

PHOENIX BUSINESS JOURNAL

THE LIST

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

INTERACTIVE MARKETING FIRMS

RANKED BY NUMBER OF LOCAL INTERACTIVE MARKETING EMPLOYEES

Rank	Business name / 2017 Rank Website	Address Phone	Local interactive marketing employees	Total local staff	Interactive marketing: % of 2017 revenue	Partial list of clients	Top local executive	Year established locally
1	Digital Air Strike ① digitalairstrike.com	6991 E. Camelback Rd., #B-111 Scottsdale, AZ 85251 888-713-8858	169	172	100%	General Motors, Kia, FCA, Synergy Health Services, Arizona State University	Alex Vaveri	2010
2	RIESTER ② riester.com	3344 E. Camelback Rd. Phoenix, AZ 85018 602-462-2200	90	108	58%	Arizona Department of Health Services, Casino Arizona, Leslie's Swimming Pool Supplies & Repair, MidFirst Bank	Tim Riester, trriester@riester.com; Alan Perkal, aperkal@riester.com	1989
3	Lane/Terralever ③ laneterralever.com	645 E. Missouri Ave., #400 Phoenix, AZ 85012 602-340-9440	85	102	70%	Arizona Cardinals, Cable ONE, Phoenix Suns, Valley Toyota Dealers, Universal Technical Institute	Bruce Lane; Chris Johnson, chris.johnson@laneterralever.com	1962
4	meltmedia ④ meltmedia.com	2120 E Rio Salado Hwy., #201 Tempe, AZ 85283 602-340-9440	76	76	100%	Genentech, HonorHealth, Scholastic	Justin Grossman	2000
5	OH Partners ⑤ ohpartners.com	3550 N. Central Ave., 1900 PC Phoenix, AZ 85012 602-254-5159	75	108	75%	Gila River Hotels & Casinos, Arizona Lottery, SRP, Eat Smart, Dole, Harkins Theaters, veggie's	Matthew Owens; Scott Harkay, s.harkay@owensharkay.com; Matt Moore; Brad Casper	1960
6	Iconic Results ⑥ iconicresults.com	8125 N. 23rd Ave., #100 Phoenix, AZ 85021 480-739-2071	70	95	50%	NA	NA	2014
7	V Digital Services ⑦ vdigitalservices.com	1201 E. Jefferson St. Phoenix, AZ 85024 888-441-0784	62	71	100%	Buddy Stubbs, Cheba Hut, Press Coffee, Chevy, Four Peaks Brewing, Orange Theory	Scott Tobias, scott.tobias@voicemvgroup.com	2013
8	Tallwave ⑧ tallwave.com	6263 N. Scottsdale Rd., #180 Scottsdale, AZ 85250 602-940-9400	60	60	50%	Levelhead, Natural Grocers, MobilMini	Jeffrey Pruitt; Ed Barromer; Robert Wallace	2009
9	LAVIDGE ⑨ lavidge.com	2777 E. Camelback Rd., #300 Phoenix, AZ 85016 480-998-2600	54	76	50%	Arizona Commerce Authority, APS, ASU, Delta Dental, ISM Raceway, Sonoma Quest Laboratories	Bill Lavidge	1982
10	Off Madison Ave ⑩ offmadisonave.com	5555 E. Van Buren St., #215 Phoenix, AZ 85008 480-505-4500	48	48	85%	Arizona Office of Tourism, OdySea Aquarium, Hooper's Casino Las Vegas	Roger Harris; David Anderson	1998
11	Ideas Collide ⑪ ideascollide.com	6125 E. Indian School Rd., #1001 Scottsdale, AZ 85251 480-659-4520	45	52	70%	Best Western Hotel & Resorts, Paul Mitchell, Bonway	Matthew Clyde; Rebecca Clyde	2005
12	Vertical Measures LLC ⑫ verticalmeasures.com	11201 N. Tatum Blvd., #350 Phoenix, AZ 85028 888-476-1861	44	48	100%	DePaul, Grand Canyon University, AT&T	Annie Koehn	2006
13	FabCom ⑬ fabcomllc.com	7819 E. Greenway Rd. Scottsdale, AZ 85260 480-478-8500	42	44	NA	NA	Brian Fabians, brianfab@fabcomllc.com	1992
14	Defero ⑭ deferousa.com	3131 E. Camelback Rd., #390 Phoenix, AZ 85016 602-368-3750	40	40	50%	San Devil Auto, Employees Insurance, Bar S, Smooth N Shine, National Kidney Foundation	Eric Brandt, ebrandt@deferousa.com; Mickey Lucas, mlucas@deferousa.com	2006
14	Zion & Zion ⑭ zionandzion.com	432 S. Fenway Ave. Tempe, AZ 85283 480-751-1007	40	40	67%	ARS/Rescue Rooter, BARD BQ, Chas Roberts, Barr's Pizza, Sen Health	Aric Zion, aric@zionandzion.com; Du'Gae Zion	2003
16	Lucid Agency ⑯ lucidagency.com	117 E. 5th St., 2nd FL Tempe, AZ 85281 480-219-7257	35	35	100%	Circle K, Purdue University, Cox Automotive	Scott Kaufmann	2006
17	IWS ⑰ workwithus.com	5330 N. 12th St. Phoenix, AZ 85014 602-222-4704	30	30	NA	Shea Homes, First Things First, US Soccer Foundation, The Phoenix Symphony, The Eddie Basba Collection	Madeline, mad@workwithus.com; Paul McKay	1999
17	Bluish Design Studio ⑰ bluish.com	110 E. 7th St. Tempe, AZ 85281 480-517-1900	30	30	75%	Taylor Morrison, Tiffany & Bosco, KB Home	Matthew Harber, matt@bluishdesign.com	2002
19	Commit Agency ⑲ commitagency.com	58 W. Buffalo St., #200 Chandler, AZ 85225 480-921-3220	25	25	100%	Goodwill of Central and Northern Arizona, Make-A-Wish America, Forever Resorts, Magrofa Hotels	David Falk, dfalk@commitagency.com; Joel Coen	1997
19	Bigfish Creative Group ⑲ thinkbigfish.com	7000 E. 1st Ave. Scottsdale, AZ 85251 480-355-2550	25	25	NA	NA	Joe Pizzarello, jpizzarello@bigfish.com	2006
19	Envia Group ⑲ enviagroup.com	15230 N. 75th St., #2030 Scottsdale, AZ 85260 480-773-7773	25	30	NA	Greystar, Mark-Taylor, Kahala Brands, Grimaldi's	Alicia Milstien; Candie Guay	2006
22	Vilocity Interactive Inc. ⑳ vilocity.com	9927 E. Bell Rd., #140 Scottsdale, AZ 85260 480-594-5700	20	20	50%	Emergen-C Vitamin Drink Mix, Hoover / Dri Devil Vacuum Cleaners, Gila River Casinos	Ronald Mlaric; Jennifer Smith	1998
23	ANDERSON Advertising & Public Relations ㉓ anderson-adv.com	5800 E. Thomas Rd., #100 Scottsdale, AZ 85251 480-945-2229	18	19	30%	Desert Financial Credit Union, Phoenix Childrens Hospital, Oregon's Pizza Bistro, Arizona Craft Brewers Guild	Ted Anderson, ted@anderson-adv.com	2005
23	Serendipit Consulting ㉓ serendipitconsulting.com	4450 N. 12th St., #238 Phoenix, AZ 85014 602-283-5209	18	21	76%	Bodify, Donlay Service Center, Modern Aspxperience.	Melissa DiGiamillo, melissad@serendipitconsulting.com; Alaina Kriyay	2008
25	Casual Astronaut ㉕ casualastronaut.com	116 W. McDowell Rd., #100 Phoenix, AZ 85003 602-626-8823	17	17	80%	Ritz-Carlton, Phoenix Children's Hospital, University of Arizona	NA	2014
25	KEO Marketing Inc. ㉕ keomarketing.com	515 E. Grand St., #150 Phoenix, AZ 85004 480-413-2090	17	17	100%	NA	Shelia Klockom, shel@keomarketing.com	2000

NOTES: NA - not applicable, not available or not approved * - not listed in 2017

► CLOSER LOOK

1,260

Total number of local interactive marketing employees working for the 26 interactive marketing firms included in this list

1,410

Total local staff working for the 26 interactive marketing firms included in this list

HONORABLE MENTION

Big YAM, The Parsons Agency	16
Kitterock	14
Fingerprint	14
Magnatry	13
Yaeger Marketing	13
ON Advertising Inc.	13
The James Agency	12
Fasttulle Digital	12
Skyhook Interactive	12
48 West Agency	12
Blue Aspen Marketing	12

ABOUT THE LIST

Information was obtained from firm representatives of the interactive marketing firms through email surveys and could not be independently verified by the Phoenix Business Journal. From among the firms ranked in the top 10 of last year's list, ZOG Digital (No. 6) and Sitewire (No. 10) did not respond. Only those firms responding to our inquiries are listed.

NEED A COPY OF THE LIST?

For information on obtaining reprints, web permissions and commemorative plaques, contact Jennifer Clark at 877-367-6134 or jclark@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.