newly built highly informative digital system offers real-time analytics. With Gatorade sales slipping at Walmart, PGW blasted into parking lots with a full on fleet of mobile units to reach moms with samples and social photo stations. The result? A 300% brand lift.

CORE 1: Event/Experiential Marketing
CORE 2: Sampling
CORE 3: Sponsorship Activation/Marketing
REVENUE SPLIT: 99% B2C, 1% B2B

CLIENTS INCLUDE: AT&T, PepsiCo, Gatorade, Havaianas, Time Warner Cable
WEB: www.pgwexperience.com
RFP CONTACT: Russ Jones, russ@pgwexperience.com

Icon Key

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

 **Pro Award Winner**
Won a 2014 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.

2015 PROMO TOP Shops LIST

POWERPACT

This entrepreneurial Top Shop embeds with clients, literally sitting at their offices on a daily basis. It now offers custom apps to tap into the device in an event attendee's hands, which helped reduce client budgets, improved attendee-to-attendee communication (and event staff) sharing, facilitated surveys and real-time Q&As. PowerPact brought together LG and the #1 recipe software — Cook'n — with a yummy offer: free software with purchase of a cooking appliance. Coupled with cooking demonstrations, LG tablet and smartphone extensions, this gift with purchase really cooked up sales.

CORE 1: Promotion Planning/Development

CORE 2: Event/Experiential Marketing

CORE 3: Digital Design/Strategy

REVENUE SPLIT: 99% B2C, 1% B2B

CLIENTS INCLUDE: GoPro, LG Ad, LG Electronics, Sempra Energy, Susan G. Komen

WEB: www.powerpact.com

RFP CONTACT: Stacy A. Sarna, ssarna@powerpact.com

PRIZELOGIC

Developed promotional social aggregation platforms so client promotions can feature #hashtags on social platforms as entry points, allowing clients to "scrape" user's entries from their favorite social sites. Launched ecommerce capabilities to support promotional executions that require a purchase. Expanded overall staff by 35% to 150 people. Ran a killer promo for PepsiCo (Lay's, Pepsi, Gatorade) with Meijer in a season-long NFL exclusive custom loyalty program. Some 2 million offers were loaded to mPerks accounts.

CORE 1: Games, Contests and Sweeps

CORE 2: CPG and Trade Promotions

CORE 3: Loyalty/Retention Marketing

REVENUE SPLIT: 60% B2C, 40% B2B

CLIENTS INCLUDE: PepsiCo, Disney Parks & Resorts, Subway, MillerCoors, Morton Salt

WEB: www.prizelogic.com

RFP CONTACT: Keith Simmons, ksimmmons@prizelogic.com

PRO MOTION

This agency's client, Duck Brand Duct Tape, had introduced over 100 new prints, patterns and colors and wanted to reach its new customer base, the Crafter. The solution? The "Duck Tape Rolls Across America Tour," a 31-foot RV where consumers created their own Duck Tape creations that stopped in 80 cities. Some 76,000+ consumers were engaged during 176 event days (so far). Revamped its website. A huge gong rings in new business.

CORE 1: Event/Experiential Marketing

CORE 2: Interactive Marketing

CORE 3: Promotional Marketing

REVENUE SPLIT: 81% B2C, 29% B2B

CLIENTS INCLUDE: ShurTech Brands (Duck Tape), Fiskars Brands, bvk (agency), Uplifting Entertainment (UpTV), Bomgar

WEB: www.promotion1.com

RFP CONTACT: Steve Randazzo, steve.randazzo@promotion1.com

PSE-PACKAGED SPORTS AND ENTERTAINMENT

This small indie has big ideas, like the EA Sports Madden NFL 25 Pepsi Max/Madden Legends sweepstakes that offered exclusive digital content and digital distribution that generated 201 million media impressions. And the promo for GMC of a free digital download of EA Sports Madden NFL 25 Edition of Barry Sanders: A Football Life with every test drive. Created the Digital Promo Codes website to help brands partner with video game and entertainment providers to execute retail promos.

CORE 1: Partnership/Entertainment Tie-Ins

CORE 2: Partnership Marketing

CORE 3: Sports Marketing

REVENUE SPLIT: 100% B2C

CLIENTS INCLUDE: Electronic Arts, NFL Films, Sports Illustrated, McDonald's, Pepsi

WEB: www.psepromotions.com

RFP CONTACT: Kirk Langer, kirk@pse-promo.com

RED MOON MARKETING

When Coca-Cola asked Red Moon to activate its NHRA Mello Yello Drag Racing Series sponsorship around the citrus-flavored soft drink, the focus was on experiential and sampling at each event with 400,000 samples, 32,000 branded premiums and a drag racing simulator experienced by 18,000 fans. It also activated at retail, with local bottlers and other strategic partnerships for a successful promo. Creative director Tracy Morgan joined the agency, named one of the "Best Places to Work in Charlotte," for six years in a row.

CORE 1: Mobile (wireless) Marketing

CORE 2: Sponsorship Activation/Marketing

CORE 3: Retail (in-store) Marketing

REVENUE SPLIT: 100% B2C

CLIENTS INCLUDE: Brown Forman (Jack Daniel's, el Jimador, Canadian Mist, Woodford Reserve), Coca-Cola Co., Harris Teeter, MTD/Cub Cadet, Huber Engineered Woods

WEB: www.redmoonmkt.com

RFP CONTACT: Jim Bailey, jim.bailey@redmoonmkt.com

REDPEG MARKETING

This indie shop marches to its own drumbeat. It doubled the size of its creative department to stay razor sharp on innovation and design. Developing interactive dashboards to highlight results and use predictive analytics to anticipate future results using historical data. Put Geico and NASCAR together at races for player appearances, trivia contests, photo ops and a Pit Stop Challenge. Collected 25,000 leads over 28 days that lead to 313 inquiries for quotes. Added an arsenal of top creative talent.

CORE 1: Event/Experiential Marketing

CORE 2: Sampling

CORE 3: Sponsorship Activation/Marketing

REVENUE SPLIT: 85% B2C, 15% B2B

CLIENTS INCLUDE: Geico, Enterprise, Slingshot/Texas Tourism, Lavazza, Twitter

WEB: www.redpeg.com

RFP CONTACT: David Shackley, dshackley@redpeg.com

RE:FUEL AGENCY

DDon't mistake this Top Shop for a gas station or energy drink. Now in a growth mode, re:fuel acquired experiential agency Brite Promotions and significantly increased staff in all areas to support new business. Helped stage an event for a Gillette razor launch with 32 shave stations, 280 guests and 189 gift bags with thumb drives, razors and shave gel (69 people tested the razors). Pushed the DVD Jackass Presents: Bad Grandpa, with "grandpas" rolling around in shopping carts at hockey stadiums distributing premiums with the messaging "DVD Now in Store."

CORE 1: Event/Experiential Marketing

CORE 2: Sponsorship Activation/Marketing

CORE 3: Sampling

REVENUE SPLIT: 20% B2C, 80% B2B

CLIENTS INCLUDE: MediaVest/Walmart, Disney Interactive, Tabasco, Amazon, Pinnacle Foods

WEB: www.refuelagency.com

RFP CONTACT: Mike Underwood, munderwood@refuelagency.com

REVOLUTION

This Chicago shop is spreading out, opening offices in Detroit, MI and Minneapolis, MN, while investing in more top executives. For Red Bull, it constructed a 10,000-square-foot skate park on the 23rd floor of a skyscraper in the heart of downtown Chicago. By the second week, so many fans showed up Red Bull had to ask the pro skaters to remove location data from their social channels. Along with all the massive success of the program, rEvolution took home a 2014 Bronze PRO Award for the event.

CORE 1: Sports Marketing

CORE 2: Event/Experiential Marketing

CORE 3: Sponsorship Activation/Marketing

REVENUE SPLIT: 100% B2C

CLIENTS INCLUDE: Chipotle, Travelers, Polaris, Red Bull, Goose Island/Anheuser-Busch

WEB: www.revolutionworld.com

RFP CONTACT: Dan Eisenberg, Deisenberg@revolutionworld.com

Icon Key

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Specialties targeting African Americans, Hispanics or College Students

 **Pro Award Winner**
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RUBIK MARKETING ★ 🏠

This Top Shop now offers extensive social media programs with every experiential campaign including mobile tour microsites with integrated GPS tracking devices, custom Twitter handles and a dedicated social media feed team. Expertise in engaging kids in creative play and educational games led to the start of a dedicated subdivision—Rubik Kids. Kids that stopped by Rubik’s Smurfs pop-up village for Sony Pictures got a front row screening of “The Smurfs 2” trailer and a speedy ride down the Eiffel Tower Slide.

CORE 1: Event/Experiential Marketing
CORE 2: Sponsorship Activation/Marketing
CORE 3: Partnership/Entertainment Tie-Ins
REVENUE SPLIT: 80% B2C, 20% B2B

CLIENTS INCLUDE: Disney, Sony Pictures, Roll Global-Wonderful Pistachios, 20th Century Fox, H.J. Heinz
WEB: www.rubikmarketing.com
RFP CONTACT: Danielle Zotter, dzotter@rubikmarketing.com

RYAN PARTNERSHIP

Ryan, a division of Epsilon, has deep roots in data, customer insights and technology platforms to build robust customer profiles and focused strategies for each step of the customer journey. A cutting-edge campaign for Perrier put iconic words and Andy Warhol artwork on bottles, in stores and online, inspiring shoppers to “Take Home a Warhol.” The result? A 6% lift in sales. A focus on strategic planning capabilities and a centralized strategy team help shape client solutions.

CORE 1: CPG and Trade Promotions
CORE 2: Promotion Creative Concept/Design
CORE 3: Interactive Marketing
REVENUE SPLIT: 100% B2C

CLIENTS INCLUDE: Unilever, Nestlé Waters, Bacardi USA, Darden Restaurants GlaxoSmithKline
WEB: www.ryanpartnership.com
RFP CONTACT: Richard McDonald, Richard.mcdonald@epsilon.com

SCOUT SPORTS & ENTERTAINMENT 🏠

Driving client IQ on ROI and measurement is at the core of everything Scout does. Comprehensive strategies—using proprietary tools Scouting Report and Scorecard—are developed and customized for each client. The Eventscope service combines event feedback, sponsorship impact, audience profiling and social media conversion into an actionable report for promotional activations. Scout, the activation arm of Horizon Media, inked 61 deals in the past 12 months with 21 being new properties. Go team!

CORE 1: Sports Marketing
CORE 2: Sponsorship Activation/Marketing
CORE 3: Event/Experiential Marketing
REVENUE SPLIT: 100% B2C

CLIENTS INCLUDE: Geico, Burger King, Southern California Honda Dealers, Spike, Jack in the Box
WEB: www.horizonmedia.com/entrepreneurial/scout
RFP CONTACT: Michael Neuman, mneuman@scoutsande.com

SLANT ★

Slant is a new agency spun off of Marketing Resources last year. Chris McGuire took the reins as VP and general manager. Innovation and the development of new technologies are what’s going on under the roof of this Top Shop, like its proprietary Facebook app to run mobile-friendly promos of Facebook. A Facebook contest had 10 designers design a faceplate for the Bernina 350 Special Edition sewing machine and let people vote for their favorite to win a machine of their own.

CORE 1: Games, Contests and Sweeps
CORE 2: Promotion Creative Concept/Design
CORE 3: Promotional Planning/Development
REVENUE SPLIT: 70% B2C, 30% B2B

CLIENTS INCLUDE: Harley Davidson Financial Services, US Bank, Auto Club of Southern California, Bernina, Raising Cane’s
WEB: www.slantmarketing.com
RFP CONTACT: Chris McGuire, cmcguire@slantmarketing.com

SOHO EXPERIENTIAL 🏠

This Top Shop specializes in identifying brand advocates using new technology and awesome people. Grew staff by 33% and doubled its office space while adding new clients in the financial, electronic gaming and media segments. Worked with Bravo for a launch event for the fifth season of “Top Chef Masters” featuring seven Top Chef Masters, the world’s largest kitchen party with a red carpet entry, full-service bars and music. The event sold out in less than two minutes—300 tickets at \$100 each. Delivers custom holiday cards every year: a client and vendor favorite!

CORE 1: Event/Experiential Marketing
CORE 2: Influencer Programs
CORE 3: Sampling
REVENUE SPLIT: 95% B2C, 5% B2B

CLIENTS INCLUDE: Remy Cointreau USA, Edrington Americas, Bravo, Citibank, Electronic Arts
WEB: www.sohoexp.com
RFP CONTACT: Kate Kelley, kate@sohoexp.com

SOURCE MARKETING

Chase United Airlines cardholders got special treatment over the holidays at the VIP lounges Source popped up at upscale malls in United hub markets with free gift wrapping and bag checks. Building proprietary tools using social, behavioral and biz sciences to foster long-term brand loyalty. Kersten Rivas joined as president from managing director for Havas Worldwide NY. John Dunn joined—after a 10-year run with HBO—to grow the newly formed sports and entertainment division. Its softball team is AWESOME!

CORE 1: Promotional Marketing
CORE 2: Event/Experiential Marketing
CORE 3: Interactive Marketing
REVENUE SPLIT: 90% B2C

CLIENTS INCLUDE: BIC Consumer Products
WEB: www.source-marketing.com
RFP CONTACT: Mark Toner, toner@source-marketing.com

THE STRATEGIC AGENCY 🏆 🏠

This boutique agency with a serious foothold in sports and entertainment has increased staff, moved into a new office, expanded social and digital media capabilities and executed a campaign highlighting the new agency logo/identity, website, and new account wins. Ran a killer promo for Under Armour at Grand Central Terminal to launch the new Speedform Apollo running shoe line. Put together a partnership between client Labatt and USA Hockey to stage Labatt-sponsored local pond hockey tournaments across the country. (Passed Bud Light in in-arena sales in key markets: SCORE!)

CORE 1: CPG and Trade Promotions
CORE 2: Event/Experiential Marketing
CORE 3: Sports Marketing
REVENUE SPLIT: 100% B2C

CLIENTS INCLUDE: North American Breweries, Under Armour, Constellation, New York Life, Starter (Iconix)
WEB: www.thestrategicagency.com
RFP CONTACT: Dave Beck, dbeck@thestrategicagency.com

SWITCH LIBERATE YOUR BRAND ★

This Top Shop added Crimson Hexagon, Experian Simmons and Qualtrics for a deeper dive into consumer insights, including social trends and sentiment for better program and promo development. Designed, built and manned a 53-foot “Yellow Submarine” float for a Mardi Gras parade. Won a 2014 Silver PRO Award for the “Budweiser Mobile Brewmaster Tour” that paid homage to the brand’s 7-step, 30-day brewing process via a 48-foot trailer with five brewing zones. Must be time to pop open a cold one!

CORE 1: Event/Experiential Marketing
CORE 2: Sampling
CORE 3: Sales Promotion
REVENUE SPLIT: 95% B2C, 5% B2B

CLIENTS INCLUDE: Anheuser-Busch Inbev, Coca-Cola North America, Primerica, 5 Hour Energy, Ascension Health
WEB: www.liberateyourbrand.com
RFP CONTACT: Chris Jobst, chris@theswitch.us

Icon Key

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

🏆 **Pro Award Winner**
Won a 2014 PRO Award

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

🏠 **Indie**
Independent shops

🌐 **International**
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2015 PROMO TOP Shops LIST

TEAM DIGITAL PROMOTIONS

This year, teamDigital and Project Support Team became team-Digital Promotions to simplify its identity with a focus on digital marketing. Also partnered with Offerpop to leverage its digital marketing platform. These promotion experts combine decades of experience as evidenced by the "Xfinity Watchathon" where Comcast subscribers could binge-view their favorite shows with incentives like Caribbean Pirate Excursions and home entertainment systems that drove a 48% entry conversion. Dog lovers work here.

CORE 1: Games, Sweeps and Contests
CORE 2: Promotion Planning/Development
CORE 3: Promotion Creative Concept/Design
REVENUE SPLIT: 70% B2C, 30% B2B

CLIENTS INCLUDE: MasterCard, NFL, Comcast XFINITY, The Weather Channel, The Marketing Arm
WEB: www.teamdigital.com
RFP CONTACT: Patty Ryan, pryan@teamdigital.com

TEAM ENTERPRISES

This 25-year-young shop likes the nightlife, staging events and experiences for alcohol brands like Bacardi and MillerCoors, as well as summer events for Sparkling Ice and sports campaigns for US Cellular. An update to its proprietary event-management system allows field reps to upload photo, video and copy from activations. Team's full suite of digital services integrates its field-work with Tumblr, targeted emails, branded websites and other online mediums. Free lunch on Mondays!

CORE 1: Influencer Programs
CORE 2: Sampling
CORE 3: Sponsorship Activation/Marketing
REVENUE SPLIT: 90% B2C, 10% B2B

CLIENTS INCLUDE: Sparkling Ice, US Cellular, Bacardi USA, MillerCoors, Volkswagen
WEB: http://teament.com
RFP CONTACT: Michael Shea, mshea@teament.com

TEAM EPIC

Epic's creative prowess—and depth sponsorship and lifestyle marketing—was on full view during Super Bowl XLVIII when it supported 11 NFL sponsor brands, including nine different programs on Super Bowl Boulevard. Overhauled digital, including hiring Gavin Blawie of Coca-Cola and Oreo fame; elevated B2B work and gained expansive global resources when its parent company was acquired by Dentsu. Won a 2014 PRO Award for its Duracell NFL—Derrick Coleman "Trust Your Power" promo.

CORE 1: Sports Activation/Marketing
CORE 2: Sports Marketing
CORE 3: Event/Experiential Marketing
REVENUE SPLIT: 95% B2C, 5% B2B

CLIENTS INCLUDE: AT&T, Toyota, Mars, P&G, FedEx
WEB: www.anepiccompany.com
RFP CONTACT: Mike Reisman, mike.reisman@anepiccompany.com

TIC TOC

Tic Toc implemented e-codes and digital rewards as incentives and has adopted digital processes such as digital receipt verification and peer-to-peer digital recognition to position clients as leading-edge marketers. Entered into an agreement to deliver in-country award fulfillment in 70+ countries in 16 languages. Specialized social/digital services include a photo contest engine, augmented reality and app development. For those not in the know, Tic Toc is an acronym for The Imagination Company, Tomorrow's Original Concepts.

CORE 1: Influencer Programs
CORE 2: Loyalty/Retention Marketing
CORE 3: Promotional Marketing
REVENUE SPLIT: 75% B2C, 25% B2B

CLIENTS INCLUDE: Shell, 7-Eleven, Omni Hotels, Nokia, Nutella
WEB: www.tictoc.com
RFP CONTACT: Paul Gittermeier, paulg@tictoc.com

TIPTON & MAGLIONE

An increase in staff to better service clients and a restructuring of internal systems to ensure efficient procedures keeps this shop humming. It expanded B2B services with trade show design, corporate branding and B2B collateral development. The national mobile marketing and sampling tour, "On the Road with Cassillero Wine" traveled for 10 weeks via two 36-foot RVs making stops at grocery and chain liquor store parking lots. Sampling was brisk.

CORE 1: CPG and Trade Promotions
CORE 2: Promotion Creative Concept/Design
CORE 3: Event/Experiential Marketing
REVENUE SPLIT: 100% B2C

CLIENTS INCLUDE: Canon USA, Thompson's Water Seal, Paesana Pasta Sauce, Mezzacorona Wine, Green Giant Fresh
WEB: www.tiptonandmaglione.com
RFP CONTACT: Martin Maglione, martin@tiptonandmaglione.com

TPN

This well-oiled machine likes to say it "reimagines retail," as evidenced by its 2014 PRO Award-winning program, "Liquid-Plumr Scores In-store with Hunky Plumrs." Floor talkers designed with the torso and legs of a hot Plumr led shopper's eyes to where Liquid-Plumr is shelved. A color-coded guide helped her find the right product for the problem. A new managing director at the Bentonville office further entrenches its Walmart relationship. A new deal with GroundCntrl, a mobile data/analytics platform, provides tools for real-time analytics.

CORE 1: Retail (in-store) Marketing
CORE 2: Shopper Marketing
CORE 3: Promotional Marketing
REVENUE SPLIT: 100% B2C

CLIENTS INCLUDE: 7-Eleven, Bank of America, Clorox Co., Hershey Co., Safeway
WEB: www.tpnretail.com
RFP CONTACT: Liz Schwab, liz_schwab@tpnretail.com

TRACK MARKETING GROUP

An in-house network of social media influencers and celebrities can be quickly tapped for clients. Take the development of a premium gifting device and social influencer strategy to introduce the House of Marnier Lapostolle's new spirit, GM Titanium, to key influencers and celebs across five major test markets, who in turn shared their experiences with the brand. Now offers full creative services—brand identity, packaging design, traditional print and digital media.

CORE 1: Event/Experiential Marketing
CORE 2: Sponsorship Activation/Marketing
CORE 3: Influencer Programs
REVENUE SPLIT: 95% B2C, 5% B2B

CLIENTS INCLUDE: PepsiCo, Beats Music, Grand Marnier, Brownie Brittle, Latinworks
WEB: www.trackmarketing.net
RFP CONTACT: Alex Frias, alex@trackmarketing.net

TRCO MARKETING

TRCo Marketing is a global leader in providing and managing lifestyle reward promotions for the world's biggest brands. TRCo's unique model is based on rewarding every consumer within a promotion, as opposed to sweepstakes, by leveraging a nationwide networks of reward partners that offer high-value experiences for a fraction of their market cost. Popular rewards include free Beauty Treatments, Concert and Movie Tickets, Dining Experiences, Theme Park Entrance, Personal Training Sessions and more. Versatile with their campaign mechanics, TRCo has streamlined the customer experience by using mobile receipt scanning technology to validate purchase and issue rewards automatically.

CORE 1: Sales Promotion
CORE 2: Promotional Marketing
CORE 3: Loyalty/Retention Marketing
REVENUE SPLIT: 80% B2C, 20% B2B

CLIENTS INCLUDE: Intel Corp., Luxottica, L'Oreal, Unilever
WEB: www.trcoworld.com
RFP CONTACT: Andrew Mockridge, mockridge@trcoworld.com

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TWO/TEN

Two/Ten is named after every shopper's two eyes and 10 fingers to engage them wherever they are. It put in place a deeper focus on its consumer-first philosophy, added more consumer research tools to integrate consumers in the process—online surveys and one-to-one interviews—and increased media buying capabilities. A sweeps to introduce ICEE Zero water enhancer over the summer included digital and a social referral coupon that generated 80K referrals. The promo wrapped with more than 165,000 entries. Now THAT'S cool.

CORE 1: Promotional Marketing

CORE 2: Shopper Marketing

CORE 3: Partnership Marketing

REVENUE SPLIT: 100% B2C

CLIENTS INCLUDE: Hillshire Brand, Saputo Cheese, American Girl, Perdue Farms, Heartland Food Group

WEB: www.twotenagency.com

RFP CONTACT: Kevin Keating, kevin.keating@hangar-12.com



VERTICAL MARKETING NETWORK

Tripled office space in the Burbank office to meet near-term client growth and to keep pace with the Hollywood entertainment community in providing partnering opportunities for brands. Bolstered creative offering by adding a creative director to lead the entertainment group's visual communications. Reversed share and revenue loss trends for Golden West Casino with "The King of Cash" character that embodied fun and winning. Female court jesters escorted him around town and at the casino to give away promo chips and cash.

CORE 1: Promotional Marketing

CORE 2: Event/Experiential

REVENUE SPLIT: 88% B2C, 12% B2B

CLIENTS INCLUDE: Warner Bros. Home Entertainment, Dannon Co., DC Entertainment, Golden West Casino, Arla Foods

WEB: www.verticalmarketing.net

RFP CONTACT: Phillip Saifer, info@verticalmarketing.net

UPSHOT

This PRO Award-winning agency enhanced its media resources and bolstered video production capabilities. A promo for New Balance came to life in the run up to the Boston Marathon via print, outdoor, transit ads, displays and installations along the race route. The store hit its largest single-day sales in history and sold out of the limited edition Boston Marathon shoe featured in the campaign. To celebrate 20 years in business, the "Upshot 20 for 20" gave every employee \$20 for each year worked to do something good with in its hometown, Chicago.

CORE 1: Promotional Marketing

CORE 2: Shopper Marketing

CORE 3: Interactive Marketing

REVENUE SPLIT: 100% B2C

CLIENTS INCLUDE: Corona Extra, Subway Restaurants, P&G, New Balance, Kraft Foods

WEB: www.upshot.net

RFP CONTACT: Kristie Ritchie, kristieritchie@upshotmail.com



WUNDERMAN

Catching the tail winds of NASCAR, Wunderman pumped out a promo for a free Bloomin' Onion at Outback Steakhouses every Monday following a top-10 finish by Outback's driver Ryan Newman. The result? A checkered flag! Ryan drove to 18 top 10 finishes and traffic increased 8.5% while sales jumped 6.5% on Bloomin' Mondays. New executive creative director, Greg Auer, is onboard. Watch for an updated logo and brand look—both inside and out—from this Top Shop. Employees got a snow day in August.

CORE 1: Promotional Marketing

CORE 2: Retail (in-store) Marketing

CORE 3: Event/Experiential Marketing

REVENUE SPLIT: 100% B2C

CLIENTS INCLUDE: Burger King, Microsoft Xbox, Nestlé, Bloomin' Brands (Outback Steakhouse & Bonefish Grill), AARP

WEB: www.wunderman.com/wunderman3.com

RFP CONTACT: Scott Krueger, scott.krueger@wunderman.com