

PHOENIX BUSINESS JOURNAL

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THE LIST

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PUBLIC RELATIONS FIRMS

RANKED BY LOCAL PR BILLINGS, 2020

Rank	PR firm / 2020 Rank Website	Address Phone	Local PR billings, 2020	# of local PR employees	PR % of total business	Notable clients	Top local executive
1	Zion & Zion ② zionandzion.com	432 S. Farmer Ave. Tempe, AZ 85281 480-751-1007	\$9.6 million	42	n/a	Walmart, Phoenix Suns, NASCAR, Casino Del Sol, BD	Aric Zion, aric@zionandzion.com; DuGue Zion
2	ON Advertising Inc. ① onadvertising.com	101 N. 1st Ave., #2000 Phoenix, AZ 85003 480-705-6623	\$8.9 million	20	55%	Freddy's Steakhouses, Hines, Creighton University, Chompies Restaurants, Mokas Cafe, State of Arizona	Eric Garcia, egarcia@onadvertising.com; John Hernandez; Ron Merritt
3	Allison+Partners ③ allisonpr.com	7135 E. Camelback Rd., #204 Scottsdale, AZ 85251 623-201-5500	\$5 million	28	100%	Toyota, Dexcom, Taylor Morrison, StrataTech, Footprint	Cathy Planchard, cathy@allisonpr.com; Lori Denaro, lori@allisonpr.com
3	OH Partners ⑭ ohpartners.com	3550 N. Central Ave., #1500 Phoenix, AZ 85012 602-254-5159	\$5 million	28	20%	Arizona Lottery, Gila River Hotels & Casinos, Bayless Integrated Healthcare	Matthew Owens; Scott Harkey, s.harkey@owensharkey.com
5	HighGround Inc. ⑨ azhighground.com	830 N. 4th Ave. Phoenix, AZ 85003 602-528-3684	\$3.3 million	10	n/a	Salt River Project, Valleywise Health, Accenture, Associated General Contractors, Arizona School Boards Association, city of Phoenix	Chuck Coughlin; Doug Cole
6	RIESTER ④ riester.com	3344 E. Camelback Rd. Phoenix, AZ 85018 602-462-2200	\$2.9 million	16	18%	Arizona Opera, Larry H Miller Dealerships, UnitedHealthcare, Clean Elections, Casino Arizona, Talking Stick Resort, Phoenix Rising FC	Tim Riestler, triester@riester.com; Christina Borrego
7	LaneTerraever ⑫ laneterraever.com	645 E. Missouri Ave., #400 Phoenix, AZ 85012 602-258-5263	\$2.8 million	12	n/a	Phoenix Children's Hospital, Downtown Phoenix Inc., Arizona 100 Club, Department of Child Safety	Chris Johnson, chris.johnson@laneterraever.com; Beau Lane
8	48 West Agency ⑩ 48westagency.com	515 E. Grant St., #150 Phoenix, AZ 85004 602-428-1361	\$2.55 million	15	40%	Gallagher & Kennedy, StrataTech Education Group, Gamber Johnson, Ramco Systems	Leigh Dow, leigh@48westagency.com
9	LAVIDGE ⑪ lavidge.com	2777 E. Camelback Rd., #300 Phoenix, AZ 85016 480-998-2600	\$2.21 million	20	21%	Sonora Quest Laboratories, ASU Barrett Honors College, Walton, Sagewood, Anju Life Sciences, Author Solutions, NewLife Forest Products	Bill Lavidge; Sandra Torre, storre@lavidge.com; Alicia Wadas
10	Off Madison Ave ⑤ offmadisonave.com	5555 E. Van Buren St., #215 Phoenix, AZ 85008 480-505-4500	\$2 million	10	30%	Foster Farms, Esporta, Peet's Coffee, Bang Energy	Roger Hurni; David Anderson
10	Decibel Blue ⑫ decibelblue.com	7524 E. Angus Dr., #2 Scottsdale, AZ 85251 480-894-2583	\$2 million	5	n/a	n/a	Tyler Rathjen, tyler@decibelblue.com
12	Serendipit Consulting ⑫ serendipitconsulting.com	407 W. Osborn Rd. Phoenix, AZ 85013 602-283-5209	\$1.55 million	6	40%	AmeriSave Mortgage Corporation, Estrella by Newland, Valley Sleep Center, PB Bell, DryBar, FastMed Urgent Care	Melissa DiGianfilippo, melissa@serendipitconsulting.com; Alexis Krisay
13	Gordon C. James Public Relations ⑩ gcjpr.com	5080 N. 40th St., #350 Phoenix, AZ 85018 602-274-1988	\$1.5 million	14	100%	Shea Homes of Arizona, Childhelp, Society of St. Vincent de Paul, Vitalyst Health Foundation, Crossroads, Pfizer, State of Arizona	Gordon James, gjames@gcjr.com
14	knoodle ⑥ knoodle.com	4450 N. 12th St., #120 Phoenix, AZ 85014 602-530-9900	\$1.4 million	10	n/a	Fulton Homes, Plant Solutions, MJS Designs, Etnico, Santé, Red Development	Rosaria Cain, rosariac@knoodle.com; Sandra Guadarrama-Baumunk
15	HMA Public Relations ⑩ hmapr.com	5814 E. Kings Ave. Scottsdale, AZ 85254-9217 602-957-8881	\$1.2 million	8	95%	Ariz. Assoc. of Realtors, Chasse Building, Delta Dental, Girl Scouts, Mercy Care, Pioneer Title, Wilde Wealth Mgmt.	Scott Hanson, shanson@hmapr.com; Abbie Fink
15	J. Lauren PR & Marketing ⑫ jlaurenpr.com	21 E. 6th St., #415 Tempe, AZ 85281 480-626-8290	\$1.2 million	7	85%	Frank Lloyd Wright Foundation, The Ritz-Carlton Paradise Valley, RED Development, The Westin Tempe, Canopy Scottsdale, Optima	Jan Bracamonte, jan@jlaurenpr.com
17	DRA Collective ⑫ dracollective.com	717 E. Maryland Ave., #110 Phoenix, AZ 85014 602-956-8834	\$1 million	6	100%	Ascent at the Phoenician, First Place AZ, Arizona Thrives, Home Matters to Arizona	Denise Resnik, denise@dracomunications.com; Michelle McInty
17	Amanda Vega Consulting ⑫ amandavega.com	20235 N. Cave Creek Rd., #104-158 Phoenix, AZ 85024 480-275-9797	\$1 million	15	n/a	n/a	Amanda Vega, amanda@amandavega.com
17	Ideas Collide ⑧ ideascollide.com	6125 E. Indian School Rd., #1001 Scottsdale, AZ 85251 480-659-4520	\$1 million	3	n/a	n/a	Matthew Clyde; Rebecca Clyde; Michael Mason, mike@ideascollide.com
20	Urias Communications ⑫ uriascommunications.com	5343 N. 16th St., #240 Phoenix, AZ 85016 480-751-5569	\$975,000	3	55%	Woz U, Southern Careers Institute, Las Palomas Resort Beach and Golf Resort, Ballet Arizona, Phoenix Indian Center, Native American Connections, APS	Lisa Urias; Jason Coochwyetwa, jason@uriascommunications.com
21	The McRae Agency ⑫ mcragency.com	5150 E. Orchard Ln. Paradise Valley, AZ 85253 480-990-0282	\$950,000	8	n/a	Diversified Partners, Solatube International, JUMP, ED Marshall Jewelers, Haugen Racing, AZBio, Senior Placement Services	Beth McRae, beth@mcragency.com
22	DeMenna Public Affairs ⑫ demenna.com	1345 W. Monroe St. Phoenix, AZ 85007 602-252-5155	\$928,000	8	n/a	Embry Health, Arizona Dude Ranch Association, Cresco Labs, Education Services Inc, and American Cancer Society - Cancer Action Network	Joe DeMenna; Ryan DeMenna, ryan@demenna.com
23	Aker Ink ⑫ akerink.com	P.O. Box 1775 Scottsdale, AZ 85252 602-339-7339	\$900,000	5	n/a	n/a	Andrea Aker, andrea.aker@akerink.com
24	ANDERSON Advertising & Public Relations ⑫ anderson-adv.com	5800 E. Thomas Rd., #100 Scottsdale, AZ 85251 480-945-2229	\$675,000	4	5%	Desert Financial Credit Union, Arizona Craft Brewers Guild	Ted Anderson, ted@anderson-adv.com
25	The Knight Agency ⑫ knight-agency.com	7014 E. Camelback Rd., #B100A Scottsdale, AZ 85251 480-406-3079	\$650,000	5	100%	n/a	Erica Knight; Cody Knight

► CLOSER LOOK

\$61.2M

Total 2020 local PR billings for the 25 public relations firms on this list

305

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

HONORABLE MENTION

Rainmaker Integrated	\$625K
Small Giants	\$576K
Knife & Fork Media Group	\$550K
Davidson Belluso	\$332K
The James Agency	\$182K

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.