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**CHIEF MARKETER UNVEILS CHIEF MARKETER 200: FIRST-EVER EDITORIAL LIST
OF TOP 200 NON-ADVERTISING AGENCIES SERVING THE U.S.**

Industry's first and only comprehensive list of best engagement and activation agencies across 11 categories and specialties shines spotlight on the fastest-growing channels of modern marketing

Norwalk, CT, December 1, 2017 – Chief Marketer, a leading publisher of content, recognition programs and training events for Fortune 1000 marketers, today unveiled the [Chief Marketer 200](#). It is the world's first and only comprehensive editorial list of the best non-advertising agencies.

The CM200 features editorial listings and coverage of agencies spanning 11 categories, including Experiential, Sports & Entertainment, Promotion, Retail/Shopper, Digital/Content, Social Media, Design and Innovation, B2B Demand Gen, B2B Brand Engagement Marketing, B2B Experiential Marketing and Martech. Editorial profiles include details on core capabilities and specializations, examples of outstanding work, insights on culture and people, client examples and RFP contact information.

“The marketing landscape has changed dramatically in the past decade. Advertising is no longer driving the rest of the marketing mix,” says Jessica Heasley, Content Director at Chief Marketer. “Non-advertising spending is on the rise because it speaks to the wants and needs of today's customers. The Chief Marketer 200 helps marketing professionals navigate this vibrant and fast-moving community of agencies and gives them insights to seek out the right partners for their brands.”

Chief Marketer's editors accepted submissions from across the country for the CM200 earlier this fall. Winners were selected based on several criteria including: insightful client testimonials; outstanding case study submissions; high caliber, consistent work across programs and clients; innovative and creative executions; and bold and inspiring concepts and ideas that are moving the industry forward. The 200 agencies selected for this year's inaugural program are thought leaders in their craft and representative of the best of the marketing industry. The CM200 is sponsored by [Sysomos](#).

ABOUT CHIEF MARKETER

Chief Marketer, an Access Intelligence brand, provides marketers and aspiring CMOs with content, ideas, recognition and events that help them make smarter decisions with their marketing budgets. It offers data-driven industry intelligence, actionable insights, inspiring case studies and the latest technology trends so marketers can improve their campaigns and increase ROI. CM has more than 150,000 readers who rely on its content and live-event resources to help them cut through the noise and find the solutions necessary to optimize their performance. In addition to the Chief Marketer 200, Chief Marketer also produces the PRO Awards and annual training events including Leaders of Brand Activation and B2B Leadscon. Learn more at chiefmarketer.com.

ABOUT ACCESS INTELLIGENCE

Access Intelligence, a portfolio company of Veronis Suhler Stevenson, is a b-to-b media, event and information company serving the media, PR, cable, healthcare management, defense, chemical engineering, satellite and aviation markets. Leading brands include PR News, AdMonsters, Cynopsis, Cablefax, Folio:, Event Marketer, LeadsCon, Chief Marketer, MultiChannel Merchant, Media Industry Newsletter, Defense Daily Network, Aviation Today, Studio Daily, Power, Via Satellite and Exchange Monitor. Market-leading events include LeadsCon, AdMonsters Operations and Publisher Summits, Folio: Show, Experiential Marketing Summit, EventTech, SATELLITE 2018, OR Manager, LDC Gas Forums, Clean Gulf, ELECTRIC POWER and Western Power Summit. Learn more at accessintel.com.

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