

PHOENIX BUSINESS JOURNAL

THE LIST

Compiled by Dale Brown
602-308-6511, @PhxBizDaleBrown
dbrown@bizjournals.com

PUBLIC RELATIONS FIRMS

RANKED BY NUMBER OF PUBLIC RELATIONS EMPLOYEES

PR firm name / 2016 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. Fenner Ave., Tempe, AZ 85281 480-751-1007	41	41	NA	Barro's Pizzeria, Casino Del Sol, Sun Communities, University of Duquesne	Aric Zion, aric@zionandzion.com; Dulcie Zion
2 Allison+Partners ② allisonpr.com	7135 E. Camelback Rd., #204 Scottsdale, AZ 85251 602-201-5500	29	31	100%	Toyota, Dignity Health, Adair's, SilverSmokers, Lost Lake Festival	Cathy Planchard, cathy@allisonpr.com; Lisa Schindler
3 RIESTER ③ riester.com	3344 E. Camelback Rd. Phoenix, AZ 85018 602-462-2200	25	145	17%	AZ Clean Elections, Kona Grill, MidFirst Bank, Phoenix Rising FC, Talking Stick Resort, Truly Nolan	Tim Riester, triester@riester.com
3 Steve LeVine Entertainment & Public Relations ③ slentertainment.com	7819 E. Paradise Ln. Scottsdale, AZ 85260 480-984-5033	25	30	NA	NA	Steve LeVine, steve@slentertainment.com
5 Fingerpaint ⑤ fingerpaintmarketing.com	6900 E. Camelback Rd., #500 Scottsdale, AZ 85261 480-368-7999	22	30	50%	Mission Pharamed, Corrections Academy, Don't Trash Arizona, Colligium, Maracay Homes	Michelle Olson
5 Amendola Communications ⑤ acmarketingpr.com	9280 E. Rainier Dr., #104 Scottsdale, AZ 85260 480-664-8412	22	22	85%	GlobalMed, Knc2, HealthBI, Orion	Jodi Amendola, jamiendola@acmarketingpr.com; Ted Amendola
7 LAVIDGE ⑦ lavidge.com	2777 E. Camelback Rd., #300 Phoenix, AZ 85016 480-988-2600	18	76	17%	Vivo, Sagewood, ACDHH, Banner Health, Sonora Quest Laboratories, Vistancia, The Wigwag	Bill Lavidge; Anne Robertson, arobertson@lavidge.com
8 Gordon C. James Public Relations ⑧ gcpr.com	5080 N. 40th St., #350 Phoenix, AZ 85018 602-244-1988	17	18	100%	APS, TriWest Healthcare, Arizona Science Center, Delta Dental of Arizona, Shea Homes of Arizona	Gordon James, gjames@gcpr.com
9 KB Woods Public Relations ⑨ kwoodspublicrelations.com	2633 E. Indian School Rd., #410 Phoenix, AZ 85016 602-426-1047	16	100%	100%	Laurel Real Estate, Mobile Mini, Davis Demographics, Phoenix Business Journal, Lifebrokers	Kath Woods
10 On Advertising Inc. ⑩ on-advertising.com	101 N. 1st Ave., #2000 Phoenix, AZ 85003 480-705-6623	15	15	40%	Amet, Pioneer Packaging, Aria Energy, state of Arizona, Maricopa County, city of Glendale	John Hernandez; Ron Meritt
11 MMPR Marketing ⑪ mmpmarketing.com	3939 E. Campbell Ave., #120 Phoenix, AZ 85018 602-432-8245	14	14	80%	Upward Projects, EEG, Village Health Clubs & Spa, Salt River Fields, Marriott Residence Inn & Courtyard DPHX	Margo Kenler, margo@mmpmarketing.com; Grant Crane
12 4B West Agency ⑫ 4bwagency.com	502 S. 2nd St., #3 Phoenix, AZ 85004 602-428-1361	12	12	60%	BASELAYER, Gallagher & Kennedy, Frank Lloyd Wright Foundation, Pelican Products, Scales Gear	Leigh Dow, leigh@4bwagency.com
12 Off Madison Ave ⑫ offmadisonave.com	5555 E. Van Buren St., #215 Phoenix, AZ 85008 480-505-4500	12	45	20%	Arizona Office of Tourism, GlobalTrans, Scottsdale Public Art	Roger Harris; David Anderson
12 Kiterocket ⑫ kiterocket.com	515 E. Grant St. Phoenix, AZ 85004 602-443-8030	12	12	NA	NA	Martijn Pierik, martijn@kiterocket.com; Dave Richardson
12 The James Agency ⑫ thejamesagency.com	8100 E. Indian School Rd., #201 Scottsdale, AZ 85251 480-246-8725	12	32	50%	Mountain Shadows, Hotel Adeline, Colleen's Dream Foundation, Sergio's Pizzeria	Veronique James, veronique@thejamesagency.com
12 Rainmaker Integrated ⑫ rmpr.com	17470 N. Pinnacle Way Scottsdale, AZ 85255 480-305-2017	12	16	65%	Streets of New York, MultiTable.com, Avila Homes Global Neighborhood Solutions, Neighborhood Communities	Jackie Wright, jackie@rmpr.com
12 Evolve PR and Marketing ⑫ evolveprandmarketing.com	4500 N. Miller Rd., #212 Scottsdale, AZ 85251 602-550-1810	12	14	70%	Venar, Phoenix Children's Hospital Foundation, Chopin's, HomeSmart	Jennifer Kaplan
18 Santy ⑱ santy.com	8370 E. Via de Ventura, #K-100 Scottsdale, AZ 85258 888-679-3685	11	41	20%	Kitchell, Arizona DHS, Verizon, Mark Taylor, Rocks Peter Piper Pizzeria, Desert Mountain, Bubbly Ice Cream	Daniel Santy, dsanty@santy.com
19 Decibel Blue ⑲ decibelblue.com	350 W. Washington St., #308 Tempe, AZ 85281 480-894-2583	10	11	NA	NA	David Eichler, david@decibelblue.com; Diane Eichler
19 Rose + Moser + Allyn Public and Online Relations ⑲ rosenmoserallynpr.com	7144 E. Stetson Dr., #400 Scottsdale, AZ 85251 480-423-1414	10	10	NA	Paul Goldschmidt, Barnett-Jackson, Celebrity Fight Night, Nationwide Insurance, Republic Services	Jason Rose, jrose@rosenmoserallynpr.com; Jennifer Moser
19 The SPR Agency ⑲ thespragency.com	6730 N. Scottsdale Rd., #240 Scottsdale, AZ 85253 480-648-1770	10	10	50%	Taylor Morrison, Darling Homes, Bridgeland, MC Assembly, Solworks, OrthoArizona - Arizona Orthopaedic Association	Christy Stevens, christy@thespragency.com; Al Stevens
19 Knoodle ⑲ knoodle.com	4450 N. 12th St., #120 Phoenix, AZ 85014 602-530-9000	10	18	NA	NA	Rosaria Cain, rosariacain@knoodle.com
23 STRATEGY forty-eight ⑳ str4ty48.com	3636 N. Central Ave., #990 Phoenix, AZ 85012 602-277-4366	9	10	NA	Transdev, American Lung Association in Arizona, Sengra, Library Systems & Services	Troy Corder
23 HighGround Inc. ⑳ azhighground.com	830 N. 4th Ave. Phoenix, AZ 85003 602-528-3694	9	9	NA	David Wright House, Maricopa Integrated Health System, Salt River Project, Aconyx/Health	Chuck Coughlin; Doug Cole
25 The Brand Consortium PR ㉑ thebrandconsortium.com	Scottsdale, AZ 602-384-4747	8	10	90%	True Nopal Cactus Water, The Agency, Deco Communities, Gadget Homes, FIAT LUX, Bialto Capital	Melissa Bate, melissab@thebrandconsortium.com
25 Veridus LLC ㉑ veridus.com	111 W. Monroe St., #1111 Phoenix, AZ 85003 602-229-1129	8	8	NA	NA	Wendy Briggs; Jeff Sandquist; Jay Kaprovy; Matthew Benson, sheslan@veridus.com
25 Amanda Vega Consulting ㉑ amandavega.com	20235 N. Cava Creek Rd., #104-150 Phoenix, AZ 85024 480-275-8797	8	8	33%	Banana Republic, WebMD, afarmory, Sears, Sonoff, Lfy, Chemco, Betty Crocker	Amanda Vega, amandavega@amandavega.com
25 The McRae Agency ㉑ mcragency.com	5150 E. Orchid Ln. Paradise Valley, AZ 85253 480-992-0283	8	8	100%	Skanska, Solatube International, To Be Continued, ED Marshall Jewelers, Heard Museum	Beth McRae, beth@mcragency.com
25 R&R Partners ㉑ rprpartners.com	121 E. Buchanan St. Phoenix, AZ 85004 480-317-6040	8	40	NA	ASU, Banner/Jetra, Cox Communications, Fennmore Craig	Matt Silverman; Matt Mason

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

► CLOSER LOOK

425

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

752

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

HONORABLE MENTION

HMA Public Relations	7
Crosby-Wright	7
DRA Collective	7
LaneTerralover	7
Phoenix Marketing Associates	6
Serandipit Consulting	6
Knife & Fork Media Group	6
Colloco North America	6
The Knight Agency	5
Ideas Collide	5
J. Lauron PR & Marketing	5
The Ferraro Group	5
ANDERSON Advertising & Public Relations	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.

NEED A COPY

For information on obtaining reprints, web permissions and commemorative plaques, contact Barbara Bamstead at 602-308-6541 or bbamstead@bizjournals.com. More information can be found online at Phoenix.bizjournals.com by clicking "More..." on the Menu bar.

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.