

PHOENIX BUSINESS JOURNAL

THE LIST

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PUBLIC RELATIONS FIRMS

RANKED BY NUMBER OF PUBLIC RELATIONS EMPLOYEES

PR firm name / 2015 Rank Website	Address Phone	# of local PR employees	# of local employees	PR % of total business	Notable clients	Top local executive
1 Zion & Zion ① zionandzion.com	432 S. Farmer Ave., Tempe, AZ 85281 480-751-1007	39	41	NA	Barr's/Pizza, Casino Del Sol, Goodwill	Ark Zinn, arkzinn@zionandzion.com, DuGee Zion
2 Allison+Partners ③ allisonpr.com	7135 E. Camelback Rd., #204 Scottsdale, AZ 85251 623-201-5300	29	32	100%	Ageta, Dignity Health, BCBS, Samsung	Cathy Planchard, cathyplanchard@allisonpr.com
3 RIESTER ④ riester.com	1344 E. Camelback Rd., Phoenix, AZ 85018 602-463-2300	24	126	15%	ADHI, Berkshire Hathaway Energy, Casino Arizona, McDonald's, WDFW Bank	Tim Riester, timriester@riester.com, Christina Barreaga, cbarreaga@riester.com
3 LAVIDGE ⑦ lavidge.com	2777 E. Camelback Rd., #300 Phoenix, AZ 85016 480-958-2500	24	83	20%	Alliance Residential, Banner Health, East Valley Parkshopping, Massage Envy, Sentera Quest Laboratories	Bill Lavidge, Arne Robertson, arobertson@lavidge.com
5 Amendola Communications ⑦ acommunications.com	8280 E. Rainier Dr., #104 Scottsdale, AZ 85260 480-664-8412	20	20	80%	ClearData, Orion Health, Ino2	Jodi Amendola, jamendola@acommunications.com, Ted Amendola
6 Steve LeVine Entertainment & Public Relations ⑥ slentertainment.com	7838 E. Paradise Ln. Scottsdale, AZ 85260 480-284-6833	19	38	37%	Purely Sedona, Arizona Rattlers, Gino's East	Steve LeVine, stev@slentertainment.com
7 Fingerprint ⑥ fingerprintmarketing.com	6800 E. Camelback Rd., #190 Scottsdale, AZ 85251 480-368-7999	18	25	50%	NOFS Therapeutics, Mission Pharmacal, Connections Academy, Deer's Trash Arizona, Maricopa County	Michelle Olson
8 Gordon C. James Public Relations ③ gcjr.com	4715 N. 32nd St., #104 Phoenix, AZ 85018 602-274-1988	17	18	100%	Shea Homes of Arizona, APS, Delta Dental of Arizona, TriWest Healthcare, Florence Crittenton	Gordon James, gjam@gcjr.com
8 Knoodle ⑥ knoodle.com	4450 N. 12th St., #120 Phoenix, AZ 85014 602-530-9900	17	17	NA	Fulton Homes, Prestige Cleaners, Central Arizona Project, RED Development, Express Auto	Rosario Cain, rosariocain@knoodle.com
10 Crosby-Wright ⑥ crosby-wright.com	1907 N. Bucking Rd. Scottsdale, AZ 85250 480-367-1132	13	13	NA	LI, Oasi Montecarlo, EVO Scottsdale, Stella	Paul Bowers, Valerie Crosby
11 BJC - A Santy Co. ④ bjc.com	8370 E. Via de Ventura, #1000 Scottsdale, AZ 85258 888-679-3685	12	42	100%	Kitchell, Verizon, Mark-Taylor, Arizona Lusty Greens, Peter Piper Pizza	Sara Finney, sarafinney@bjc.com, Lir Meyers, lr@bjc.com
11 HDE LLC ⑥ hdeagency.com	22 E. Victory St. Phoenix, AZ 85040 602-276-2499	12	12	30%	SonTara Brewing Co., Grand Canyon Brewing Co., Cusi Restaurants	Landon Evans, landon@hdeagency.com
11 48 West Agency ⑩ 48westagency.com	502 S. 2nd St., #3 Phoenix, AZ 85004 602-428-1381	12	12	60%	Pelican Products, Frank Lloyd Wright Foundation, BASELAYER, Scottsdale Community College	Leigh Dow, leigh@48westagency.com
14 KB Woods Public Relations ⑩ kbwoodspublicrelations.com	2631 E. Indian School Rd., #410 Phoenix, AZ 85016 602-666-7047	11	11	100%	Arizono Letters, Fiesta Bowl, SouthWest Gas, Arizona Medical Association, UCP of Central Arizona	Bethina Nava, bethina@kbwoodspublicrelations.com
14 OH Strategic Communications ③ ohstrategic.com	3550 N. Central Ave., #1720 Phoenix, AZ 85012 602-254-5359	11	62	63%	The Esplanade, Village Health Clubs & Spas, EEO, Vintage Partners, Upward Projects	Margo Kessler, margo@ohstrategic.com, Grant Crane
14 MPMR Marketing ⑩ mpmrmarketing.com	3919 E. Campbell Ave., #130 Phoenix, AZ 85018 602-264-2555	11	14	NA	NA	Roger Harris, David Anderson, Mike Herne
17 Off Madison Ave ⑩ offmadisonave.com	5355 E. Van Buren St., #215 Phoenix, AZ 85008 480-565-6300	10	45	20%	NA	Christy Stevens, christy@offmadisonave.com, Al Stevens, al@offmadisonave.com
17 The SPR Agency ⑥ thespragency.com	6730 N. Scottsdale Rd., #240 Scottsdale, AZ 85253 480-648-1770	10	10	100%	DECO Consultants, Realty Executives, UPGA, Proctor & Gamble, Perseide Aviation	Melissa Rein, melissa@thebrandconsortium.com
17 The Brand Consortium PR ④ thebrandconsortium.com	Scottsdale, AZ 602-384-4747	10	12	70%	NA	Tania Torres, tania@thebrandconsortium.com
17 Torres Multicultural Communications ⑥ torresmulticultural.com	801 E. Washington St. Phoenix, AZ 85034 602-354-3430	10	10	45%	Wal-Mart, Arizona Board of Regents, Arizona Charter Schools Association, Arizona Hospital & Healthcare Association, Arizona Nurses Association	Wendy Briggs, Jeff Sandquist, Jay Kapany
17 Veridus LLC ⑩ veridus.com	211 W. Monroe St., #1111 Phoenix, AZ 85003 602-229-1129	10	10	15%	American Long Association, Thrasher, Post Energy, Phoenix/West, Sempra U.S. Gas & Power	Troy Conder
17 STRATEGY forty-eight ⑩ strategy48.com	3630 N. Central Ave., #190 Phoenix, AZ 85012 602-277-4366	10	10	100%	Avant, State of Arizona, Maricopa County, South Coast Post Acute, Pioneer Packaging	John Hernandez, Ron Meritt
17 On Advertising Inc. ⑥ on-advertising.com	101 N. 1st Ave., #2000 Phoenix, AZ 85003 480-705-6623	10	10	70%	Barnett-Jackson, AZ Auto Dealer's Association, Ram Lyon Sotley's, Nationwide Insurance, Celebrity Fight Night	Jason Rose, jrose@onadvertising.com, Jennifer Moser
24 Rose + Moser + Allyn Public and Online Relations ⑩ rosemoserallyn.com	7144 E. Station Dr., #400 Scottsdale, AZ 85251 480-423-1414	9	9	75%	M Culinary Concepts, Duxton's Donuts, NextCare Urgent Care, Pita Jungle	David Eichler, david@decibelblue.com, Diane Eichler
24 Decibel Blue ⑩ decibelblue.com	350 W. Washington St., #308 Tempe, AZ 85281 480-954-2383	9	10	60%	Salt River Project, Accretive, Cisco, Hart Construction, Maricopa County	Chuck Coughlin, Doug Gale
24 HighGround Inc. ⑩ highgroundinc.com	810 N. 4th Ave. Phoenix, AZ 85003 602-528-3684	9	9	NA	Delta Air Lines, Bosa, Verizon, Peter Piper Pizza, Pita Wild Asian Grill	Daniel Seely, dseely@highgroundinc.com
24 Santy ⑥ santy.com	8370 E. Via de Ventura, #6-100 Scottsdale, AZ 85258 888-679-3685	9	39	NA	Sprockles Cupcakes, Champ's, Scottsdale Quarter, Park West, Taco Gold	Jennifer Kaplan
24 Evolve PR and Marketing ⑥ evolveprandmarketing.com	4100 N. Miller Rd., #212 Scottsdale, AZ 85251 602-538-1836	9	9	80%	Hires, DMW Associates, Optima Kierland, Launch Real Estate, LGE	Denise Bonick, denise@evolvecommunications.com, Michelle McIntyre, michelle@evolvecommunications.com
24 DRA Collective ⑥ dracollective.com	717 E. Maryland Ave., #110 Phoenix, AZ 85014 602-916-8834	9	9	NA		

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

CLOSER LOOK

413

Total number of public relations employees working for the 29 public relations firms listed on this page

758

Total number of employees working for the 29 public relations firms listed on this page

HONORABLE MENTION

- LuCorp Marketing 8
- Lane TerraLever 8
- Aranda Vega Consulting 8
- R&B Partners 8
- Ideas Collide Marketing Communications 8
- The James Agency 7
- Knife & Fork Media Group 7
- ANDERSON Advertising & Public Relations 6
- Serendip Consulting 6
- HMA Public Relations 6
- J. Lauren PR & Marketing 5
- The Ferraro Group 5
- First Strategic Communications and Public Affairs 5
- Felice-Whitney PR 5

ABOUT THE LIST

Information was obtained from representatives of the public relations firms through email surveys and could not be independently verified by the Phoenix Business Journal. 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.