

Phoenix Business **BLOG**

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Marketing sector starts to turn the corner



Chris Casacchia
Reporter
[Email](#)

Here's my weekly update on the movers and shakers in the Phoenix marketing sector, which is gradually turning a corner after more than two years of client losses, downsizing and big revenue declines.

Tempe-based Zion & Zion was selected as the agency of record for Weider Global Nutrition, which has operations in the U.S., Canada, Korea and Japan. The work includes product packaging, market research, branding, advertising, PR, social media and interactive. The company also just won the PR/social media contract for The Leadership and Learning Center, another international account. Five new staffers were hired to support all recent growth that includes nine new accounts.

Crosby/Wright, a luxury-brand focused public relations and advertising agency, added four companies to its client roster including Ted Baker London, Galaxy Theatres, Blue Square Resolutions and Solar-Breeze.

Ted Baker London, an upscale British fashion brand, will open its first Arizona store July 1 at Scottsdale Fashion Square and Crosby/Wright will lead the PR campaign and opening events.



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Abbie Fink

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California-based Galaxy Theatres hired the Scottsdale firm for public relations, branding and design services for its newest high-tech format. Founded in 1998, Galaxy Theatres develops and operates a portfolio of state-of-the-art movie theaters in markets around the western United States.

Blue Square Resolutions and Solar-Breeze, both local companies, have enlisted Crosby/Wright to create and execute strategic public relations campaigns. Blue Square Resolutions is a credit card processor. Solar-Breeze is a solar-powered robotic swimming pool cleaner that removes dirt, debris, pollens and suntan oils from the pool's surface.

Next month, experts from the Arizona Interactive Marketing Association will evaluate and critique websites for small local businesses, offering analysis, tips and suggestions selected submissions made via the AZIMA website.

Submissions will be collected from June 16-30, and four websites will be selected. The event will be July 13th. Panelists include:

- Sheila Kloefkorn: President, KEO Marketing
- Chris Sietsema: President, Teach to Fish
- Jack Smith: Owner, Social Latte
- Matt O'Brien: Founder, Mint Social & World Webinar Network
- Aaron Strom: Director, User Experience & Community, Godaddy.com
- David Wallace: CEO, Search Rank

Abbie Fink, vice president and general manager of Phoenix-based HMA Public Relations, will speak at the 2010 Public Relations Society of America International Conference in Washington, D.C.

Fink, the 2010 president of the Phoenix Chapter of PRSA, will be joined by Ann Subervi of New Jersey-based Utopia Communications and John Deveney, of Deveney Communications in New Orleans, to present a program titled "Critical Counsel for Critical Times: A Perspective on Pressing Issues from Industry Experts." The panelists will provide a senior-level perspective on critical real-world issues facing practitioners in the evolving world of public relations and strategic communications.

The conference will be held October 16 to 19.

Fink was named chairperson for the 2011 Counselors Academy Spring Conference in Asheville, North Carolina, where public relations firm owners and managers conducted workshops and roundtable discussions on leadership, business management and digital communications.

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