

PHOENIX  
 BUSINESS JOURNAL

Jun 18, 2014, 3:38pm MST

# Advertising agencies pick up work from Super Bowl event, Sam Fox, copper mine



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Local advertising and public relations agencies have picked up some new accounts led by the Phoenix-based Artigue Agency grabbing work for a Super Bowl-related food and wine event.

Ray Artigue's agency will handling marketing for Taste of the NFL, a pre-Super Bowl event being held in Scottsdale on Jan. 31. The charity event raises money for food banks via a food and wine festival featuring notable chefs.

Scottsdale chef Ed Mattney, "Cake Boss" Buddy Valastro and Food Network "Chopped" judge and Manhattan chef Seamus Mullen were featured at the event the group held before last season's Super Bowl in New York.

Artigue is a veteran sports marketing executive. He was a Phoenix Suns executive, a business partner of local sports executive Jerry Colangelo and previously headed up the sports MBA program at Arizona State University's W.P. Carey School of Business.

Other agencies are also picking up some new work.

Curis Resources' Florence Copper Project has hired Phoenix-based Lane Terralever to handle public relations for its controversial mining project in Pinal County. Both sides in the contentious copper mining fight have lobbyists and consultants working for them. The Off Madison Ave ad agency previously was representing Florence Copper.

Now Beau Lane and Chris Johnson's agency — which represents the Arizona Cardinals and Arizona Super Bowl Host Committee — also has the Canadian mining client.

Tempe-based Zion & Zion also is picking up work from local restaurant kingpin Sam Fox for his new Farmer Arts District culinary project in Tempe.

Aric Zion's agency has also picked up work from Scottsdale natural supplement manufacturer World Nutrition, bridesmaid and prom dress maker K Couture in Tempe, Arizona Dermatology and Shoppers Supply, an Iowa-based retailer that sells feed and farm supplies, firearms, pet and horse products and home improvement products. Shoppers has a store in Apache Junction and has one planned for Chandler.



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