

# Capital Mergers And Acquisitions, LLC (CMA Group)

## Using Acquisitions to Reinvent Agencies

### Overview

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*Given the speed of change in the "Adaptive Marketing" era of marketing and the plethora of tools that will be required to deliver competitive advantage to customers, nimble acquisitions are and will remain inevitable if an advertising agency wishes to remain a fiduciary of its clients advertising budgets.*

With the rise of social media and digital production, agencies are going to have to reinvent themselves to serve their client's needs. They will have to quickly adapt to changes in marketing strategies as we enter the "Adaptive Marketing" era, a term referenced from Forrester Research. Adaptive Marketing is defined as "A period in which marketers must become more adaptable as new channels and constructs for interacting with consumers flood the market that must be tied to the overall brand promise." Agencies will have to deliver new and innovative ideas, interaction, and intelligence to meet expectations of their customers. Adaptive Marketing focuses on the ability to be more agile, build long-term relationships with active customers, and use data to implement real-time decisions. As marketers are shifting their strategies to adapt to the new era, agencies will have to reinvent themselves to meet the demands of their clients. The opportunity to provide comprehensive end-to-end solutions is available for agencies looking to acquire new skills and services.

### Current Market

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In the past, marketers turned to advertising agencies for their strategic and tactical insight. As new technology and social evolution brought new marketing strategies, the relationships between marketers and agencies has evolved into a complex web. According to Forrester Research, "with increasing economic pressure, holding companies emerged to consolidate agencies to gain scale and maximize revenues across a broad suite of agency services including creative, media planning and buying, direct marketing, and public relations services. This left marketers to manage a portfolio of agencies rather than a single contact." So in the Adaptive Marketing era, agencies are looking to add new skill sets to compete more directly and gain market share. Also the impact of the internet on the way

### Sector: Advertising Agencies

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people communicate continues to evolve; leading marketers need to adapt as new channels for interacting with consumers penetrate the market.

### *Shift in Focus*

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Consumers are continually ignoring certain marketing tactics, such as telemarketing and TV ads. To keep consumers engaged, organizations are “moving from decades of push strategy to a more holistic 360-degree consumer strategy.” Most agencies still use broad segmentation strategies to address new channels, but consumers don’t want to be labeled as a “target.” Instead, most customers want to participate and marketers and agencies have a ways to go to fully embrace that notion.

### *Agency Types*

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#### **Advertising Agency**

- An advertising agency or ad agency is a service business dedicated to creating, planning and handling advertising promotions for their clients. An ad agency is independent from the client and provides an outside point of view to the effort of selling the client's products or services.

#### **Direct Marketing Agency**

- Direct marketing is a form of advertising that reaches its audience without using traditional formal channels of advertising, such as TV, newspapers or radio. Businesses communicate straight to the consumer with advertising techniques such as fliers, catalogue distribution, promotional letters, and street advertising.

#### **Media Planning and Buying Agency**

- This is the role of an advertising agency in finding the most appropriate media products for each client and negotiating/buying ‘space’ based upon a predetermined budget.

#### **Interactive Agency**

- An interactive agency offers a mix of web design, internet advertising, or e-business consulting. Interactive agencies have become more important with the increase of mobile and social marketing.

#### **Communications/PR Agency**

- An agency that uses activities and policies to create public interest in a person, idea, product, institution, or business. The goal of a communication or public relations agency is to create an advantageous image for their client through advertising.

### *Outlook*

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Agencies will have to keep up with increasing demands and challenges as their customers are looking for ways to adapt to the new marketing era. Agencies will have to focus on ideas, interactions, and intelligence to gain a competitive advantage.

- Ideas

- Ideas are the fundamental approach to reaching customers and consist of the emotional connections with consumers. Agencies will have to demonstrate their ideation process to build a brand and think about the best way to make that work across every platform. Additionally, agencies will have to become more integrated with their approach to adapt to channel diversity.
- Using media to drive messaging requires creativity. Agencies will have to look at multiple channels simultaneously to implement smart messaging strategies.
- Agencies should display an agile process for evolving a message. With the new era of adaptability, agencies with shorter, more nimble design and planning processes will be able to keep up with changing demands.
- Interactions
  - Communications between brands and consumers are ever-changing and understanding those interactions will drive future success. “Agencies should get involved to facilitate active participation of media agencies to think beyond the traditional passive audience metrics such as GRPs or impressions.”
  - Agencies must also have the ability to create a smooth transition of brand experience for customers regardless of channel. According to “The Connected Agency” report, this requires “manpower, processes, and platforms to manage the experiences across these channels, using conversion data, listening platforms, and response results.” With this, agencies will be able to identify and connect marketers with participants, manage long-term relationships, and develop valuable brand experiences across a variety of platforms.
  - Lastly agencies should be able to harness the best interactions to create opportunities and also have the ability to respond to the worst interactions.
- Intelligence
  - Understanding customer behavior can have significant implications. Adaptive agencies should be able to analyze customer data through modeling, vendor partnerships, and their adjustments to campaigns based on insights.
  - Agencies should also have the capability to analyze the value of every customer. According to Forrester Research, “this will allow marketers to focus on how they approach, react to, and engage customers at an individual level.”
  - Lastly agencies have to be able to use market research and other heavily segmented data and intelligence, turning it into actionable intelligence.

## *Trends*

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As the Adaptive Marketing era continues, the agency sector will change forever.

- The future for creative agencies will involve integrating co-creation and crowdsourcing skills. Firms will engage consumers from the community to help brands deliver messages and products. This approach is known as "the connected agency" - where agencies direct, manage, and filter co-creation for their clients.
- Technology companies and consultancies are now offering agency services. This will create direct competition with agencies for job opportunities. Agencies are pushing back with investments in technology companies to enhance their services.
- Interactive marketing will become a core service for marketing departments. This will impact the interactive agency of record as it will become irrelevant, causing interactive agencies to become a leader in the sector or into a niche specialty.

- Media will be managed as a whole because marketers will need to move efficiently between different entertainment and media options. This will cause agencies to combine their media services.
- Agencies will become more important as marketing is becoming quicker and more complex. Also with consumer behavior changing rapidly, marketers will turn to specialists to sort through the complicated environment.

### Summary

The structure of agencies will continue to evolve as we progress through the Adaptive Marketing era. The need for efficient and adaptable services will drive the demand for agencies from their clients. Marketers are searching for agencies that can provide ideas, interactions, and intelligence. Agencies will also have to become more agile, build and maintain long-term relationships, and use collected data to implement quick decisions. The constantly changing market environment will certainly draw the interests of potential consolidators. Agencies are scrambling to add new skills and services to compete more directly. Given the speed of change in this Adaptive Marketing era of marketing and the plethora of tools that will be required to deliver competitive advantage to customers, nimble acquisitions are and will remain inevitable if an advertising agency wishes to remain a fiduciary of its clients advertising budgets.

### Selected Agencies

# Capital Mergers And Acquisitions, LLC

#### Advertising Agency

Company	Business Description	Location	ZI Revenue est.	Employees
<b>72andSunny</b>	72andSunny is a full-service advertising, design and brand identity studio with offices in Los Angeles and Amsterdam. Current clients include Microsoft Zune, Coca-Cola, Quiksilver, Bugaboo, AND 1, Avia, and G4 TV.	Los Angeles, California	\$10 mil. - \$25 mil.	50 – 100
<b>Ad Excellence</b>	Ad Excellence is a full service ad agency without the ad agency price. They offer a wide variety of graphic design services, including logos, catalogs, brochures, billboard sign design, trade show displays, direct mail pieces, and website design.	Hollywood, Florida	\$10 mil. - \$25 mil.	50 – 100
<b>Anchor Ad Agency</b>	Anchor Ad Agency was founded in 1996 as a creative, full service advertising agency in St. Charles, near St. Louis, MO. Their sole purpose is to develop creative and compelling advertising and	St. Charles, Missouri	NA	NA

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	marketing campaigns for clients across a broad spectrum of business categories.			
<b>Celeste/Daniels</b>	Celeste/Daniels is an Oregon advertising agency providing full advertising campaign development and collateral material for national and local clients. Celeste Daniels is the creative advertising agency for all types of businesses, including aviation, travel and performing arts advertising.	Eugene, Oregon	Under \$500,000	1 – 5
<b>CommCreative</b>	As a full-service Boston marketing and advertising agency, CommCreative uses a unified approach to create informed marketing strategies and to develop exceptional, award- winning campaigns.	Boston, Massachusetts	NA	NA
<b>Deutsch, Inc.</b>	Deutsch Inc. is a full-service integrated marketing and communications company. Deutsch offers clients an array of services including advertising, direct marketing, interactive, media buying and planning, design, public relations, promotions and branded entertainment.	New York, New York	\$250 mil. - \$500 mil.	500 – 1,000
<b>Edge Multimedia</b>	Edge Multimedia is a full service advertising agency that specializes in crafting smart marketing programs that reinforce brands and speak to target customers. Their services include media planning, social media, video and audio production, public relations, and copywriting.	Portland, Oregon	NA	NA
<b>MGH Inc.</b>	MGH is a cutting-edge, full service agency in Maryland offering a wide range of smart solutions that capitalize on word of mouth, advertising, media buying, interactive and public relations tactics designed to move the needle for clients.	Owing Mills, Maryland	\$10 mil. - \$25 mil.	50 – 100
<b>The Martin Agency</b>	Headquartered in Richmond, VA, The Martin Agency is a full-service agency offering unified advertising, media, direct response, interactive, data analytics, branded content and sports and events marketing.	Richmond, Virginia	\$10 mil. - \$25 mil.	250 – 500

Capital Mergers And Acquisitions, LLC

<b>Wieden + Kennedy</b>	Wieden and Kennedy are a full-service, creatively driven advertising agency based in Portland, Oregon. They also have offices all around the world including Amsterdam, London, New York, Tokyo, Shanghai, and Delhi.	Portland, Oregon	\$10 mil. - \$25 mil.	50 – 100
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Direct Marketing Agency

Company	Business Description	Location	ZI Revenue Est.	Employees
<b>AccuList USA</b>	AccuList USA was founded in 1988 by David Kanter and has grown to become a national direct mail marketing company, leading the way in list and insert media brokerage and management.	Venture, California	\$1 mil. - \$5 mil.	5 – 10
<b>The Ballantine Corporation</b>	Ballantine is a full-service direct mail production agency providing creative copy and design, print production and mailing services. Established in 1966, they bring benefits to clients including top-notch project support and competitive pricing.	Wayne, New Jersey	\$10 mil. - \$25 mil.	50 – 100
<b>Harte-Hanks, Inc.</b>	Harte-Hanks, Inc. is a worldwide direct and targeted marketing company that provides direct marketing services and shopper advertising opportunities to a range of local, regional, national and international consumer and business-to-business marketers.	San Antonio, Texas	\$1 bil. - \$5 bil.	500 – 1,000
<b>Jaymar Companies</b>	Jaymar is the one stop shop for direct marketing solutions and full service printing, specializing in fast response, fast turn times and personal attention. With their central location in St. Louis, MO, they are able to deliver cost efficiencies and timely deliveries that others cannot.	St. Louis, Missouri	NA	NA
<b>Kelly Media Group</b>	Kelly Media Group is a full-service marketing company providing solutions such as direct mail advertising, direct response marketing, IVR, lead generation, live transfer voice broadcasting, SEO, outbound dialing, US & UK call centers, live operators, TV advertising, airtime buying, and web development services. Their mission is to provide companies with direct response marketing strategies that increase sales and maximize profits.	Upland, California	NA	NA

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<b>Meyer and Son Marketing Services</b>	Meyer & Son began doing business in the early 1980's. Their services have expanded over the years and now provide all aspects of marketing services from traditional print advertising to cutting-edge internet marketing.	Los Angeles, California	\$5 mil. - \$10 mil.	50 – 100
<b>OneIMS</b>	OneIMS is an industry leader in integrated marketing solutions, committed to providing clients with data services for direct mail campaigns.	Schaumburg, Illinois	NA	NA
<b>Red Clay Media LLC</b>	Since 1998, Red Clay Media has been a pioneering force in the direct marketing industry. Red Clay has grown to become one of the fastest-growing direct marketing agencies in the industry. Red Clay Media is the sole data provider, re-compiler and data source engine for all of its clients and strategic partners.	Bayonne, New Jersey	Under \$500,000	1 – 5

#### Media Planning and Buying Agency

Company	Business Description	Location	ZI Revenue Est.	Employees
<b>Absolute Media Inc.</b>	Founded in 1994, Absolute Media Inc. is an independently-owned traditional and interactive media planning and buying firm based in Stamford, CT.	Stamford, Connecticut	\$10 mil. - \$25 mil.	50 – 100
<b>Advertus Media</b>	Advertus Media is one of the most successful consumer advertising agencies in New England. Established by Adam Wright, they provide clients with truly insider perspective into the world of advertising. Their services include media planning and buying, commercial production, print and web design, analysis, and listening.	Westfield, Massachusetts	NA	NA
<b>Gigante Vaz Partners</b>	A full service branding, advertising and media company, Gigante Vaz Partners was founded in 1989 by Paul Gigante and Madeline Vaz. Together, they recognized an opportunity to combine strategic insight, creative excellence, and a passionate devotion to client service not generally offered by large, mainstream agencies to clients with billings under \$50mm.	New York, New York	\$10 mil. - \$25 mil.	50 – 100
<b>Golden Media</b>	Golden Media is a full service media-buying agency, specializing in	Seattle, Washington	\$500,000 - \$1 mil.	10 – 20

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	direct response. They deliver unprecedented efficiency to clients advertising campaigns.			
<b>Ground Zero</b>	Based in Los Angeles, California, Ground Zero is an agency who works with media companies, technology firms and certain consumer products. The agency's expertise include such disciplines as media planning and buying, market research, creative development and production for TV, print, and radio, merchandising, identity, and package design.	Los Angeles, California	\$10 mil. - \$25 mil.	50 – 100
<b>Mediasmith Inc.</b>	Mediasmith is an independent advertising media agency that plans and buys media in all forms headquartered in San Francisco, CA. As one of the largest independent media agencies in the country, they are a collection of professionals who are truly passionate about media and the future of the discipline.	San Francisco, California	\$10 mil. - \$25 mil.	50 – 100
<b>Mediassociates Inc.</b>	Mediassociates is a media planning and buying agency dedicated to creating and implementing results-driven media advertising campaigns. They serve all markets in all states and in all media - both traditional (TV, Radio, Newspaper, etc.) and online.	Danbury, Connecticut	\$10 mil. - \$25 mil.	50 – 100
<b>MPG (Media Planning Group)</b>	MPG is an international media service group with more than three decades of experience, dedicated to establishing relevant points of contact between brands and consumers in order to obtain optimal business results.	Easton, Pennsylvania	\$25 mil. - \$50 mil.	250 – 500
<b>Ocean Media, Inc.</b>	Ocean Media Inc. is a leading independent media planning and radio & TV media buying agency. Their media planning and media buying agency was founded in 1996 on the tenet that a client's return on investment (ROI) should be at the absolute forefront of its advertising efforts.	Huntington Beach, California	\$1 mil. - \$5 mil.	20 - 50

<b>Shark TV</b>	As part of one of the largest privately held media buying companies in the nation, Shark TV has over 25 years of successful brand building under our belts. They built their company around a unique media system that gives them a distinct advantage over competitors.	San Antonio, Texas	NA	NA
<b>Smyth Media Group</b>	Smyth Media Group was founded in 1998 by Jim Smyth as a publisher's representative, specializing in direct response advertising. Smyth Media has become a valuable source for servicing direct marketing advertisers and delivering incremental revenue streams for consumer magazines and newspaper publishers.	Irvington, New York	NA	NA
<b>Thayer media</b>	Thayer Media is a media planning and buying agency based in Colorado. They strategically plan an advertising solution to their client's problem and negotiate to get the best possible value for their media budget.	Centennial, Colorado	\$1 mil. - \$5 mil.	20 – 50
<b>Tipping Point Media</b>	Based in Rochester, New York, Tipping Point specializes in strategic planning, media planning, media buying, advertising, marketing, social media, qualitative research, and market research	Rochester, New York	\$10 mil. - \$25 mil.	50 – 100

#### Interactive Agency

<b>Company</b>	<b>Business Description</b>	<b>Location</b>	<b>ZI Revenue Est.</b>	<b>Employees</b>
<b>10<sup>th</sup> Degree LLC</b>	10 <sup>th</sup> Degree is a full-service interactive advertising agency located in Orange County, California. Their core internet marketing and search engine advertising services include online media planning and buying, pay per click PPC advertising, search engine optimization, landing page optimization, e-mail marketing, website design and development.	Lake Forest, California	\$10 mil. - \$25 mil.	50 - 100
<b>Acsys Interactive</b>	Acsys is a full-service interactive agency. They are one of Connecticut's leading interactive marketing and digital development companies with expertise in technology, strategy, application	Farmington, Connecticut	NA	NA

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	development and design services.			
<b>Area 17 Media LLC</b>	Area 17 is an interactive agency located in New York City and Paris, France. Area 17 was founded in March 2003 and is independently owned. They create user-centered websites, software applications and visual identity systems.	Brooklyn, New York	\$10 mil. - \$25 mil.	50 – 100
<b>Blitz</b>	Blitz is an agency that connects their clients with emotional relationships between them and the buyer. Blitz creates inventive, engaging and meaningful user experiences to executives and marketers to increase market share and ROI.	Los Angeles, California	\$1 mil. - \$5 mil.	20 – 50
<b>FL2</b>	FL2 is a high-end interactive agency. Their clients are industry leaders who need their marketing to reflect this position. FL2 is often selected as the interactive agency of record for the following reasons: internationally recognized design and programming, comprehensive marketing strategy approach, and revenue-producing websites and online strategies.	Denver, Colorado	\$1 mil. - \$5 mil.	10 – 20
<b>Gate6</b>	Gate6 is an advertising and marketing agency focused on the digital space, the internet and everything it touches. They deliver marketing strategy, design, implementation, analytics, and management.	Phoenix, Arizona	NA	NA
<b>Geary Interactive</b>	Geary Interactive is an online marketing agency, whose depth of services and experience delivers maximum results. They make sure that their customers online efforts are strategically organized and successfully implemented.	San Diego, California	\$10 mil. - \$25 mil.	50 – 100
<b>HFB Advertising, Inc.</b>	HFB Advertising Design is a full-service advertising design agency, internet marketing, email marketing, graphic design, web design, print ad design, direct mail, mailing lists, media buying, creative services and promotional items for small, mid-size businesses, marketing professionals, office managers and corporate.	West Islip, New York	\$10 mil. - \$25 mil.	50 – 100

<b>House of Hancock</b>	House of Hancock [HOH] is a development company dedicated to assist business and organizations all over the world. In achieving positive business results through the innovation and integration of technology with very effective marketing strategies. They specialize in web design, graphic design, media, postcard printing, and advertising services.	Henderson, Nevada	\$10 mil. - \$25 mil.	50 – 100
<b>Imulus LLC</b>	Imulus is a design and interactive agency that builds unsurpassed, integrated brand experiences for a wide range of organizations. Their suite of services includes web site design, application development, corporate identity, search engine marketing and marketing communications.	Boulder, Colorado	Under \$500,000	1 – 5
<b>Kurani Interactive</b>	Kurani Interactive was founded in 2000 and over the following years earned a reputation for delivering award-winning projects for companies that included Nike, Universal, and Aramark. In that time, Kurani managed multi-million dollar marketing budgets, cut acquisition costs in half, and built digital products that have organically stimulated over 1 billion interactions.	Red Bank, New Jersey	\$5 mil. - \$10 mil.	250 – 500
<b>LeapFrog Interactive Inc.</b>	LeapFrog Interactive is a full-service interactive agency. Their capabilities include online brand strategy, creative services, web software development, new media planning and management, interactive promotion, and search engine marketing services.	Louisville, Kentucky	\$1 mil. - \$5 mil.	20 – 50
<b>MindComet Corporation</b>	MindComet is the premier provider of Internet marketing and email marketing solutions, assisting clients in optimizing their customer relationships. Headquartered in Orlando Florida, the company operates offices in New York, Atlanta and Los Angeles serving many Fortune 1000 clients.	Altamonte Springs, Florida	\$5 mil. - \$10 mil.	50 – 100
<b>NADA Advertising</b>	NADA advertising in Saint Paul – Minneapolis MN & Laguna Beach CA, is a website design and advertising agency founded on the	St. Paul, Minnesota	NA	NA

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	mission of creating awe-inspiring designs and brands, while offering outstanding service to every client no matter how big or small.			
<b>Numantra Inc</b>	Numantra is the forever-new marketing brain trust that maximizes client resources with fresh insights, accountable solutions and delivers results. Numantra specializes in business-to-business, interactive and consumer advertising.	Irving, Texas	\$10 mil. - \$25 mil.	50 – 100
<b>R/GA Digital Studios</b>	R/GA is an interactive agency based in New York and serves as the lead interactive partner for a variety of Fortune 500 companies and world-class brands. R/GA's work focuses on creating optimized, user-centric experiences that sell products, engage customers and build brands across interactive channels from the Web to broadband/enhanced television and wireless devices.	New York, New York	\$10 mil. - \$25 mil.	100 – 250
<b>Rockfish Interactive</b>	Rockfish is a full-service interactive agency designed to help clients revolutionize their communications, their brands and their business. They deliver on the full promise and potential of the Internet by seamlessly integrating strategy, creative and technology into digital solutions that work for clients.	Bentonville, Arkansas	\$1 mil. - \$5 mil.	20 – 50
<b>Six Foot LLC</b>	Six Foot is an interactive agency and consultancy that specializes in, interactive, online marketing and experiential design. Their expertise centers not only in the development of innovative interactive solutions for their global clients, but in the comprehensive, strategic consulting deployed prior to writing a single line of code.	Houston, Texas	\$1 mil. - \$5 mil.	10 – 20
<b>TagTeam Creative</b>	Founded on the belief that marketing research equals success, TagTeam Advertising Agency and Web Design streamlines the advertising process to provide clients time-efficient and cost-effective Internet marketing services.	Dallas, Texas	\$10 mil. - \$25 mil.	50 – 100
<b>The Miller Group Advertising, Inc.</b>	The Miller Group provides sound creative and interactive solutions that consistently deliver results. The customers marketing challenges	Los Angeles, California	NA	NA

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demand strategic and innovative thinking and Miller's innovative campaigns produce exceptional response rates.

<b>Tribal DDB Worldwide</b>	Tribal DDB Worldwide is headquartered in New York and includes 44 offices spanning 25 countries throughout the Americas, Europe and Asia Pacific region. Tribal DDB is a digitally centric global advertising agency.	New York, New York	\$10 mil. - \$25 mil.	50 – 100
<b>Zeta Interactive</b>	Zeta Interactive is a full-service interactive marketing firm dedicated to helping today's leading companies realize the full potential of the Internet to build their brands, increase sales, improve processes and reduce costs.	New York, New York	\$10 mil. - \$25 mil.	250 – 500

#### Communications/PR Agency

<b>Company</b>	<b>Business Description</b>	<b>Location</b>	<b>ZI Revenue Est.</b>	<b>Employees</b>
<b>Abelow PR</b>	A boutique agency, Abelow PR is comprised of a close-knit team of savvy pros who conceive and implement national public relations programs. The agency has served luxury lifestyle companies for over twenty-five years with high profile, award-winning campaigns. Located in the metro New York market, they are well situated for close relationships with the top tier press.	Westport, Connecticut	NA	NA
<b>AMP3 Public Relations</b>	AMP3 is a boutique PR firm specializing in Arts & Entertainment publicity for lifestyle brands. They offer clientele one-on-one attention and a tailored approach, designed to promote their talents from all angles within their niche and beyond. They also help clients to communicate their concepts effectively and find creative channels to gain maximum exposure.	New York, New York	\$10 mil. - \$25 mil.	50 – 100
<b>Atomic PR</b>	Atomic PR was created in 1999 to drive a higher level of communications impact in the post-internet era for clients across the globe. They have offices in San Francisco, Los Angeles, New York, and London.	San Francisco, California	\$1 mil. - \$5 mil.	10 – 20
<b>Blue C Advertising</b>	Located in the historic Newport Beach area on the Balboa	Newport Beach,	\$10 mil. - \$25 mil.	50 – 100

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	Peninsula, Blue C is an advertising and integrated marketing communications agency specializing in the enthusiast level connection between a client and its consumers.	California		
<b>BurrellesLuce</b>	BurrellesLuce is a provider of public relation services to agencies, corporate communicators, and media relations managers. BurrellesLuce helps clients find the path to public relation success.	Livingston, New Jersey	\$50 mil. - \$100 mil.	1,000 – 5,000
<b>Cayenne Communication</b>	Cayenne Communication was founded in 1997 to create and integrate marketing and communications strategies for high tech companies that produce measurable results. Over the years Cayenne has taken their experience in high tech and expanded in other industries creating effective marketing results for clients worldwide.	Menlo Park, California	Under \$500,000	1 – 5
<b>Cone, Inc.</b>	Based in Boston, Cone is a strategy and communications agency with over 25 years' experience building and maintaining trusted relationships between clients and stakeholders.	Boston, Massachusetts	\$5 mil. - \$10 mil.	50 – 100
<b>Coyne PR</b>	Coyne PR is one of the most recognized independent public relations agencies in the world receiving more than 50 industry honors in 2009 alone. Coyne PR represents category leaders in consumer lifestyle, healthcare, and business to business communications.	Parsippany, New Jersey	\$10 mil. - \$25 mil.	50 – 100
<b>Holland Advertising</b>	Holland started in 1937 and is the 3 <sup>rd</sup> oldest family-owned advertising agency in the country. They provide corporate communication, digital marketing, and consulting services.	Cincinnati, Ohio	\$1 mil. - \$5 mil.	10 – 20
<b>Knoodle</b>	Knoodle is a full-service advertising and public relations agency. Located in Phoenix, Arizona. The work knoodle undertakes on behalf of their clients can be categorized into several interlocking phases. Research plays a primary role that informs and strengthens each succeeding phase, as does strategic planning.	Phoenix, Arizona	NA	NA
<b>Landis</b>	Landis Communications is San	San Francisco,	Under	5 – 10

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<b>Communications Inc.</b>	Francisco's leading public relations agency. They provide public relations, social and new media, digital, consumer, green tech, nonprofit and consumer technology public relations.	California	\$500,000	
<b>Leo Burnett</b>	At Leo Burnett, their purpose is to be the world's best creator of ideas. With partners, they provide human insight and behaviors, communications, connections and other specialty offerings.	Chicago, Illinois	NA	NA
<b>Merrick Towle Communications</b>	Merrick Towle Communications is a full-service, integrated communications firm with expertise ranging from account planning and brand strategy to creative services that encompass all aspects of traditional and digital media.	Washington, DC	\$10 mil. - \$25 mil.	50 – 100
<b>Mortar</b>	Mortar is a San Francisco-based brand communications agency dedicated to helping organizations make emotional connections with consumers. Mortar's unorthodox approach typically combines street-level research, integrated strategy, online and offline advertising, public relations and immersive tactics that defy boundaries and amplify budgets.	San Francisco, California	\$10 mil. - \$25 mil.	50 – 100
<b>SHIFT Communications LLC</b>	SHIFT Communications is an award-winning, privately-held national public relations firm representing some of the best-known enterprise and consumer technology brands, including Akamai, Novell, Quantum, RealNetworks and Shimano.	Watertown, Massachusetts	\$1 mil. - \$5 mil.	20 – 50
<b>The Phelps Group</b>	The Phelps Group is a marketing communications company organized in client-based teams of advertising, PR, promotion, direct and interactive specialists, delivering integrated programs from a full-feedback environment.	Santa Monica, California	\$10 mil. - \$25 mil.	50 – 100
<b>Vineberg Communications</b>	Vineberg Communications combines public relations and social media strategies together to elevate clients to leadership and success.	Westhampton, New York	NA	NA
<b>Walker Sands Communication</b>	Walker Sands is recognized as one of the leading Chicago PR agencies, top Chicago web design companies, and leading Chicago marketing	Chicago, Illinois	\$10 mil. - \$25 mil.	50 – 100

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firms. They help customers create, protect, enhance and monetize their reputation.

**Young Company**

Young Company is one of Southern California's most established marketing communications agencies, with roots dating back to 1949, when Taggart & Young founded the advertising agency in Los Angeles. For more than five decades, they have been dedicated to helping companies build their brands and grow their businesses.

Laguna Beach,  
California

NA

NA

**CMA Group**

CMA Group has a principal focus on mergers, acquisitions and private equity. Through the combination of our partners and management team we have access to over \$1 billion in equity funding which when combined with leverage gives us a significant amount of funding with which to complete transactions in a timely fashion. More information on CMA Group can be obtained at [www.capitalmergers.com](http://www.capitalmergers.com).

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