

PHOENIX BUSINESS JOURNAL

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THE LIST

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PUBLIC RELATIONS FIRMS

RANKED BY LOCAL PR BILLINGS, 2019

Rank	PR firm / 2019 Rank Website	Address Phone	Local PR billings, 2019	# of local PR employees	PR % of total business	Notable clients	Top local executive
1	ON Advertising Inc. ① onadvertising.com	101 N. 1st Ave., #2000 Phoenix, AZ 85003 480-705-6623	\$8.82 million	20	55%	Hines, Creighton University, Pioneer Packaging, Grossman Properties, Hotalua Companies, State of Arizona, Maricopa County	Eric Garcia, egarcia@onadvertising.com; John Hernandez; Ron Meritt
2	Zion & Zion ② zionandzion.com	432 S. Farmer Ave. Tempe, AZ 85281 480-751-1007	\$6.3 million	38	n/a	Walmart, Phoenix Suns, Nascar, Casino Del Sol, Barro's Pizza	Aric Zion, aric@zionandzion.com; DuGue Zion
3	Allison+Partners ③ allisonpr.com	7135 E. Camelback Rd., #204 Scottsdale, AZ 85251 623-201-5500	\$5 million	26	100%	Toyota, Dignity Health, BCBS, Taylor Morrison	Cathy Planchard, cathy@allisonpr.com; Lorri Denaro, lorri@allisonpr.com
4	RIESTER ④ riester.com	3344 E. Camelback Rd. Phoenix, AZ 85018 602-462-2200	\$4.6 million	19	25%	APS, Carlisle Companies, Casino Arizona, Circle the City, Equality Health, Larry Miller Automotive Group, Phoenix Rising FC, Talking Stick Resort	Tim Riester, triester@riester.com
5	Off Madison Ave ⑤ offmadisonave.com	5555 E. Van Buren St., #215 Phoenix, AZ 85008 480-505-4500	\$4.5 million	12	20%	Arizona Office of Tourism, Grand Canyon Conservancy, Visit Phoenix	Roger Hurri; David Anderson
6	knoodle ⑤ knoodle.com	4450 N. 12th St., #120 Phoenix, AZ 85014 602-530-9900	\$3.6 million	8	25%	Fulton Homes, UCP, MJS Designs, WashClub Phoenix, Rodeo Scottsdale	Rosaria Cain, rosariac@knoodle.com; John Meyer
7	Position Sports ⑥ positionsports.com	4824 E. Baseline Rd., #133 Mesa, AZ 85206 480-275-2142	\$3 million	4	n/a	Nike, Basketball Hall of Fame, Red Bull, Phoenix Community Alliance	Kevin Foley
8	Ideas Collide ⑦ ideascollide.com	6125 E. Indian School Rd., #1001 Scottsdale, AZ 85251 480-659-4520	\$2.9 million	7	15%	Danzeisen Dairy, Build Your Future Arizona, Best Western Hotels & Resorts, Botco.ai	Matthew Clyde; Rebecca Clyde; Michael Mason, mike@ideascollide.com
9	HighGround Inc. ⑧ azhighground.com	830 N. 4th Ave. Phoenix, AZ 85003 602-528-3684	\$2.6 million	10	n/a	n/a	Chuck Coughlin; Doug Cole
10	48 West Agency ⑨ 48westagency.com	515 E. Grant St., #150 Phoenix, AZ 85004 602-428-1361	\$2.5 million	15	40%	Premier Mounts, Citadel Completions, TurbineAero, Gallagher & Kennedy	Leigh Dow, leigh@48westagency.com
11	LAVIDGE ⑩ lavidge.com	2777 E. Camelback Rd., #300 Phoenix, AZ 85016 480-998-2600	\$2.4 million	19	23%	Arizona Secretary of State, ASU-Barrett Honors College, Author Solutions, Enterprise Bank & Trust, Goettl, Sagewood, Sonora Quest	Bill Lavidge; Anne Robertson
12	Kiterocket ⑪ kiterocket.com	45 W. Jefferson St., #700 Phoenix, AZ 85004 602-443-0030	\$2.2 million	9	50%	n/a	Martijn Pierik
12	LaneTerralever ⑫ laneterralever.com	645 E. Missouri Ave., #400 Phoenix, AZ 85012 602-258-5263	\$2.2 million	6	10%	Phoenix Children's Hospital, LVFT, Catellus, 100 Club, Downtown Phoenix Inc.	Chris Johnson, chris.johnson@laneterralever.com; Beau Lane
14	OH Partners ⑬ ohpartners.com	3550 N. Central Ave., #1500 Phoenix, AZ 85018 602-254-5159	\$2.1 million	11	n/a	Arizona Lottery, Gila River Hotels & Casinos	Matthew Owens; Scott Harkey, s.harkey@owensharkey.com
15	ANDERSON Advertising & Public Relations ⑭ anderson-adv.com	5800 E. Thomas Rd., #100 Scottsdale, AZ 85251 480-945-2229	\$2 million	3	10%	Desert Financial Credit Union, Az Craft Brewers Guild, Eggstacy, High Street	Ted Anderson, ted@anderson-adv.com
16	FirstStrategic, Communications & Public Affairs ⑮ firststrategic.com	300 W. Clarendon Ave., #460 Phoenix, AZ 85013 602-266-6565	\$1.5 million	4	50%	TGen, Salt River Project, CenturyLink, Global Water Resources, Phoenix Suns, Maricopa County, City of Glendale, Arizona Chamber of Commerce	Marcus Dell'Artino; Barry Dill; Kurt Davis
16	Gordon C. James Public Relations ⑯ gcjpr.com	5080 N. 40th St., #350 Phoenix, AZ 85018 602-274-1988	\$1.5 million	17	100%	Shea of Homes of Arizona, Childhelp, Society of St. Vincent de Paul, Vitalyst Health Foundation, CCMC, Berridge Nurseries	Gordon James, gjames@gcpr.com
16	Steve LeVine Entertainment & Public Relations ⑰ slentertainment.com	7819 E. Paradise Lane Scottsdale, AZ 85260 480-284-6035	\$1.5 million	5	n/a	Purely Sedona, Chandler Chamber Ostrich Festival, Scottsdale Fashion Week, Desert Stages Theatre, Studio B Smiles	Steve LeVine, steve@slentertainment.com; Jamie LeVine; Ryan Schroeder
16	HMA Public Relations ⑱ hmapr.com	3610 N. 44th St., #110 Phoenix, AZ 85018 602-957-8881	\$1.5 million	9	95%	ACCEL, Ariz. Assoc. of Realtors, Chasse Building Team, Delta Dental, FasturTie, FunderBinderAZ, Girl Scouts, Harrah's, Pioneer Title, WaFd Bank	Scott Hanson, shanson@hmapr.com; Abbie Fink
20	Serendipit Consulting ⑲ serendipitconsulting.com	407 W. Osborn Rd. Phoenix, AZ 85013 602-283-5209	\$1.14 million	9	n/a	n/a	Melissa DiGianfilippo, melissa@serendipitconsulting.com; Alexis Krisay
21	J. Lauren PR & Marketing ⑳ jlaurenpr.com	21 E. 6th St., #415 Tempe, AZ 85281 480-626-8290	\$1.1 million	6	75%	Frank Lloyd Wright Foundation, The Ritz-Carlton Paradise Valley, The Palmaria, Optima, Royal Palms, Sportique, Roif's Global, Dahl Restaurant Group, The Americano	Jan Bracamonte, jan@jlaurenpr.com
22	DRA Collective ㉑ dracollective.com	717 E. Maryland Ave., #110 Phoenix, AZ 85014 602-956-8834	\$1 million	6	n/a	n/a	Denise Resnik, denise@dracollective.com; Michelle McGinty
22	Decibel Blue ㉒ decibelblue.com	7524 E. Angus Dr., #2 Scottsdale, AZ 85251 480-894-2583	\$1 million	8	n/a	n/a	David Eichler, david@decibelblue.com; Diane Eichler
24	Urias Communications ㉓ uriascommunications.com	5343 N. 16th St., #240 Phoenix, AZ 85016 480-751-5569	\$998,000	5	55%	HDR, Valley Metro, Woz U, Achieve60AZ, Phoenix Indian Center, APS	Lisa Urias
25	DeMenna Public Affairs ㉔ demenna.com	1345 W. Monroe St. Phoenix, AZ 85007 602-252-5155	\$770,000	7	n/a	Cresco Labs, Baked Bros, HBI/RAW, Arizona Dude Ranch Association, Rillito Park Foundation	Joe DeMenna; Ryan DeMenna, ryan@demenna.com

NOTES: n/a - not applicable, not available or not approved * - not listed in 2019

► CLOSER LOOK

\$66.7M

Total 2019 local PR billings for the 25 public relations firms on this list.

283

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

HONORABLE MENTION

The Knight Agency	\$750K
Rainmaker Integrated	\$715K
The McRae Agency	\$650K
Aker Ink	\$620K
R&R Partners	\$613K

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.