

2011

# 100

**PROMO**

## **TOP 100 U.S. PROMOTION AGENCIES**

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

PROMO also highlights agencies by marketing specialty and profiles some of the standouts in the following categories: Event/Experiential, Interactive, Promotional Products, Retail (in-store) and Social.

**NEW THIS YEAR**, PROMO is also breaking out the top ranked agencies by client specialty, including Automotive, CPG, Sports/Entertainment and Retailer.

**BE SURE TO WATCH FOR THE FULL EDITORIAL COVERAGE OF THE PROMO 100 IN THE AUGUST/SEPTEMBER ISSUE OF CHIEF MARKETER MAGAZINE.** The coverage will include the unveiling of PROMO's pick for Agency of the Year. In addition, the coverage will include a profile of one of the top agencies in each of the breakout categories. So stay tuned. In the meantime, let's get to this year's ranking of the 2011 PROMO 100 agencies.

2011 RANK	AGENCY/PRIMARY SERVICES	2010 U.S. NET REVENUE	2008-2010 GROWTH (%)	AGENCY AGE
1	<b>DRAFTFCB, CHICAGO, IL</b> Laurence Boschetto; 312-425-5000; Promotional and retail marketing, shopper marketing, digital and social/mobile, experiential/event marketing, direct and CRM	\$644,000,000*	9	5
2	<b>DIGITAS, BOSTON, MA</b> Laura Lang; 617-867-1000; Digital/direct, measurement/analytics, media activation, promotions/branded content, social/mobile marketing	502,000,000*	7	31
3	<b>WUNDERMAN, NEW YORK, NY</b> Daniel Morel; 212-941-3000; Promotion, retail, sponsorship/event/partnership, digital, CRM/direct/loyalty	446,000,000*	12	53
4	<b>ASPEN MARKETING SERVICES, WEST CHICAGO, IL</b> Patrick J. O'Rahilly; 800-848-0212; Digital marketing, direct marketing, advanced analytics, social media, event marketing	284,917,600	(-12)	25
5	<b>BDA, WOODINVILLE, WA</b> Jay Deutsch; 425-492-6111; Sales promotion, branded merchandise, sports sponsorship activation & promotions, entertainment marketing	253,352,000	11	27
6	<b>INTEGRATED MARKETING SERVICES, IRVINE, CA</b> Tanya Domier; 949-797-2900; In-store promotions, shopper & consumer marketing, retailer-based marketing, experiential/event marketing	236,000,000	130	11
7	<b>MOMENTUM WORLDWIDE, NEW YORK, NY</b> Chris Weil; 646-638-4500; Promotions, events/experiential, sponsorship, retail/shopper marketing, digital	189,000,000*	40	24
8	<b>EURO RSCG WORLDWIDE, NEW YORK, NY</b> David Jones; 212-886-4100; Direct marketing, CRM, interactive/social media, promotion/retail creative, events/sponsorships	185,000,000*	16	20
9	<b>MARKETSTAR CORPORATION, OGDEN, UT</b> Dave Treadway; 800-877-8259; Product training/shopper marketing, assisted selling/pop-up retail, event/promotional marketing	148,000,000*	13	23
10	<b>THE INTEGER GROUP, LAKEWOOD, CO</b> Mike Sweeney; 303-393-3000; Promotional marketing, retail/shopper marketing, digital retail marketing, field marketing, Hispanic marketing	145,000,000*	1	18
11	<b>GEORGE P. JOHNSON, AUBURN HILLS, MI</b> Robert G. Vallee Jr.; 248-475-2500; Creative/design/strategy, event management, fabrication/production, multimedia production, digital	134,528,766*	(-16)	97
12	<b>TRACYLOCKE, DALLAS, TX</b> Beth Ann Kaminkow; 214-259-3500; Consumer promotions, concept/creative development, shopper/customer marketing, partnership marketing	122,400,000*	(-3)	98
13	<b>G2 WORLDWIDE, NEW YORK, NY</b> Joe Celia; 212-537-7300; Digital/interactive marketing, promotional/experiential marketing, shopper marketing, relationship marketing, branding & design	121,000,000*	(-17)	11
14	<b>LIVE NATION NETWORK, NEW YORK, NY</b> Russell Wallach; 917-421-4000; Experiential, digital, sponsorship, promotions, b2b	113,350,000*	18	6
15	<b>THE MARKETING ARM, DALLAS, TX</b> Ray Clark; 214-259-3200; Digital, entertainment, sports, experiential, shopper marketing	108,200,000*	7	18
16	<b>ARNOLD BRAND EXPERIENCE, BOSTON, MA</b> Andrew Bennett; 617-587-8000; Event/mobile/sampling activation & production, digital promotions, social marketing/WOM marketing	99,000,000*	26	65

\*Revenue and growth estimated by Promo editors; not verifiable

2011 RANK	AGENCY/PRIMARY SERVICES	2010 U.S. NET REVENUE	2008-2010 GROWTH (%)	AGENCY AGE
17	<b>GMR MARKETING, NEW BERLIN, WI</b> Gary Reynolds; 262-786-5600; Lifestyle events (experiential), sports, entertainment, digital, retail	\$91,100,000*	(-17)	32
18	<b>JACK MORTON WORLDWIDE, BOSTON, MA</b> Josh McCall; 617-585-7000; Brand experiences, experiential/event marketing, interactive/digital/social media	82,500,000*	(-32)	72
19	<b>MARKETING DRIVE, LLC, NORWALK, CT</b> Michael Harris; 203-857-6100; Brand promotion, shopper marketing, digital/interactive, partnership marketing, cause marketing	78,700,000*	14	22
20	<b>PARAGO, LEWISVILLE, TX</b> Juli Spottiswood; 972-538-3907; Consumer & trade promotional program development & management, integrated rewards & incentive programs	75,600,000*	30	12
21	<b>OGILVYACTION, NEW YORK, NY</b> Sheila Hartnett; 212-237-4000; Experiential marketing, field marketing, shopper marketing	75,000,000*	24	4
22	<b>HAWKEYE, DALLAS, TX</b> Richard Beanland; 214-749-0080; Experiential/event marketing, digital marketing, trade/channel promotions, mobile marketing, sports marketing	72,570,000	12	12
23	<b>ARC WORLDWIDE, CHICAGO, IL</b> William Rosen; 312-220-6893; Promotional marketing, shopper marketing, digital marketing, direct/CRM/database marketing	65,600,000*	16	7
24	<b>ALCONE MARKETING GROUP, IRVINE, CA</b> Bill Hahn; 949-770-4400; Consumer promotion planning/development/implementation, shopper marketing, retail promotion/activation, digital/new media, contests/sweeps/game development and administration	65,500,000*	13	35
25	<b>RYAN PARTNERSHIP, WILTON, CT</b> David Ryan; 203-210-3000; Digital/interactive, retail/shopper marketing, consumer promotion, cultural marketing (Hispanic), direct marketing	61,063,000	(-15)	27
26	<b>AMP AGENCY, BOSTON, MA</b> Gary Colen; 617-723-8929; Experiential/events, search, media, interactive/design, creative	55,673,000	(-3)	37
27	<b>TBA GLOBAL, NEW YORK, NY</b> Lee Rubenstein; 646-445-7000; Event marketing, experiential, digital media, social media marketing	45,000,000*	(-3)	18
28	<b>EPRIZE, PLEASANT RIDGE, MI</b> Matt Wise; 248-543-6800; Interactive promotions (points-based loyalty, sweeps/contests, instant-win, trivia, social/mobile apps)	40,356,127	(-0.3)	12
29	<b>MARS ADVERTISING, INC., SOUTHFIELD, MI</b> Ken Barnett; 248-936-2200; Shopper marketing immersion/insights/planning, integrated promotion development, in-store/environmental design	39,000,000	7	38
30	<b>TEAM ENTERPRISES, FORT LAUDERDALE, FL</b> Daniel Gregory; 954-862-2400; Experiential programs, evangelists/brand ambassadors, automotive/vehicle tours, retail demonstrations	39,000,000*	4	22
31	<b>MOROCH PARTNERS, DALLAS, TX</b> Pat Kempf; 214-520-9700; In-store retail merchandising, interactive, creative, media buying/planning, PR	38,308,510	23	30
32	<b>THE MARKETING STORE, LOMBARD, IL</b> Mark Landolt; 630-693-1400; Contests/sweeps/games, loyalty marketing, youth/family marketing, shopper marketing, promotional premiums	37,000,000	-16	25

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2011 RANK	AGENCY/PRIMARY SERVICES	2010 U.S. NET REVENUE	2008-2010 GROWTH (%)	AGENCY AGE
33	<b>COLANGELO, DARIEN, CT</b> Robert J. Colangelo; 203-662-6600; 360° consumer programs, trade strategy/communications, digital/social marketing, shopper marketing	\$36,000,000*	3	18
34	<b>CATAPULT INTEGRATED SERVICES, WESTPORT, CT</b> Peter Cloutier; 203-682-4000; Retail/shopper marketing, consumer promotion, interactive, experiential, healthcare	35,782,000	26	6
35	<b>MARKETING WERKS, CHICAGO, IL</b> Scott Moller, Julie Guida; 312-228-0800; Experiential marketing, sponsorship activation, direct selling, segmentation marketing, multicultural marketing	34,457,998	22	24
36	<b>TPN, DALLAS, TX</b> Sharon Love; 214-692-1522; Shopper marketing, customer-specific marketing, consumer promotions, online/social (interactive), retail environmental design	32,900,000*	19	27
37	<b>TEAM EPIC, NORWALK, CT</b> David Grant, Alex Nieroth, Mike Reisman, Bob Wilhelmy, Harlan Stone; 203-831-2100; Sponsorship activation/planning/negotiation, events/experiential, customer entertainment, market research/measurement	31,400,000	20	12
38	<b>ERIC MOWER AND ASSOCIATES, SYRACUSE, NY</b> Eric Mower; 315-466-1000; Promotional websites, online contest/sweeps/games, retail/visual merchandising, experiential events, coupon programs	30,562,095	(-8)	52
39	<b>ISOBAR, WATERTOWN, MA</b> Darryl Gehly; 617-218-6500; Design, development, web content management/e-commerce platform implementation, social media marketing, mobile design	27,000,000*	n/a	18
40	<b>BFG COMMUNICATIONS, HILTON HEAD ISLAND, SC</b> Kevin Meany; 843-837-9115; Integrated promotions, interactive/digital/social media, experiential programming, event/sponsorship marketing	26,673,890	(-7)	16
41	<b>PIERCE, PORTLAND, ME</b> Bob Martin; 207-523-1700; Mobile marketing, sampling, retailtainment, mall marketing, guerrilla/street programs	26,500,000*	(-38)	21
42	<b>CMD, PORTLAND, OR</b> Phil Reilly; 503-223-6794; Interactive/digital marketing, advertising, film/video, promotions, earned media	26,300,000	15	33
43	<b>ALLIED INTEGRATED MARKETING, BOSTON, MA</b> Clint Kendall; 617-859-4800; Publicity & promotions, media planning/placement, experiential/events, creative, digital	26,000,000	(-23)	24
44	<b>UPSHOT, CHICAGO, IL</b> Brian Kristofek; 312-943-0900; Integrated promotion, shopper/retail marketing, interactive marketing, regional marketing, brand marketing	25,140,000*	13	17
45	<b>SOURCE MARKETING, NORWALK, CT</b> Derek Correia; 203-291-4000; Integrated campaign strategy/planning/development/execution, interactive, experiential, retail/shopper marketing	25,000,000*	33	22
46	<b>ACTIVE NETWORK, MEDIA + MARKETING, SAN DIEGO, CA</b> Dave Alberga; 877-228-4808; Online media, product sampling, WOM marketing, event marketing, research services	21,000,000*	25	11
47	<b>MR YOUTH, NEW YORK, NY</b> Matt Britton; 617-378-8515; Digital/social marketing, WOM, technology/application development, experiential marketing, promotional marketing	20,000,000*	112	9
48	<b>CSE, ATLANTA, GA</b> Lonnie Cooper; 770-955-1300; Corporate marketing/promotions, athlete representation, event management, digital development	19,860,000	4	25

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2011 RANK	AGENCY/PRIMARY SERVICES	2010 U.S. NET REVENUE	2008-2010 GROWTH (%)	AGENCY AGE
49	<b>LEGACY MARKETING PARTNERS, CHICAGO, IL</b> Kevin Berg; 312-799-5477; Field marketing, sponsorship activation, branded experiences, corporate events, experiential	\$18,541,000	12	8
50	<b>CIRCLE ONE, NORWALK, CT</b> Michael Dill, Mark Szuchman; 203-286-0550; Promotional marketing, advertising, creative development, interactive, customer marketing	18,390,258	112	10
51	<b>BRITE PROMOTIONS, CRANBURY, NJ</b> Bruce Friedman; 609-619-8704; Experiential marketing, branded entertainment, sponsorship platforms, sampling, non-traditional media	17,082,637	74	0
52	<b>GAGE MARKETING GROUP, LLC, MINNEAPOLIS, MN</b> Tom Belle; 763-595-3800; Consumer/channel promotion programs, promotion strategy/development/execution, digital design/development	15,023,000	3	19
53	<b>SWITCH LIBERATE YOUR BRAND, ST. LOUIS, MO</b> Mike O'Neill; 314-206-7700; Field marketing events/experiential, business meetings, exhibits/environments, sales promotion, digital media	14,400,000	(-5)	3
54	<b>RIVET, CHICAGO, IL</b> Paul Mead; 312-799-4000; Promotions, retail/shopper marketing, interactive/digital, CRM, advertising	14,000,000*	-21	4
55	<b>MASTERMIND MARKETING, ATLANTA, GA</b> Dan Dodson; 678-420-4000; Social promotion initiatives, digital promotion initiatives, mobile promotion initiatives, traditional promotion initiatives	11,925,000	4	27
56	<b>PROMOSHOP INC., LOS ANGELES, CA</b> Guillermo Kahan; 310-821-1780; Promotional products, giveaway items, awards/recognition, online stores, ecoproducts	11,800,000*	(-15)	13
57	<b>JHE PRODUCTION GROUP, HARRISBURG, NC</b> Jay Howard; 704-455-8888; Sports marketing/activation, mobile marketing, events/experiential, video creation, graphic creation	11,502,706	(-13)	24
58	<b>PGW EXPERIENCE, VENICE, CA</b> Russ Jones; 310-664-7005; Grassroots/guerrilla/sampling/sales, event production/activation, vehicle-based mobile marketing, media stunt marketing	10,701,168	667	13
59	<b>TRIS3CT, CHICAGO, IL</b> Richard Thomas; 312-733-1303; Promotional marketing/advertising, retail marketing, shopper marketing, interactive, mobile	10,200,000	171	6
60	<b>LEADDOG MARKETING GROUP, NEW YORK, NY</b> Dan Mannix; 212-488-6500; Experiential marketing, digital/interactive, strategic marketing/partnership marketing, promotional contest/sweeps	9,328,345	20	12
61	<b>RPM CONNECT, MINNEAPOLIS, MN</b> Joseph Robinson; 612-204-9790; Retail/shopper marketing, consumer promotion, cultural marketing, experiential marketing	8,823,000	4	3
62	<b>NEXT MARKETING, ATLANTA, GA</b> Henry Rischitelli; 770-225-2200; Event marketing, mobile marketing (vehicular), sports marketing, channel marketing	8,500,000	(-24)	18
63	<b>REVOLUTION, CHICAGO, IL</b> John Rowady; 312-529-5850; Sports marketing, sponsorship consulting, sponsorship media/promotion, mobile marketing/events, sponsorship research	8,210,000*	55	10
64	<b>AUTOMOTIVE EVENTS, INC., ROCKY RIVER, OH</b> John R. Thorne; 440-356-1383; Press events, sales training, consumer marketing, motorsports management, AOR	8,136,075	(-46)	36
65	<b>GEPPETTO GROUP, NEW YORK, NY</b> Julie Halpin; 212-462-8140; Integrated youth/family marketing, digital marketing/promotions, affinity programs/content, event creation, advertising	8,000,000*	60	14

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2011 RANK	AGENCY/PRIMARY SERVICES	2010 U.S. NET REVENUE	2008-2010 GROWTH (%)	AGENCY AGE
66	<b>SOURCE COMMUNICATIONS, HACKENSACK, NJ</b> Larry Rothstein; 201-343-5222; Retail marketing, sports/event marketing, interactive, direct marketing, content development	\$7,679,346	28	28
67	<b>FULLHOUSE, MILWAUKEE, WI</b> Glenn Kleiman; 414-271-4001; Web strategy/development, brand marketing ideation/strategy, mobile marketing technology/app design/execution	7,479,457	(-24)	22
68	<b>THE MICHAEL ALAN GROUP, NEW YORK, NY</b> Jonathan Margolis; 212-563-7656; National tours, stunts/events, street teams	7,400,000*	95	10
69	<b>SHUMSKY ENTERPRISES, DAYTON, OH</b> Michael Emoff; 937-223-2203; Creative logo branding/promotional product campaigns, online company store programs/fulfillment/distribution, web design	6,507,222	12	58
70	<b>MARDEN-KANE, INC., GARDEN CITY, NY</b> Marc Wortsman; 516-365-3999; Interactive promotion/creative/concept/website development/analytics, contest judging/user-generated content	6,171,111	(-22)	54
71	<b>MARLIN ENTERTAINMENT, WESTPORT, CT</b> Neal Frank; 203-255-6100; Events, multiplatform, sweeps, viral/buzz, sponsor activation	6,050,000	2	21
72	<b>BLUE CHIP MARKETING WORLDWIDE, NORTHBROOK, IL</b> Stanton Kawer; 847-418-8000; Shopper marketing, digital promotion, sports marketing, consumer promotion, event marketing	5,949,338	34	29
73	<b>MEDIA LOGIC, ALBANY, NY</b> David M. Schultz; 518-456-3015; Social promotions, interactive promotions retail promotions, event/tradeshows/experiential promotions	5,781,655	(-48)	27
74	<b>IGNITION, FITZGERALD, GA</b> Susan Driscoll; 678-701-0369; Brand activation campaign management, experiential marketing (tours/events), sustainability/cause marketing	5,698,927	6	14
75	<b>COLLABORATIVE MARKETING GROUP, INC., WHEATON, IL</b> Garrett Plepel; 630-871-1934; Shopper marketing, cross merchandising support, sweeps fulfillment, graphic design, national promotions	5,588,783	90	11
76	<b>REDPEG MARKETING, ALEXANDRIA, VA</b> Brad Nierenberg; 703-519-9000; Mobile marketing, event marketing, nightlife marketing, social media/digital media	5,450,375	(-6)	16
77	<b>SAGE COLLECTIVE, NEW YORK, NY</b> Craig Connelly; 212-479-1039; Lifestyle experiential marketing programs, sponsorship management/activation, strategic marketing consultation	5,250,000*	35	23
78	<b>BOTTLEROCKET MARKETING GROUP, NEW YORK, NY</b> John Zamoiski; 212-981-2971; Strategic alliances, events/experiential, consumer/trade promotional marketing, digital promotion, entertainment	5,226,749	88	8
79	<b>LAUNCH CREATIVE MARKETING, CHICAGO, IL</b> Kevin Keating; 312-870-9100; Shopper marketing/merchandising, digital/mobile, consumer promotion, package design, branding	5,213,808	21	38
80	<b>DON JAGODA ASSOCIATES, MELVILLE, NY</b> Don Jagoda; 631-454-1800; Contest/sweeps/games, premiums/premium fulfillment, Facebook promotions, sweepstakes prizes/fulfillment	5,089,016	-25	49
81	<b>TENTHWAVE DIGITAL LLC, MELVILLE, NY</b> Steve Caputo; 631-414-7340; Technology, premiums/prizes, administration, creative, account management	4,941,196	70	1
82	<b>FUSE, BURLINGTON, VT</b> Bill Carter; 802-864-7123; PR, brand strategy, event marketing, digital, design	4,875,864	19	16

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83	<b>PRICWEBER MARKETING COMM, INC., LOUISVILLE, KY</b> Shanna J. Columbus; 502-499-9220; Branding, digital media development, sales promotion, advertising, PR	\$4,826,981	(-23)	43
84	<b>PICTURE MARKETING, NOVATO, CA</b> Ron Tonini; 415-892-9000; Viral/social marketing, experiential marketing, photo activation, event marketing, digital+live	3,763,548	252	9
85	<b>ALL TERRAIN, CHICAGO, IL</b> Sarah Eck-Thompson, Brook Jay; 312-588-3710; Experiential/event marketing/sponsorship activation, street teams/sampling, design	3,250,216	31	13
86	<b>MARKETINGLAB, INC., MINNEAPOLIS, MN</b> Richard Butwinick; 612-823-2292; Shopper marketing, consumer promotion, retail marketing, social marketing, entertainment marketing	3,195,630	61	11
87	<b>VERTICAL MARKETING NETWORK, TUSTIN, CA</b> Philip B. Saifer; 714-258-2400; Integrated marketing planning, creative services, social media marketing, shopper marketing, contest/sweeps implementation	2,960,158	(-30)	15
88	<b>THE SPECIALIZED MARKETETING GROUP, INC. (TSMGI), DEERFIELD, IL</b> Jordan Bressler; 847-267-9200; Sports marketing, events/experiential marketing, promotional marketing programs	2,905,106	38	11
89	<b>GWP INC., MONTCLAIR, NJ</b> Eric Lanel; 973-746-0500; Website design, product placement, viral/buzz marketing, new brand identity, in-store signage	2,850,000	36	20
90	<b>THE A TEAM, NEW YORK, NY</b> Andrew Cohen; 212-239-0499; Promotion planning, sweeps, interactive/social media, event marketing, CRM	2,750,000	7	12
91	<b>VENTURA ASSOCIATES INTERNATIONAL LLC, NEW YORK, NY</b> Marla Altberg; 212-302-8277; Judging/administration, creative/consulting services, rules/legal copy review, online creative	2,645,100	(-13)	40
92	<b>BECORE, LOS ANGELES, CA</b> Mark Billik; 213-747-3123; Event/experiential, interactive, brand strategy, promotional product supplier, social media management	2,493,611	80	12
93	<b>IMC, HOLMDEL, NJ</b> Robert Zick; 732-332-0515; Strategic planning, promotion development, trade marketing, web design/new media, design collateral materials	2,419,646	(-2)	2
94	<b>PROMOTIONAL ALLIANCE INTERNATIONAL, INC., RANCHO CUCAMONGA, CA</b> Brent Shigenaka; 909-944-9139; Retail marketing, premium promotions	2,243,223	(-20)	8
95	<b>BARC INTEGRATED MARKETING, SAN FRANCISCO, CA</b> John Randazzo, Sr.; 415-992-4800; Strategic/promotion planning, creative/concept development, consumer advertising, trade marketing, online	2,100,055	(-6)	22
96	<b>BRAND FUEL, INC, MORRISVILLE, NC</b> Robert Fiveash, Danny Rosin; 919-447-4949; Promotional items, corporate apparel, online stores/web development, marketing	2,085,904	(-27)	13
97	<b>THE VOX GROUP, EL SEGUNDO, CA</b> Shawn Sedlacek; 310-535-5510. Experiential marketing, event management, corporate services, street team marketing, creative design	2,050,000	(-4)	27
98	<b>TIPTON &amp; MAGLIONE, GREAT NECK, NY</b> Martin Maglione; 561-466-0093; Sales promotion planning/conceptual development, POS design/production/printing, corporate ID/branding	1,900,000	(-3)	28
99	<b>4ORCE, SAINT LOUIS, MO</b> Dan Curran; 314-881-1900; Social, promotions, web development, SEM, branding	1,860,970	46	5
100	<b>FORMULA STREET, INC., EL SEGUNDO, CA</b> Michael Olguin; 424-217-2152; Sampling, mobile marketing, staffing, large scale events, PR events/stunts	1,543,072	448	3

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## Top Agencies with a Promotional Marketing Speciality in:

### EVENT/EXPERIENTIAL

TOP 10	Agency	2010 revenue	Agency	2010 revenue
	1. Momentum Worldwide	\$189,000,000*	6. Jack Morton Worldwide	\$82,500,000*
	2. George P. Johnson	134,528,766*	7. TBA Global	45,000,000*
	3. Live Nation Network	113,350,000*	8. TEAM Enterprises	39,000,000*
	4. Arnold Brand Experience	99,000,000*	9. Marketing Werks	34,457,998
	5. GMR Marketing	91,100,000*	10. Pierce	26,500,000*

\*Revenue estimated by Promo

### INTERACTIVE

TOP 10	Agency	2010 revenue	Agency	2010 revenue
	1. Digitas	\$502,000,000*	6. AMP Agency	\$55,673,000
	2. Wunderman	446,000,000*	7. ePrize	40,356,127
	3. Aspen Marketing Services	284,917,600	8. Isobar	27,000,000*
	4. Euro RSCG Worldwide	185,000,000*	9. Mr Youth	20,000,000*
	5. hawkeye	72,570,000	10. Gage Marketing Group, LLC	15,023,000

\*Revenue estimated by Promo

### PROMOTIONAL PRODUCTS

TOP 5	Agency	2010 revenue	Agency	2010 revenue
	1. BDA	\$253,352,000	4. Specialized Marketing Group, Inc. (TSMGI)	\$2,905,106
	2. PromoShop Inc.	11,800,000*	5. Brand Fuel, Inc.	2,085,904

3. Shumsky Enterprises 6,507,222

\*Revenue estimated by Promo

### RETAIL

TOP 10	Agency	2010 revenue	Agency	2010 revenue
	1. Integrated Marketing Services	\$236,000,000	6. Marketing Arm, The	\$108,200,000*
	2. MarketStar Corporation	148,000,000*	7. Marketing Drive, LLC	78,700,000*
	3. Integer Group, The	145,000,000*	8. Alcone Marketing Group	65,500,000*
	4. TracyLocke	122,400,000*	9. MARS Advertising, Inc.	39,000,000
	5. G2 Worldwide	121,000,000*	10. Moroch Partners	38,308,510

\*Revenue estimated by Promo

### SOCIAL

TOP 10	Agency	2010 revenue	Agency	2010 revenue
	1. Digitas	\$502,000,000*	6. Switch Liberate Your Brand	\$14,400,000*
	2. Euro RSCG Worldwide	185,000,000*	7. Mastermind Marketing	11,925,000
	3. hawkeye	72,570,000	8. Shumsky Enterprises	6,507,222
	4. ePrize	40,356,127	9. Media Logic	5,781,655
	5. Mr Youth	20,000,000*	10. Don Jagoda Associates	5,089,016

\*Revenue estimated by Promo

## Top Agencies with Client Specialties in:

### AUTOMOTIVE

TOP 5	Agency	2010 revenue	Agency	2010 revenue
	1. Aspen Marketing Services	\$284,917,600	4. Sage Collective	\$5,250,000*
	2. Next Marketing	8,500,000	5. All Terrain	3,250,216
	3. Automotive Events, Inc.	8,136,075		
			*Revenue estimated by Promo	

### CONSUMER PACKAGED GOODS

TOP 10	Agency	2010 revenue	Agency	2010 revenue
	1. Draftfcb	\$644,000,000*	6. Marketing Arm, The	\$108,200,000*
	2. Euro RSCG Worldwide	185,000,000*	7. Marketing Drive, LLC	78,700,000*
	3. Integer Group, The	145,000,000*	8. Arc Worldwide	65,600,000*
	4. TracyLocke	122,400,000*	9. Alcone Marketing Group	65,500,000*
5. G2 Worldwide	121,000,000*	10. Ryan Partnership	61,063,000*	

\*Revenue estimated by Promo

### RETAILER

TOP 5	Agency	2010 revenue	Agency	2010 revenue
	1. Integrated Marketing Services	\$236,000,000	4. PromoShop Inc.	\$11,800,000*
	2. MarketStar Corporation	148,000,000*	5. Promotional Alliance International, Inc.	2,243,223
	3. Moroch Partners	38,308,510		

\*Revenue estimated by Promo

### SPORTS/ENTERTAINMENT

TOP 5	Agency	2010 revenue	Agency	2010 revenue
	1. GMR Marketing (Sports)	\$91,100,000*	4. Mastermind Marketing (Ent.)	\$11,925,000
	2. Allied Integrated Marketing (Ent.)	26,000,000	5. JHE Production Group (Sports)	11,502,706
	3. CSE (Sports)	19,860,000		

\*Revenue estimated by Promo

### METHODOLOGY

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

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