

# PHOENIX BUSINESS JOURNAL

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## THE LIST

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### INTERACTIVE MARKETING FIRMS

RANKED BY NUMBER OF LOCAL INTERACTIVE MARKETING EMPLOYEES

Rank	Business name / 2014 Rank Website	Address Phone	Local interactive marketing employees	Total local staff	Interactive marketing: % of 2014 revenue	Partial list of clients	Top local executive	Year estab. locally
1	<b>Digital Air Strike</b> <a href="http://digitalairstrike.com">digitalairstrike.com</a>	6991 E. Camelback Rd., #B300 Scottsdale, AZ 85251 888-713-8958	119	115	100%	General Motors, KIA, Chrysler, GM Canada, Toyota, Price Slims, Larry H. Miller, Autonation, Penske	Alexi Vemeri, Thom Brodeur	2010
2	<b>LaneTerraLever</b> <a href="http://laneterralever.com">laneterralever.com</a>	725 W. McDowell Rd. Phoenix, AZ 85007 602-258-5265	98	118	72%	Time Warner Cable, Goodyear, The Arizona Lottery, Tru-Green, Meritage Homes, Republic Services	Chris Johnson, <a href="mailto:christian@laneterralever.com">christian@laneterralever.com</a> , Ben Lane	1962
3	<b>RIESTER</b> <a href="http://riester.com">riester.com</a>	802 N. 3rd Ave. Phoenix, AZ 85003 602-462-2200	91	123	41%	ADHS, Casino Arizona, CH-CH's, Dignity Health, HERDEZ, La Victoria, Lee Nam Kee	Tim Riester, <a href="mailto:triestert@riester.com">triestert@riester.com</a> , Alan Perlat, Tam Ortega, Miha Riester	1989
4	<b>Gate6</b> <a href="http://gate6.com">gate6.com</a>	23460 N. 19th Ave., #110 Phoenix, AZ 85027 623-572-7725	80	83	100%	Allstate, Vantage Mobility, Ronald McDonald House	Manish Meemari	1996
5	<b>meltmedia</b> <a href="http://meltmedia.com">meltmedia.com</a>	1255 W. Rio Salado Pkwy., #209 Tempe, AZ 85281 602-340-9440	65	65	100%	Generach, Valmont, Honor Health, Tyson Foods	Justin Grossman	2000
6	<b>DigitalCurrent</b> <a href="http://digitalcurrent.com">digitalcurrent.com</a>	1001 W. Southern Ave., #120 Mesa, AZ 85210 480-223-1170	55	55	100%	MicroChip, Marriott, Lowes	Eliot Ireland, Thomas Dieringer	2003
7	<b>ZOG Digital</b> <a href="http://zogdigital.com">zogdigital.com</a>	18835 N. Thompson Peak Pkwy. Scottsdale, AZ 85255 480-426-9952	42	42	NA	N/A	Jeffrey Harzog	2010
8	<b>Off Madison Ave</b> <a href="http://offmadisonave.com">offmadisonave.com</a>	5555 E. Van Buren St., #215 Phoenix, AZ 85006 480-505-4500	41	45	80%	Arizona Office of Tourism, Nike, Chiquita	Mike Horne, David Anderson, Roger Hurst	1996
9	<b>Vertical Measures</b> <a href="http://verticalmeasures.com">verticalmeasures.com</a>	4545 E. Shea Blvd., #100 Phoenix, AZ 85026 800-476-1881	40	42	100%	Hona Deput, Bridgestone, Barret Dunaway Perkins Eye Center	Amie Kuan, Chris Bhd	2006
10	<b>Zion &amp; Zion</b> <a href="http://zionandzion.com">zionandzion.com</a>	432 S. Farmer Ave. Tempe, AZ 85281 480-751-1007	39	39	61%	Goodwill, Childhelp USA, DMB, Barro's Pizza, Go2it!	Aric Zion, <a href="mailto:aric@zionandzion.com">aric@zionandzion.com</a> , DuGae Zion	2003
10	<b>R&amp;R Partners</b> <a href="http://www.rpartners.com">www.rpartners.com</a>	121 E. Buchanan St. Phoenix, AZ 85004 480-517-6040	39	39	NA	N/A	Matt Silverman	1996
12	<b>FabCom - Integrated Strategic Marketing</b> <a href="http://fabcomlive.com">fabcomlive.com</a>	7819 E. Greenway Rd., #5 Scottsdale, AZ 85260 480-478-8500	36	36	85%	Health care, technology, education	Brian Feldman, <a href="mailto:brian@fabcomlive.com">brian@fabcomlive.com</a>	1992
13	<b>Lucid Agency</b> <a href="http://lucidagency.com">lucidagency.com</a>	117 E. 5th St., 2nd Fl. Tempe, AZ 85281 480-219-2257	30	30	100%	PatSmart, ASUS, Motorola, Best Western	Scott Kaufman	2006
13	<b>mobiManage</b> <a href="http://mobimanage.com">mobimanage.com</a>	4237 N. Craftsman Ct., #205 Scottsdale, AZ 85251 888-355-6624	30	15	90%	Visit Orlando, Los Angeles Tourism, Sandals Resorts	Doug Ralston, <a href="mailto:dralston@mobimanage.com">dralston@mobimanage.com</a>	2010
15	<b>Ideas Collide Marketing Communications</b> <a href="http://ideascollide.com">ideascollide.com</a>	6125 E. Indian School Rd., Studio 1005 Scottsdale, AZ 85251 480-659-4520	28	34	70%	Best Western International, Paul Mitchell, Susan G. Komen Central & Northern AZ	Matthew Clyde, Rebecca Clyde, Michael Mason	2005
16	<b>Santy</b> <a href="http://santy.com">santy.com</a>	8370 E. Via de Ventura, W-100 Scottsdale, AZ 85258 602-317-8955	24	29	NA	Delta Air Lines, Peter Piper Pizza, Calbee North America	Daniel Santy, <a href="mailto:dsanty@santy.com">dsanty@santy.com</a>	1991
16	<b>LAVIDGE</b> <a href="http://lavidge.com">lavidge.com</a>	2777 E. Camelback Rd., #100 Phoenix, AZ 85016 480-950-2600	24	74	36%	Arizona Commerce Authority, Cable ONE, Message Envy Spa, Dualback IT Solutions, Western Refining	Bill Lavidge, Stephen Heltz, <a href="mailto:stephen@lavidge.com">stephen@lavidge.com</a>	1982
16	<b>IWS - Integrated Web Strategy</b> <a href="http://workwithiws.com">workwithiws.com</a>	5330 N. 12th St. Phoenix, AZ 85014 602-222-4700	24	25	70%	APS, The Phoenix Symphony, MIHS, US Soccer Foundation, First Things First, AGC	Max Fese, <a href="mailto:mxfese@iwsllivings.com">mxfese@iwsllivings.com</a>	1999
19	<b>Elevation Marketing</b> <a href="http://elevationmb2b.com">elevationmb2b.com</a>	1955 S. Val Vista Dr., #101 Mesa, AZ 85204 480-775-8880	20	25	NA	Apache Nitrogen, Armet, CMT, Ferizans, Gowen, LifeLock, Pacific Scientific, Proxir	Scott Miraglia, <a href="mailto:smiraglia@elevationcomm.com">smiraglia@elevationcomm.com</a> , Steve Reed, <a href="mailto:reed@elevationmb2b.com">reed@elevationmb2b.com</a>	1999
20	<b>air INTEGRATED</b> <a href="http://airintegrated.com">airintegrated.com</a>	58 W. Buffalo St., #200 Chandler, AZ 85225 480-921-3220	19	21	70%	Discount Cars, Forever Resorts, BBB, PhoenixKins, Destination Hotels, Same	David Ralls, <a href="mailto:drallo@airintegrated.com">drallo@airintegrated.com</a> , Richard Cassey, Elaine Ralls	1997
21	<b>Defero</b> <a href="http://deferosa.com">deferosa.com</a>	3121 E. Camelback Rd., #360 Phoenix, AZ 85016 602-368-3750	18	23	100%	SDA, NRE, Combat, PCH, Tona, Scott Roofing, Softserve, Employers	Eric Snelz, <a href="mailto:esnelz@deferossa.com">esnelz@deferossa.com</a> , Eric Brandt	2006
21	<b>Blufish Design Studio</b> <a href="http://blufishdesign.com">blufishdesign.com</a>	118 E. 7th St. Tempe, AZ 85281 480-517-1900	18	23	80%	Taylor Morrison, University of Phoenix Stadium, Tiffany & Basco	Matthew Hisher, <a href="mailto:mthisher@blufishdesign.com">mthisher@blufishdesign.com</a>	2002
23	<b>KEO Marketing Inc.</b> <a href="http://keomarketing.com">keomarketing.com</a>	4809 E. Thistle Landing Dr., #160 Phoenix, AZ 85044 480-413-2090	16	16	92%	CynusOne, Regions Bank, American Auction Co.	Shelin Kleefern, <a href="mailto:shelin@keomarketing.com">shelin@keomarketing.com</a>	2000
24	<b>Rocket Media</b> <a href="http://rocketmedia.com">rocketmedia.com</a>	1420 N. Greenfield Rd., #101 Gilbert, AZ 85234 800-339-7305	15	22	40%	GeorgeBrosi Services, Valley of Sun United Way, Keep Phoenix Beautiful	Ben Kellman, <a href="mailto:ben@rocketmedia.com">ben@rocketmedia.com</a>	2003
24	<b>Vilocity Interactive Inc.</b> <a href="http://vilocity.com">vilocity.com</a>	9927 E. Bell Rd., #140 Scottsdale, AZ 85250 480-584-5700	15	15	75%	Emergen-C Vitamin Drink/Mix, Schiff Nutrition, NFL, MLB, NHL, NBA, Husker / Dirt Bury	Rensid Milet	1996

NOTES: NA - not applicable, not available or not approved \* - not listed in 2014

#### ► CLOSER LOOK

# 1,026

Total number of interactive marketing employees working for the 25 interactive marketing firms listed on this page

# 1,154

Total number of employees working for the 25 interactive marketing firms listed on this page

#### JUST MISSED THE LIST

Local Work Marketing	Count
StringCan Interactive	13
Pyxl	13
Skyhook Interactive	12
i-cology	12
Serendipit Consulting	12
BIG YAM, The Parsons Agency	12
New Angle Media	12
ANDERSON Advertising & Public Relations	11
Arrowhead Advertising	10
Fasturle	10
On Advertising Inc.	9
BLIND SOCIETY	8
Cramer-Krasselt	8
Spark	8

#### ABOUT THE LIST

Information was obtained from interactive marketing firm representatives through email surveys and could not be independently verified by the Phoenix Business Journal. Only those firms responding to our inquiries are listed. In case of ties, companies are listed alphabetically.

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