


SIGN UP FOR SF E-NEWS TODAY.
[SIGN UP NOW >](#)

AdChoices 
 MAJOR PARTNER: 

Sign Up for the Phoenix Morning Call Newsletter

dugue@zionandzion.

Sign Up

See all newsletters

🔒 SUBSCRIBER CONTENT: Mar 22, 2013, 3:00am MST

Zion & Zion, LeVine branching out with new offices



Mike Sunnucks
Senior Reporter-
Phoenix Business Journal
Email | Twitter | Facebook



View Slideshow

Jamie Morris LeVine

Two local advertising and public relations agencies are seeing expansion plans come to fruition and are moving into new locations amid hopes that businesses will be spending more for their services after the downturn.

Zion & Zion advertising, marketing and public relations agency is moving into new and larger studio space in Tempe and has picked up eight new clients during the first quarter.

Another local marketing agency, Steve LeVine Entertainment & Public Relations of Scottsdale, is opening a new office in Los Angeles this summer and adding sports, event and musical clients.

Those moves could indicate some positive marketplace still rebounding from the recession, which hit Phoenix particularly hard.

Zion & Zion CEO Aric Zion expects to move into the new 14,000-square-foot studio in July. He also anticipates billings to come in at \$35 million this year, up from \$33 million in 2012, \$30.5 million in 2011 and \$23.5 million in 2010.

Advertising and PR firms generally saw a big drop in business and tougher operating environment during the recession. National and international companies began to increase their ad and marketing spending last year, but local companies have been slower on the draw. Advertising executives are hoping to see some improvement this year in the local market.

Get exclusive offers on the small business services you need most.

The UPS Store 

WE ♥ LOGISTICS

Sponsored Links

[Flex Your Muscles With LVGI](#)
Meet The Newly Walking Giant In **Neutraceuticals (LVGI)**

[IT Training and Certification](#)
Get IT and business training in Microsoft, Cisco, VMware, ITIL, PMP, and more.
www.GlobalKnowledge.com

[Get Listed Here](#)

Of the 10 million business professionals reached by The Business Journals Jobs Network

82% are management



For your next great hire

[Post A Job](#)

Source: The Business Journals Subscriber Study, 2011

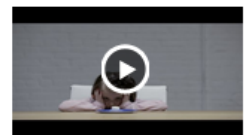
Videos



Suneet Singh Tuli on the world's lowest-cost computing Internet device



SAC Capital Indicted in



Sponsored: Prudential

Most Popular



- Mesa's Fiesta Mall may be facing foreclosure
- Asurion plans to hire 500 in Phoenix, invest \$12M in new tech center
- Sprouts Farmers Market files for \$248 million IPO
- Baby Boomers retiring at worst time in a generation
- ASU vs. Grand Canyon: Presidents spar over sports, for-profit schools
- Phoenix law firm Lewis and Roca combining with Denver's Rothgerber Johnson & Lyons
- Sprouts IPO looks to capitalize on hot organic foods movement
- Sportsman's Fine Wines and Spirits in Phoenix to close

Zion has picked up DMB Associates' Eastmark development, the Farm at South Mountain restaurant, software company AFS Technologies, Santa Barbara Catering Co. and the new Palette restaurant at the Phoenix Art Museum as clients.

"We're seeing so much organic growth," Zion said.

Denise Resnik's DRA Communications in Phoenix also does work for Scottsdale-based DMB. The Eastmark development is a DMB real estate project at the former GM Proving Grounds in Mesa.

Jamie Morris LeVine, spokeswoman for LeVine Entertainment, is seeing a rebound in business spending on events and public relations, and clients are putting resources and money behind social media campaigns.

LeVine Entertainment has brought on Texas-based sports agency Select Sports Group, as well as some new musical acts, night clubs and charity events as clients.

LeVine also said the firm is seeing more work from existing clients such as Mark-Taylor Residential and the Arizona Rattlers arena football team.

The agency has looked to increase its footprint in the event and entertainment industries, said LeVine, a former Phoenix Suns executive.

Zion said clients increasingly are focused on digital marketing campaigns and research that outlines return on investment in their campaigns. He said his Tempe agency tries to appeal to clients by offering a full-service array of traditional, new media and research services.

"Everything is done in house," he said. "There is no outsourcing."

Zion has 30 employees and is hiring a new senior account executive and senior analyst and statistical modeler.

Zions' portfolio of clients also includes Discount Cab, the Fascinations lingerie stores, Goettl Air Conditioning and Dutch Brothers Coffee. He said 75 percent of the firm's work is based in Arizona.

Zion is not the only advertising agency moving into new Tempe digs.

Advertising executive David Eichler is renaming his firm Decibel Blue Creative Marketing & PR and has moved from central Phoenix to the Papago Gateway building in Tempe.

Eichler and former business partner Sam Alpert split last year after running David & Sam PR for seven years. Eichler bought out Alpert's share of the company and merged it with Alchemy PR and Marketing.

8. Sportsman's Fine Wines and Spirits in Phoenix to close
9. The Top 5 commercial real estate management firms in Phoenix
10. Guess which company's stock is up \$29 and trading above \$400 per share

Deloitte Growth Enterprise Services:

New 2013 survey shows mid-market companies poised for growth. [Learn more.](#)

Deloitte.

On the Move



Kaylin Stevens
R.O.I. Properties



Velibor Mutlak
Hotel Valley Ho



John C. Norling
Jennings, Strauss & Salmon



Mark Anderson
Southwest Human Development Board of Directors



Karen Dickinson
Polsinelli



Greg Guglielmino
Colliers International

Phoenix Jobs



Marketing Assistant

Voit Real Estate Services | Phoenix, AZ

Careers at Verizon Wireless

Verizon Wireless | Local Opportunities

Restaurant Assistant Manager

Jason's Deli | Phoenix, AZ

Conflict Resolution HR Manager

Robert Half Finance & Accounting U.S. | Phoenix, AZ

Accounting Manager/Controller (West Valley!!!)

Randstad Finance & Accounting | Phoenix, AZ

[Post a Job](#)