

# 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 / 2015 Rank Website	Address Phone	Local interactive marketing employees	Total local staff	Interactive marketing: % of 2015 revenue	Partial list of clients	Top local executive	Year estab. locally
1	<b>Digital Air Strike</b> ① digitalairstrike.com	6991 E. Camelback Rd., #B300 Scottsdale, AZ 85251 888-713-8958	150	156	100%	General Motors, Kia, Chrysler, Samsonite, Price Simms, Larry H. Miller, Earnhardt, Yates Buick GMC, Tempe Chrysler Dodge Jeep Ram	Alexi Venneri	2010
2	<b>RIESTER</b> ③ riester.com	3344 E. Camelback Rd. Phoenix, AZ 85018 602-462-2200	96	126	53%	Aramark Leisure, Arizona Department of Health, Casino Arizona, Dean & DeLuca, Insight, La Victoria, MidFirst Bank, Talking Stick Resort	Tim Riester, triester@riester.com; Alan Perke; Mirja Riester; Tom Ortega	1989
3	<b>LaneTerraLever</b> ② laneterralever.com	725 W. McDowell Rd. Phoenix, AZ 85007 602-258-5263	90	110	72%	Time Warner Cable, TruGreen, Meritage Homes, Arizona Cardinals, Goodyear, Gore-Tex	Beau Lane, Chris Johnson, chris.johnson@laneterralever.com	1962
4	<b>meltmedia</b> ⑤ meltmedia.com	1255 W. Rio Salado Pkwy., #209 Tempe, AZ 85281 602-340-9440	86	86	100%	Genentech, HonorHealth, Turbo Resources	Justin Grossman	2000
5	<b>DigitalCurrent</b> ⑥ digitalcurrent.com	1001 W. Southern Ave., #120 Mesa, AZ 85210 480-223-1170	65	65	NA	Sportsman's Warehouse, Quicken Loans, Build Direct	Eleni Ireland; Thomas Dieringer	2003
6	<b>Audacious Studios</b> ①* audaciousstudios.com	740 S. Mill Ave., #210 Tempe, AZ 85281 480-355-0024	51	55	100%	PetSmart, Aetna, Sophos	Bret Giles, bgiles@sitewire.com; Marge Traylor	1999
7	<b>LAVIDGE</b> ⑩ lavidge.com	2777 E. Camelback Rd., #300 Phoenix, AZ 85016 480-998-2600	50	65	65%	Arizona Commerce Authority, ASU, Cable ONE, Massage Envy, McDonald's, Phoenix International Raceway, Taser International	Bill Lavidge	1982
8	<b>Vertical Measures</b> ⑨ verticalmeasures.com	11201 N. Tatum Blvd., #350 Phoenix, AZ 85028 888-476-1881	45	51	100%	Home Depot, Microsoft, Banner Health, UPS, CalAtlantic, Thunderbird	Arnie Kuenn; Chris Bird	2006
9	<b>Off Madison Ave</b> ⑧ offmadisonave.com	5555 E. Van Buren St., #215 Phoenix, AZ 85008 480-505-4500	44	44	85%	Arizona Office of Tourism, Chipotle, OdySea Aquarium	Roger Hurni; David Anderson; Mike Horne	1998
10	<b>Santy</b> ⑩ santy.com	8370 E. Via de Ventura, #K-100 Scottsdale, AZ 85258 888-679-3685	40	41	NA	Peter Piper Pizza, Calbee North America, Delta Air Lines	Daniel Santy, dsanty@santy.com	1991
10	<b>Ideas Collide Marketing Communications</b> ⑩ ideascollide.com	6125 E. Indian School Rd., #1001 Scottsdale, AZ 85251 480-659-4520	40	40	65%	Best Western Hotels and Resorts, Paul Mitchell, University of Phoenix	Matthew Clyde; Rebecca Clyde; Michael Mason	2005
12	<b>Zion &amp; Zion</b> ⑩ zionandzion.com	432 S Farmer Ave Tempe, AZ 85281 480-751-1007	39	39	82%	Goodwill, DMB Eastmark, Barro's Pizza, Primp and Blow	Aric Zion, aric@zionandzion.com; DuGue Zion	2003
12	<b>R&amp;R Partners</b> ⑩ rrpartners.com	121 E. Buchanan St. Phoenix, AZ 85004 480-317-6040	39	39	NA	NA	Matt Silverman; Matt Mason	1996
14	<b>Lucid Agency</b> ⑩ lucidagency.com	117 E. 5th St., 2nd Fl. Tempe, AZ 85281 480-219-7257	35	35	100%	Motorola, Better Business Bureau, Circle K	Scott Kaufmann	2006
15	<b>FabCom - Integrated Strategic Marketing</b> ⑩ fabcomlive.com	7819 E. Greenway Rd., #5 Scottsdale, AZ 85260 480-478-8500	34	34	NA	NA	Brian Fabiano, brian@fabcomlive.com	1992
15	<b>Blufish Design Studio</b> ⑩ blufishdesign.com	110 E. 7th St. Tempe, AZ 85281 480-517-1900	34	34	75%	Taylor Morrison, Tiffany & Bosco, University of Phoenix Stadium, KB Home	Matthew Hasher, matt@blufishdesign.com	2002
17	<b>BIG YAM, The Parsons Agency</b> ⑩* bigyam.com	15750 N. Northsight Blvd. Scottsdale, AZ 85260 480-410-6000	30	30	NA	PKG, Harley-Davidson of Scottsdale, VIRIDIS, Scottsdale National Golf Club, Arizona Association of Realtors, Superstition Mountain Golf & Country Club	Marianne Curran; David Richardson; Winnie Stolper, wstolper@bigyam.com	2015
18	<b>Defero</b> ⑩ deferousa.com	3131 E. Camelback Rd., #360 Phoenix, AZ 85016 602-368-3750	28	29	99%	SDA, FSI, NKFAZ, OFSAZ, IMC, PCH, IFS	Eric Brandt; Eric Snelz, esnelz@deferousa.com	2006
19	<b>IWS - Integrated Web Strategy</b> ⑩ workwithiws.com	5330 N. 12th St. Phoenix, AZ 85014 602-222-4700	24	24	60%	The Phoenix Symphony, U.S. Soccer Foundation, APS, Cox, Shea Homes	Max Fose, max@workwithiws.com	1999
20	<b>mobiManage</b> ⑩ mobimanage.com	4237 N. Craftsman Ct., #205 Scottsdale, AZ 85251 888-355-6624	22	22	100%	Sandals Resorts, Los Angeles Tourism, Kona Grill	Doug Ralston, dralston@mobimanage.com	2010
21	<b>Commit Agency</b> ⑩ commitagency.com	58 W. Buffalo St., #200 Chandler, AZ 85225 480-921-3220	21	24	70%	Discount Cab, Camelot Homes, The Camby, Magnolia Hotels, Sante, Forever Resorts	David Ralls, dralls@commitagency.com; Richard Cassey; Joel Coen	1997
22	<b>Vilocity Interactive Inc.</b> ⑩ vilocity.com	9927 E. Bell Rd., #140 Scottsdale, AZ 85260 480-584-5700	20	20	50%	Emergen-C Vitamin Drink Mix, Hoover / Dirt Devil Vacuum Cleaners, Gila River Casinos	Ronald Milet; Jennifer Smith	1998
22	<b>KEO Marketing Inc.</b> ⑩ keomarketing.com	1 E. Washington St., #500 Phoenix, AZ 85004 480-413-2090	20	20	95%	Regions Bank, FairPoint, BillingTree, Solugenix	Sheila Kloefer, sheila@keomarketing.com	2000
24	<b>Rocket Media</b> ⑩ rocketmedia.com	3335 E. Baseline Rd. Gilbert, AZ 85234 800-339-7305	18	22	60%	NA	Ben Kalkman, ben@rocketmedia.com	2003
25	<b>Serendipit Consulting</b> ⑩ serendipitconsulting.com	4450 N. 12th St., #738 Phoenix, AZ 85014 602-283-5209	15	25	50%	Donley Service Center, Bodify, Orangetheory Fitness, Asset Campus Housing	Melissa DiGianfilippo, melissa@serendipitconsulting.com; Alexis Krisay	2008

1 Formerly listed as Sitewire.

NOTES: NA - not applicable, not available or not approved \* - not listed in 2015

#### ► CLOSER LOOK

## 1,136

Total local interactive marketing employees working for the 25 interactive marketing firms included in this list

## 1,236

Total local staff working for the 25 interactive marketing firms included in this list

#### HONORABLE MENTION

Pyxl	14
Yeager Marketing	13
Skyhook Interactive	12
Helix House	12
Local Work Marketing	12
The SPR Agency	11
Steve LeVine Entertainment & Public Relations	11
Magnetry	10
On Advertising Inc.	9
ANDERSON Advertising & Public Relations	9
FireDrum Web Design/Internet Marketing	8
Fasturtle	8
Owens Harkey Advertising	8
DigitalWire360	8
Decibel Blue Creative Marketing & PR	7
Moses Inc.	6
Gate6	5
The James Agency	5

#### 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. From among the top firms from last year's list, ZOG Digital (No. 7) did not respond by deadline. Only those firms responding to our inquiries are listed.

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