

# PHOENIX BUSINESS JOURNAL

## THE LIST

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### INTERACTIVE MARKETING FIRMS

RANKED BY NUMBER OF LOCAL INTERACTIVE MARKETING EMPLOYEES

Rank	Business name / 2016 Rank Website	Address Phone	Local interactive marketing employees	Total local staff	Interactive marketing: % of 2016 revenue	Partial list of clients	Top local executive	Year established locally
1	<b>Digital Air Strike</b> ① digitalairstrike.com	8991 E. Camelback Rd., #9-121 Scottsdale, AZ 85251 888-713-8938	153	157	100%	General Motors, Blu, Chrysler, Arizon Bell & Buckle, Choice One Urgent Care, Larry R. Miller, Earthlink, Yarns Bath GMC	Alan Vennart	2010
2	<b>LaneTerraIever</b> ② laneterralever.com	725 W. McDowell Rd. Phoenix, AZ 85007 602-258-5261	95	113	79%	Symantec, Shawcross Foods, Goodbear Tire & Rubber, St. Vincent De Paul, Nugent, Mortgage Rates, Phoenix Suns	Bea Linc, Chris Johnson, chris.johnson@laneterralever.com	1962
2	<b>RIESTER</b> ② riester.com	1344 E. Camelback Rd. Phoenix, AZ 85018 602-462-2390	95	118	54%	Muller's Bank, Casino Arizona, Talking Stick Resort, Phoenix Rising FC, Arizona Department of Health Services, Harsco	Tom Riester, tr.riester@riester.com, Alan Perlet, alanperlet@riester.com	1989
4	<b>meltmedia</b> ④ meltmedia.com	1215 W. Rio Salado Pkwy., #308 Tempe, AZ 85283 602-340-9440	78	78	100%	Haworth, Genentech, Turbo Resources	Justin Grossman	2000
5	<b>V Digital Services</b> ⑤ vdigitalservices.com	1201 E. Jefferson St. Phoenix, AZ 85034 888-441-0784	69	76	100%	Bobby Shriver, Chubb Hat, Denver Health, Press Coffee, Cheng, Miller Beer, US EA, Listen Up Audio & Video	Scott Tobias, scott.tobias@vdigitalservices.com, Chris Bird, chris.bird@vdigitalservices.com	2014
6	<b>ZOG Digital</b> ⑥ zofigital.com	11201 N. Tatum Blvd., #200 Phoenix, AZ 85028 480-758-4274	55	55	NA	NA	Jeff Herzig	2010
6	<b>Iconic Results</b> ⑥ iconicresults.com	8125 N. 23rd Ave., #100 Phoenix, AZ 85021 480-739-2071	55	75	80%	NA	NA	2014
8	<b>LAVIDGE</b> ⑧ www.lavidge.com	2777 E. Camelback Rd., #300 Phoenix, AZ 85016 480-980-2000	52	81	54%	Arizona Commerce Authority, ASU, Cable One, Delta Dental, Massage Envy, McDonald's, Phoenix International Raceway, Asian, United Rentals	Bill Lavidge	1982
9	<b>Audacious Studios</b> ⑨ audaciousstudios.com	740 S. Mill Ave., #210 Tempe, AZ 85281 480-305-8019	47	50	100%	Perk ProCuts, PerSmart, Avira	Bret Glen, brett@audacious.com, Wright Traylor	1999
10	<b>OH Partners</b> ⑩ ohpartners.com	3550 N. Central Ave., 19th Fl. Phoenix, AZ 85012 602-254-5153	45	80	NA	NA	Matthew Owens, Scott Harkley, sharkley@owenspartley.com, Chris Flavin	1960
11	<b>FabCom</b> ⑪ fabcom.com	7819 E. Greenway Rd. Scottsdale, AZ 85249 480-479-8500	41	44	NA	Health care, education, technology, B2B, B2C	Brian Fabiani, brian@fabcom.com	1982
12	<b>Off Madison Ave</b> ⑫ offmadison.com	3551 E. Van Buren St., #715 Phoenix, AZ 85008 480-505-4500	40	40	80%	Arizona Office of Tourism, NEM, Gylfas Aquarium	Roger Harris, David Anderson, Mike Horne	1988
12	<b>Bluish Design Studio</b> ⑫ bluish.com	138 E. 7th St. Tempe, AZ 85281 480-517-1980	40	40	80%	Taylor Morrison, Tiffany & Becca, Cortel Coffee	Matthew Fisher, matt@bluishdesign.com	2002
12	<b>Zion &amp; Zion</b> ⑫ zionandzion.com	412 S. Farmer Ave. Tempe, AZ 85281 480-751-1887	40	40	79%	Goodwill, Casino Bellini, Chas Roberts, Barry's Place	Aric Zion, aric@zionandzion.com, DeGue Zion	2003
15	<b>Vertical Measures</b> ⑮ verticalmeasures.com	11201 N. Tatum Blvd., #200 Phoenix, AZ 85028 888-478-1881	36	39	40%	Banner Health, CVS, Home Depot, World	Arnie Kuen	2006
16	<b>Defero</b> ⑯ defero.com	3131 E. Camelback Rd., #300 Phoenix, AZ 85018 602-368-3750	35	35	100%	NA	Eric Brandt, eric@brandtdefero.com	2006
16	<b>Lucid Agency</b> ⑯ lucidagency.com	117 E. 5th St., 2nd Fl. Tempe, AZ 85281 480-219-7257	35	35	100%	GE Homes, Motorola, SPC	Scott Kaufmann	2006
18	<b>Ideas Collide</b> ⑱ ideascollide.com	4125 E. Indian School Rd., #1000 Scottsdale, AZ 85251 888-658-4520	30	45	NA	Amet, Paul Mitchell Schools, Best Western	Matthew Clyde, Rebecca Clyde	2005
19	<b>Santy</b> ⑲ santy.com	8170 E. Via De Ventura, #6-100 Scottsdale, AZ 85258 888-479-5885	26	32	NA	NA	David Santy, david@santy.com	1991
20	<b>Gate6 Inc.</b> ⑳ gate6.com	18014 N. 90th St., #111 Scottsdale, AZ 85255 424-672-7725	25	25	NA	NA	Warish Memoni	1996
21	<b>KEO Marketing Inc.</b> ㉑ keomarketing.com	1 E. Washington St., #500 Phoenix, AZ 85004 480-413-2090	22	22	100%	QJans, Bellinghse, ConQuest	Shela Koeffler, shela@keomarketing.com	2000
21	<b>R&amp;R Partners</b> ㉑ rnparters.com	121 E. Buchanan St. Phoenix, AZ 85004 480-317-6040	22	40	NA	Bering, Arnet, Las Vegas Convention and Visitors Authority	Walt Silverman, Walt Mason	1996
23	<b>Commit Agency</b> ㉓ commitagency.com	52 W. Buffalo St., #200 Chandler, AZ 85225 480-511-3230	21	24	70%	Magnolia Hotels, Sante, Former Resorts, Camelot Hotel, Total Ride	David Rull, david@commitagency.com, Richard Conroy, Jeff Coen	1987
24	<b>Banner Edge Media</b> ㉔ banneredgemedia.com	14100 N. 87th St., #110 Scottsdale, AZ 85260 480-254-8741	20	20	100%	Grand Canyon University, Quicken Loans, Paramount Equity Mortgage, SunDapt, Kaplan University, Trident University	Amy Manning, amy@banneredgemedia.com	2010
24	<b>Serendip Consulting</b> ㉔ serendipconsulting.com	4450 N. 12th St., #238 Phoenix, AZ 85014 602-283-5289	20	22	47%	WBA Associates, Bodify, Modern Acupuncture	Melissa DiGirolanni, melissa@serendipconsulting.com, Alex Krivy	2008
24	<b>Steve LeVine Entertainment &amp; Public Relations</b> ㉔ steventertainment.com	7819 E. Paradise Ln. Scottsdale, AZ 85260 480-294-6013	20	20	NA	NA	Steve Levine, steve@steventertainment.com	2007

NOTES: NA - not applicable, not available or not reported \* - not listed in 2016

#### ► CLOSER LOOK

**1,217**  
Total number of local interactive marketing employees working for the 26 interactive marketing firms included in this list.

**1,418**  
Total local staff working for the 26 interactive marketing firms included in this list.

- HONORABLE MENTION**
- Klanrocket 16
  - Vlocity Interactive Inc. 15
  - Fynosite 15
  - WIS - Integrated Web Strategy 12
  - On Advertising Inc. 12
  - BIG YAM, The Parsons Agency 12
  - Festible Digital 12
  - Fingerprint 12
  - The SIM Agency 12
  - Casual Astronaut 12
  - Magnaty 11
  - ParaCom 11
  - DigitalWave360 10
  - ANDERSON Advertising & Public Relations 10

**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. Only those firms responding to our inquiries are listed.

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