

PHOENIX BUSINESS JOURNAL

16

PHOENIX BUSINESS JOURNAL

THE LIST

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

PUBLIC RELATIONS FIRMS

RANKED BY LOCAL PR BILLINGS, 2018

Rank	PR firm name Website	Address Phone	Local PR billings, 2018	# of local PR employees	PR % of total business	Notable clients	Top local executive
1	ON Advertising Inc. onadvertising.com	101 N. 1st Ave., #2000 Phoenix, AZ 85003 480-705-6623	\$8.73 million	16	55%	Hines, Chompie's Restaurants, Pioneer Packaging, state of Arizona, Aria Energy, city of Glendale	Eric Garcia, egarcia@onadvertising.com; John Hernandez, Ron Merritt
2	Zion & Zion zionandzion.com	432 S. Farmer Ave. Tempe, AZ 85281 480-751-1007	\$5.3 million	44	n/a	Walmart, Phoenix Suns, ISM Raceway, Aristocrat Technologies, Casino Del Sol, Donate Life Arizona	Aric Zion, aric.zion@zionandzion.com; DuGue Zion
3	Allison+Partners allisonpr.com	7135 E. Camelback Rd., #204 Scottsdale, AZ 85251 623-201-5500	\$5 million	29	100%	Toyota, GPEC, Republic Services, Dexcom, Blue Cross Blue Shield Arizona, Dignity Health	Cathy Planchard, cathy@allisonpr.com; Brian Brokowski, brian.brokowski@allisonpr.com
4	RIESTER riester.com	3344 E. Camelback Rd. Phoenix, AZ 85018 602-462-2200	\$3.65 million	21	21%	APS, Casino Arizona, Circle the City, Heard Museum, Kitchell, MidFirst Bank, Peter Piper Pizza	Tim Riester, triester@riester.com; Christina Borrego, cborrego@riester.com
5	Knoodle knoodle.com	4450 N. 12th St., #120 Phoenix, AZ 85014 602-530-9900	\$3.2 million	8	25%	Fulton Homes, Grande Vita, Fountain Hills, Queen Creek Olive Mill	Rosario Cain, rosario@knoodle.com; John Meyer, jmeyero@knoodle.com
6	HighGround Inc. azhighground.com	830 N. 4th Ave. Phoenix, AZ 85003 602-528-3684	\$2.8 million	9	n/a	n/a	Chuck Coughlin; Doug Cole
7	LAVIDGE lavidge.com	2777 E. Camelback Rd., #300 Phoenix, AZ 85016 480-998-2600	\$2.5 million	15	25%	ASU-Barrett Honors College, Enterprise Bank and Trust, Author Solutions, Banner Health, Sonora Quest	Bill Lavidge
8	OH Partners ohpartners.com	3550 N. Central Ave., #1500 Phoenix, AZ 85012 602-254-5159	\$2.15 million	22	4%	Arizona Lottery, Gila River Hotels and Casinos, White Mountain Partnership, Valley Metro	Matthew Owens, Scott Harkay, s.harkay@owensharkay.com; Matt Moore; Brad Casper
9	4B West Agency 4bwestagency.com	515 E. Grant St., #150 Phoenix, AZ 85004 602-428-1361	\$2.01 million	15	40%	Premier Mounts, Risas Dental & Braces, Gallagher & Kennedy, Genesys Aerosystems, NI LLC	Leigh Dow, leigh@4bwestagency.com
10	Kiterocket kiterocket.com	45 W. Jefferson St., #700 Phoenix, AZ 85003 602-443-0030	\$2 million	12	n/a	EMD Performance Materials, KLA, ASM	Martijn Pierik, martijn@impresslabs.com
11	LuCorp Marketing lucorpmarketing.com	3550 N. 14th St., #102 Phoenix, AZ 85086 602-363-5054	\$1.5 million	5	35%	World Pet Association, Pet Care Trust/Pets in the Classroom, Sedona Chamber of Commerce	Cindy Wouderberg, cindy@lucorpmarketing.com
12	J. Lauren PR & Marketing jlaurenpr.com	21 E. 6th St., #415 Tempe, AZ 85281 480-626-8290	\$1.2 million	5	75%	Frank Lloyd Wright Foundation, Paradise Valley Ritz-Carlton, The Palmaria, Royal Palms Resort and Spa	Jan Bracamonte, jan@jlaurenpr.com
13	Off Madison Ave offmadisonave.com	5555 E. Van Buren St., #215 Phoenix, AZ 85008 480-505-4500	\$1.1 million	12	30%	Arizona Office of Tourism, EOS Fitness, Grand Canyon Conservancy	Roger Hurri; David Anderson
13	Decibel Blue decibelblue.com	7524 E. Angus Dr., #2 Scottsdale, AZ 85251 480-894-2583	\$1.1 million	9	n/a	Dunkin' Brands, Elements Massage, Amazing Lash Studios, Walt Damley Realty, Cahava Springs, M Culinary	David Eichler, david@decibelblue.com; Diane Eichler
15	DRA Collective dracollective.com	717 E. Maryland Ave., #110 Phoenix, AZ 85014 602-956-8834	\$1 million	8	75%	Arizona Science Center, Ascent at The Phoenician, Hines, Transwestern, SRP, El Dorado Holdings	Denise Resnik, denise@dracomunications.com; Michelle McGinty, michelle@dracollective.com
15	CoNecs North America conecsna.com	5343 N. 16th St., #240 Phoenix, AZ 85016 480-751-5569	\$1 million	6	30%	Woz U, Achieve60AZ, Dignity Health, Barrow Neurological Institute	Lisa Urias
15	10 to 1 Public Relations 10to1pr.com	7320 E. Butherus Dr., #205 Scottsdale, AZ 85260 480-550-6500	\$1 million	4	100%	Plexus, Rosendin, Vantage Mobility International, FirstBank, The CORE Institute, Platinum Living Realty	Josh Weiss, josh@10to1pr.com
18	Ideas Collide ideascollide.com	6125 E. Indian School Rd., #1003 Scottsdale, AZ 85251 480-659-4520	\$950,000	3	3%	Danzon Dairy, Elevation Solar	Matthew Clyde; Rebecca Clyde; Michael Manon, mikes@ideascollide.com
19	Serendipit Consulting serendipitconsulting.com	407 W. Osborn St. Phoenix, AZ 85007 602-283-5209	\$929,119	6	n/a	Robbins Brothers, The Engagement Ring Store, MRA Associates, Bayless Integrated Health Care, Drybar	Melissa DiGianfilippo, melissa@serendipitconsulting.com; Alexis Kinay
20	HMA Public Relations hmapr.com	3610 N. 44th St., #110 Phoenix, AZ 85018 602-957-8881	\$860,000	9	95%	AAED, Chasse Building Team, Esperanza, Fasturite Digital, Ford, Girl Scouts, Harrah's Ak-Chin Casino Resort	Scott Hanson, shanson@hmapr.com; Abbie Fink
21	The Knight Agency inknight.agency	7014 E. Camelback Rd., #B100A Scottsdale, AZ 85251 480-406-3079	\$700,000	10	100%	Scottsdale Culinary Festival, Arizona Taco Festival, The Maggione Group, Bravada Yachts, R&R Hospitality	Cody Knight; Erica Knight
21	DeMenna Public Affairs demenna.com	1345 W. Monroe St. Phoenix, AZ 85007 602-252-5155	\$700,000	7	n/a	American Cancer Society, Arizona Society of CPAs, American Subcontractors Association of AZ	Joe DeMenna; Ryan DeMenna, ryan@demenna.com
23	The McRae Agency mcragency.com	5150 E. Orchid Ln. Paradise Valley, AZ 85253 480-990-0282	\$500,000	8	n/a	Skanska, Solatube International, ED Marshall Jewelers, Spinelli's Pizzeria, Google, Debbie Gaby Charities	Beth McRae, beth@mcragency.com
24	Rainmaker Integrated	17470 N. Pacesetter Way Scottsdale, AZ 85255	\$461,000	7	75%	Teilverde, Avilla Homes, NexMetro	Larkie Wright, larkie@rmmr.com

CLOSER LOOK

\$50.7M

Total local 2018 public relations billings for the 25 PR firms on this list

299

Total number of local PR employees working for the 25 PR firms on this list

HONORABLE MENTION

KB Woods Public Relations \$360K

The James Agency \$300K

FirstStrategic, Communications and Public Affairs \$300K

Amanda Vega Consulting \$200K

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. The ranking element for this year's list was changed to public relations billings for 2018 and several firms on last year's list either declined to participate or declined to disclose the billings figure. Only those firms responding to the surveys and answering all required questions are listed.

NEED A COPY OF THE LIST?

For information on obtaining reprints, web permissions and commemorative plaques, contact Chris Jansen at 602-308-6540 or cjansen@bizjournals.com. More information can be found online at PhoenixBizjournals.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.