



THE LIST

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INTERACTIVE MARKETING FIRMS

Ranked by number of local interactive marketing employees

Originally published: JULY 25, 2014

CLOSER LOOK

983

Total number of local interactive marketing employees working for the 28 firms on this list.

1,194

Total number of local employees working for the 28 firms on this list.

JUST MISSED THE LIST

- StringCan Interactive 10
- Local Work Marketing 10
- Pyel 10
- On Advertising Inc. 9
- Phoenix Marketing Associates 9
- The Producers Inc. / Power Trade Media 8
- Foresaid 8
- Cramer-Kosselt 8
- BLIND SOCIETY 7
- Impress Labs 7
- Sensidigit Consulting 7

ABOUT THE LIST

Information was obtained from representatives of the interactive marketing firms through email surveys and could not be independently verified by the Phoenix Business Journal. XHIBIT Corp., No. 2 last year, and Sitewire, No. 3, did not respond to our inquiries by deadline. Only those firms responding to our inquiries are listed.

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WANT TO BE ON THE LIST?

If you wish to be surveyed when The List is next updated, or if you wish to be considered for other Lists, email your contact information to Dale Brown at dbrown@bizjournals.com.

Rank	Business name / 2013 Ranking Website	Address Phone	Local interactive marketing employees	Total local staff	Interactive marketing % of 2013 revenue	Partial list of clients	Top local executive	Year estab. locally
1	LaneTerraLever® www.laneterralever.com	733 W. McDowell Road, Phoenix 85007 602-258-5263	112	125	73%	AZ Lottery, National Bank of Arizona, Bidsa Int'l Wolgast, Arizona Super Bowl 2015	Boau Lane; Chris Johnson, chris.johnson@laneterralever.com	1962
2	RIESTER ① www.riester.com	802 N. Third Ave., Phoenix 85003 602-462-2100	88	112	37%	Ariz. Dept. of Health Services, McDonald's, MidFirst Bank, Talking Stick Resort	Tim Riestler, t.riestler@riester.com; Alvin Perkel, Alvin@riester.com	1989
3	Arrowhead Advertising ② www.arrowheadadv.com	16155 N. 83rd Ave., Ste. 205, Peoria 85212 623-979-3000	85	114	50%	Hyundai Motor America, Sands Chevrolet and KIA, Nationwide Vision	Kyle Eng, kyle@arrowheadadv.com	2003
4	Meltmedia ④ www.meltmedia.com	1255 W. Rio Salado Pkwy., Ste. 209, Tempe 85281 952-340-9140	64	64	100%	GeneralTech, Tyson Foods, Blue Cross Blue Shield	Justin Gensamer; Mike Moulton	2000
5	Gate6 ⑤ www.gate6.com	23460 N. 19th Ave., Ste. 110, Phoenix 85027 623-572-7725	53	93	NA	Altabe, The Joint, Vantage Mobility	Manish Waramani	1996
6	Owens Harkey Advertising ④ www.owensharkey.com	3550 N. Central Ave., Ste. 1710, Phoenix 85012 602-254-5159	46	46	38%	Harold Financial Services, Acme, Nations Cares, Special Olympics Arizona, Shea Homes	Matthew Owens; Scott Harley, sharkey@owensharkey.com	1960
6	Off Madison Ave ⑥ www.offmadison.com	5555 E. Van Buren St., Ste. 215, Phoenix 85008 480-501-9100	46	50	NA	Arizona Office of Tourism, National Academy of Sports Medicine, Casino Del Sol	Roger Hain; David Anderson; Mike Harris	1998
8	Lavidge ② www.lavidge.com	2777 E. Camelback Road, Ste. 300, Phoenix 85016 480-998-2600	37	78	35%	Xerox, Republic Services, United Rentals, Phoenix International Raceway	Bill Lavidge	1982
9	ZOG Digital ③ www.zogdigital.com	18835 N. Thompson Peak Pkwy., Ste. 300, Scottsdale 85255 480-426-9952	36	36	100%	Fleets First, Altabe, FOCUS Boards	Jeffrey Harzaj	2010
9	Steve LeVine Entertainment & Public Relations ③ www.stevetera.com	7819 E. Paradise Lane, Scottsdale 85260 480-284-6923	36	36	NA	Arizona Rollers, W Scottsdale, Moja Day + Nightclub	Steve LeVine, steve@entertainment.com	2007
11	Zion & Zion ② www.zionandzion.com	432 S. Farmer Ave., Tempe 85281 480-751-1007	35	35	63%	Fee Restaurants, Childhelp, Baro's Pizzeria, AV Homes, The Farm at South Mountain	Ariz Zion, arizon@zionandzion.com; DuGae Zion	2003
11	Elevation Marketing ② www.elevationmkt.com	1955 S. Val Vista Drive, Ste. 101, Mesa 85204 480-775-8890	35	33	85%	LifeLock, Avnet, Ford Your Influence, FedEx, Apache Nitrogen	Scott Miraglia, smiraglia@elevationmkt.com	1999
13	Vertical Measures ⑥ www.verticalmeasures.com	4545 E. Shea Blvd., Ste. 100, Phoenix 85028 888-476-1881	33	35	NA	Act-On, Mobile Mini, Brunson	Chris Bird; Arnie Kieren	2006
14	FabCom - Integrated Strategic Marketing ① www.fabcom.com	7819 E. Greenway Road, Ste. 5, Scottsdale 85260 480-478-8500	31	31	36%	Finance, insurance, technology	Brian Fabiano, brian@fabcom.com	1992
15	Lucid Agency ④ www.lucidagency.com	51 W. Third St., Ste. E101, Tempe 85281 480-219-2157	24	24	100%	PetSmart, Motorola, ASUS	Scott Kaufmann	
16	Defero ⑤ www.defero.com	3131 E. Camelback Road, Ste. 360, Phoenix 85016 602-368-3750	23	23	100%	Comcast, ING, NYF SOM, Enx	Eric Sreitz, eric@deferous.com; Eric Brandt	2006
17	IWS ② www.iwsaz.com	5130 N. 12th St., Phoenix 85014 602-212-1700	22	24	NA	The Phoenix Symphony, APS, Phoenix-McMurry Copper & Gold	Max Fosse, max@iwsaz.com	1999
18	Blufish Design Studio ① www.blufishdesign.com	110 E. Seventh St., Tempe 85281 480-517-1900	21	21	100%	Taylor Morrison, KB Home, Tiffany & Co., University of Phoenix, S&B.com	Matthew Hache, matt@blufishdesign.com	2002
18	air INTEGRATED ② www.airintegrated.com	4720 E. Cotton Gin Loop, Ste. 240, Phoenix 85040 480-921-3120	21	25	65%	Veritas, Occident Cab, Forever Resorts, Santa	David Rells, david@airintegrated.com	1997
20	Ideas Collide Marketing Communications ② www.ideascollide.com	6125 E. Indian School Road, Ste. 1005, Scottsdale 85251 480-428-4120	20	24	60%	Best Western International, Danzorian Dairy, League of Arizona Cities and Towns	Matthew Cjude; Rebecca Cjude; Michael Mason	2005
21	Rocket Media ③ www.rocketmedia.com	1420 North Greenfield Road, Suite 101, Gilbert 85234 800-338-7305	18	22	40%	Girl Scouts, United Way, Georgia Budget Services	Ben Kallman, ben@rocketmedia.com	2003
22	IDS Technology Marketing ④ www.ids.com	14811 N. Highland Blvd., Ste. 300, Scottsdale 85254 480-485-9170	16	22	75%	Insight, Avnet, rSmart	Scott Salton, scott@ids.com; Rachel Salton	2008
23	KEO Marketing Inc. ⑥ www.keomarketing.com	4892 E. Third Landing Drive, Ste. 100, Phoenix 85044 480-413-2690	15	15	95%	CyprusOne, Regions Bank, Auction Systems, Auctioneers & Appraisers	Shelbi Elshorn, shelbi@keomarketing.com	2000
23	R&R Partners ② www.r2r.com	121 E. Buchanan St., Phoenix 85004 480-317-6640	15	40	35%	Case Communications, Maricopa Community College District, Fennimore Craig	Matt Silverman	1996
23	mobiManage ④ www.mobimanager.com	4237 N. Cuffman Court, Ste. 105, Scottsdale 85251 888-355-6624	15	15	100%	Salt Design Tourism, Sandals Resorts, Caremark/CVS, SwimSpot	Doug Halton, doug@mobimanager.com	2010
26	I-ology ⑥ www.i-ology.com	15279 N. Scottsdale Road, Ste. 260, Scottsdale 85254 480-856-2800	12	15	20%	Swift Transportation, Sonoma Quest Laboratories, Haku Education	Trish Bear, trish@i-ology.com	1998
26	Santy ⑥ www.santy.com	4370 E. Via de Ventura, Ste. K-100, Scottsdale 85258 602-317-8955	12	20	NA	Paradise Bakery & Cafe, Peter Piper Pizza, El Torito	Daniel Santy, dsanty@santy.com	1991
26	New Angle Media ④ www.newanglemedia.com	2601 E. Thomas Road, Ste. 235, Phoenix 85016 602-840-5530	12	16	NA	Arnet, Microchip, Honeywell	Kristopher Brandt, kbrandt@newanglemedia.com; Steven Roberts	2003

1 E.B. Lane and TerraLever merged in October 2013.

NOTES: NA - not applicable, not available or not approved * - not listed in 2013