

CHIEF MARKETER 2012 PROMO 100: SPECIALISTS

Top Agencies with a **Promotional Marketing** Speciality in:

EVENT/EXPERIENTIAL

TOP 10 <small>*Revenue estimated by Promo</small>	Agency	2011 revenue	Agency	2011 revenue
	1. George P. Johnson	\$146,015,527*	6. Octagon	89,750,000*
	2. Live Nation Network	119,800,000*	7. Cardenas Marketing Network Inc.	59,176,725
	3. GMR Marketing LLC	106,600,000*	8. TEAM Enterprises	40,200,000*
	4. Arnold Brand Experience	105,300,000*	9. MKTG INC	34,778,000
	5. Jack Morton Worldwide	94,800,000*	10. Team Epic	33,200,000

INTERACTIVE

TOP 10 <small>*Revenue estimated by Promo</small>	Agency	2011 revenue	Agency	2011 revenue
	1. Digitas	\$400,000,000*	6. AMP Agency	23,059,082
	2. Euro RSCG	172,500,000*	7. MRV (Mr Youth)	20,800,000*
	3. Hawkeye	85,422,000*	8. Gage Marketing Group, LLC	18,326,000
	4. ePrize	53,212,495	9. Mastermind Marketing	14,800,000
	5. Source Marketing	25,800,000*	10. Tenthwave Digital LLC	6,062,533

PROMOTIONAL PRODUCTS

TOP 5	Agency	2011 revenue	Agency	2011 revenue
	1. BDA	\$313,345,000	4. Supremia International, Inc.	3,700,000*
	2. Shumsky	5,931,828	5. Promotional Alliance International, Inc.	1,891,298
	3. Specialized Marketing Group, Inc.	4,187,131		
			<small>*Revenue estimated by Promo</small>	

RETAIL (IN-STORE)

TOP 10 <small>*Revenue estimated by Promo</small>	Agency	2011 revenue	Agency	2011 revenue
	1. Drafftcb	\$676,200,000*	7. TracyLocke	123,000,000*
	2. Leo Burnett/Arc Worldwide	475,000,000*	8. G2 Worldwide	121,000,000*
	3. Wunderman	441,200,000*	9. Ryan Partnership	117,758,698
	4. Integrated Marketing Services	302,170,277	10. Marketing Arm, The	115,774,000*
	5. MarketStar Corporation	176,135,837*	(Chief Marketer 2012 PROMO 100 Agency of the Year)	
	6. Integer Group, The	158,050,000*		
			<small>*Revenue estimated by Promo</small>	

CHIEF MARKETER 2012 PROMO 100: SPECIALISTS

Top Agencies with a **Promotional Marketing** Specialty in:

SOCIAL

TOP 10 <small>*Revenue estimated by Promo</small>	Agency	2011 revenue	Agency	2011 revenue
	1. Digitas	\$400,000,000*	6. Alcone Marketing	68,120,000*
	2. Euro RSCG	172,500,000*	7. Cardenas Marketing Network Inc.	59,176,725
	3. Ryan Partnership	117,758,698	8. Source Marketing	25,800,000*
	4. Arnold Brand Experience	105,300,000*	9. Active Network, Inc., The	23,500,000*
	5. Hawkeye	85,422,000	10. MRY (Mr Youth)	20,800,000*

SWEEPSTAKES

TOP 5	Agency	2011 revenue	Agency	2011 revenue
	1. Marketing Store, The	\$34,000,000	4. Don Jagoda Associates	6,106,899
	2. Prize Logic, LLC	12,752,000	5. Ventura Associates International LLC	2,798,236
	3. Marden-Kane, Inc.	7,947,135	<small>*Revenue estimated by Promo</small>	

METHODOLOGY The Specialists all appear on the CHIEF MARKETER 2012 PROMO 100 and are ranked within each specialty by U.S. net revenue. These agencies self-selected on the entry form that more than 55% of their business comprises the specific specialty within which they rank.