

# ADVERTISING AGENCIES

Rank Prev. Rank	Company •Address	•Website •Email	Revenue for 12 months ended Dec. 31, 2016 (millions) •yearly % change	OC advertising employees •yearly % change	OC employees •yearly % change	Breakdown of business						Primary markets served	Partial list of clients	Top local official(s) •Title •Phone/fax
						•Broadcast	•Print	•Online	•Direct mail	•Events	•Other			
<b>1</b> (1)	<b>Advantage Marketing Partners</b> 18100 Von Karman Ave. Irvine 92612-0169	advantagemarketingpartners.com newbusiness@ advantagesolutions.net	\$592.3 20%	323 -8%	873 -22%	0%	0%	26%	0%	53%	21%	Retail, consumer packaged goods, technology, apparel, automotive, travel entertainment	Tyson, The J.M. Smucker Company, Amazon, Levi's, Southwest Airlines, Epson	Jill Griffin president (949) 797-2900
<b>2</b> (2)	<b>Innocean Worldwide</b> 180 Fifth St., Ste. 200 Huntington Beach 92648-5166	innoceanusa.com clientpartnerships@ innoceanusa.com	\$274 7%	350 17%	350 17%	50%	1%	27%	12%	10%	0%	Automotive, retail, sports marketing, automotive aftermarket, sports equipment, consumer packaged goods	Hyundai Motor America Inc., Kia Motors America Inc., Genesis, Hankook Tire, Champion, Finish Line, Taylor Made	Steve Jun CEO/president (714) 861-5200/(714) 500-6821
<b>3</b> (5)	<b>Rauxa</b> 275A McCormick Ave. Costa Mesa 92626-3308	rauxa.com jenny@mpublicrelations.com	\$88 56%	77 18%	97 14%	0%	0%	26%	39%	0%	35%	Telecommunications, food/beverage, healthcare/pharmaceuticals, non-profit, retail, finance	Keep American Beautiful, Verizon Wireless, TGIF, Blue Shield, Vans, TGIF	Jill Gwaltney founder (714) 427-1271/(714) 427-0661
<b>4</b> (3)	<b>Agency Ingram Micro</b> 3351 Michelson Drive, Ste. 100 Irvine 92612-0697	agencyingrammicro.com	\$80 0%	110 57%	110 57%	wnd	wnd	wnd	wnd	wnd	wnd	Technology sales channel, technology providers	Brother, Cisco Systems, Computex, HPI, Hewlett Packard Enterprises, Juniper, Microsoft Corp., RKON Inc.	Jennifer Anaya VP, marketing (714) 566-1000
<b>5</b> (4)	<b>Pacific Communications</b> 18581 Teller Ave. Irvine 92612-1627	pacificcommunications.com contact@ pacificcommunications.com	\$60.6 5%	250 0%	247 -1%	wnd	wnd	wnd	wnd	wnd	wnd	Healthcare	Allergan; Dry Eye/Global Dry Eye/OD/Allergy; retina; glaucoma; Juvederm/Voluma; medical dermatology; Botox/Portfolio; SkinMedica; neuroscience; Seri/Natrele	Craig Sullivan president (714) 427-1940
<b>6</b> (8)	<b>The Garage/Team Mazda</b> 3200 Bristol St., Ste. 300 Costa Mesa 92626-1838	garageteammazda.com	\$28.1 <sup>(1)</sup> NA	200 11%	200 11%	40%	10%	40%	5%	5%	0%	Automotive, automotive retail	Mazda North American Operations	Michael R. Buttler/Brad C. Audet CEO/general manager (714) 913-9900
<b>7</b> (6)	<b>alPunto Advertising Inc.</b> 730 El Camino Way, Ste. 200 Tustin 92780-7733	alpunto.com info@alpunto.com	\$28 -10%	19 -17%	19 -17%	wnd	wnd	wnd	wnd	wnd	wnd	Hispanic, multicultural, automotive, healthcare, insurance, telecommunications, packaged goods, entertainment, finance, education	Daisy Brand LLC, Los Angeles Philharmonic, LA County Museum of Art, American Heart Association, Southern California Air Quality Management District, Offerwise, Susan G. Komen, California Beef Council	Eduardo Bottger president/executive creative director (714) 544-0888/(714) 544-0830
<b>8</b> (15)	<b>precisioneffect</b> 3200 Park Center Drive, Ste. 400 Costa Mesa 92626-7219	precisioneffect.com carolyn.morgan@ precisioneffect.com	\$27.7 39%	50 0%	50 -9%	0%	10%	15%	0%	0%	75%	Healthcare	Acclarent, Amgen, Corcept Therapeutics, Exact Sciences, Johnson & Johnson Vision, MannKind Corporation, Medivation, Medtronic, Puma Biotechnology	Carolyn Morgan/Deborah Lotterman president/chief creative officer (714) 850-7900/(714) 850-7999
<b>9</b> (20)	<b>The Shipyard</b> 5000 Birch St., Ste. 1000 Newport Beach 92660-2127	theshipyard.com sarahs@theshipyard.com	\$25.1 44%	45 -15%	45 -15%	30%	6%	60%	1%	2%	1%	Consumer products, retail, franchises, member organizations	In-N-Out Burger, WD-40 Co., Fantastic Sams, Oroweat Bread, CO-OP Financial Services, American Electric Power, Scott's Miracle-Gro	Sarah Szilagyi managing director (949) 833-8006/(949) 833-9155
<b>10</b> (14)	<b>Casanova/McCann<sup>(2)</sup></b> 275-A McCormick Ave., Ste. 100 Costa Mesa 92626-3369	casanova.com	\$25 <sup>(1)</sup> NA	110 29%	110 29%	wnd	wnd	wnd	wnd	wnd	wnd	Hispanic, packaged goods, automotive, government, entertainment	Nestlé, Chevrolet, General Mills, U.S. Army, California Lottery, Janssen, Denny's, Energy Upgrade CA (EUC), USPS, US Bank, Madison Square Garden	Ingrid Otero-Smart/Elias Weinstock CEO, president/executive VP, chief creative officer (714) 918-8200/(714) 918-8295
<b>10</b> (11)	<b>Wunderman Los Angeles</b> 2010 Main St., Ste. 400 Irvine 92614-8211	wundermanla.com info@wundermanla.com	\$25 0%	60 0%	60 0%	20%	20%	30%	20%	0%	10%	Automotive, technology, healthcare, travel, utilities, energy conservation, financial services, manufacturing	Shell Oil, CareCredit	Jeff Browe managing director (949) 754-2000/(949) 754-2001
<b>12</b> (12)	<b>ELA Advertising</b> 18401 Von Karman Ave., Ste. 120 Irvine 92612-8543	ela1.com pakko.delatorre@ela1.com	\$24.8 <sup>(1)</sup> NA	80 <sup>(1)</sup> NA	80 <sup>(1)</sup> NA	wnd	wnd	wnd	wnd	wnd	wnd	Entertainment, retail, technology, hospitality, pharmaceutical	Intel Corp., Asus, Obagi Medical Products Inc., Warner Bros., Verizon Wireless, Walt Disney Co., Milani Cosmetics, NFL, BSH Home Appliances Corp.	Andre Filip CEO (949) 222-2760
<b>13</b> (13)	<b>GALLEGOS United<sup>(3)</sup></b> 300 Pacific Coast Highway, Ste. 200 Huntington Beach 92648-5109	gallegosunited.com	\$24 0%	90 0%	90 0%	38%	7%	11%	20%	7%	17%	Hispanic	Comcast, California Milk Processor Board, The Clorox Company, TurboTax, Foster Farms, General Mills, Kia Motors Corp.	John Gallegos CEO (714) 794-6400/(714) 794-6420
<b>14</b> (15)	<b>HEILBrice Inc.</b> 1 Corporate Plaza Drive Newport Beach 92660-7914	heilbrice.com ideas@heilbrice.com	\$22 10%	20 0%	20 0%	40%	10%	45%	5%	0%	0%	Retail, travel/tourism, supermarkets, restaurants, food	Smart & Final, Marie Callender's Restaurant & Bakery, Roland DGA, Cirque du Soleil, InClix, Ajinomoto/Windsor, Visit Anaheim, Zacky Farms, David August, Citadel, Outlets San Clemente	Hal Brice/August Brice co-founders, co-CEOs (949) 336-8800
<b>15</b> (9)	<b>Catalyst Marketing Company</b> 2950 Airway Ave., Ste. A-9 Costa Mesa 92626-6019	teamcatalyst.com tmaki@teamcatalyst.com	\$21.4 28%	4 0%	4 0%	50%	25%	11%	6%	4%	4%	Casino, travel, hospitality, retail, tourism, automotive, banking	Augustine Casino, Table Mountain Casino, Indian Head Casino, Kickapoo Lucky Eagle Casino Hotel, Swinomish Casino & Lodge, Twin Pine Casino, Mardi Gras Hotel & Casino, Mercedes-Benz of Fresno	Mark Astone CEO (559) 252-2500/(559) 777-8686
<b>16</b> (18)	<b>Gigasavvy</b> 14988 Sand Canyon Ave., Studio 4 Irvine 92618-2103	gigasavvy.com info@gigasavvy.com	\$16.1 10%	29 0%	33 3%	10%	5%	75%	0%	5%	5%	Ecommerce, food and beverage, fashion, entertainment, technology, consumer products, healthcare, municipalities, finance, commercial real estate, automotive, professional services, industrial, Hispanic	Toshiba, Johnny Rockets, Tenet Health, Molina Healthcare, Knott's Berry Farm, Flamebroiler, Bruxie, American Career College, Northgate Markets, Sun Capital Partners, AnaJet, PetIQ, KBS, Aggreko	Joel Tanner/Corey Mangold principals, co-founders (877) 728-8901/(877) 728-8902
<b>17</b> (17)	<b>Amusement Park</b> 217 N. Main St., Ste. 200 Santa Ana 92701-4869	amusementparkinc.com jcurgus@amusementparkinc.com	\$16 7%	78 4%	78 4%	25%	5%	35%	1%	5%	29%	Consumer packaged goods, healthcare, technology, entertainment, QSR, lifestyle, home, conservation, sports and nonprofits	Angels Baseball, Dole, Toshiba, Wienerschnitzel, CHOC Children's, St. Joseph Health, LA County Fair, Chicken of the Sea	Jimmy Smith/Mike Weisman/Jon Gothold/Ed Collins partner, chief creative officer/partner, CEO/partner, executive creative director/partner, president (714) 881-2300
<b>18</b> (19)	<b>DevicePharm Inc.</b> 2100 Main St., Ste. 250 Irvine 92614-6268	devicepharm.com clayw@devicepharm.com	\$14.9 6%	34 6%	34 6%	5%	20%	45%	5%	5%	20%	Medical device, biotech, diagnostics, pharmaceutical, healthcare solutions	Bausch + Lomb, Baxter, Boston Scientific, ReShape Medical	Clay Wilemon/Jon Hermie/Katherine Wiseman/Joseph Banuelos/Amber Amber Chao CEO/president/senior VP/VP, creative director/VP (949) 271-1180/(949) 271-1198
<b>19</b> (21)	<b>Estey-Hoover Advertising &amp; PR—Newport Beach &amp; New York</b> 20201 S.W. Birch St., Ste. 150 Newport Beach 92660-1772	esteyhoover.com info@estey-hoover.com	\$12.5 10%	16 0%	22 0%	18%	27%	18%	5%	6%	26%	Consumer products, financial/banking, manufacturing, healthcare, alternative energy, security, nutraceuticals, real estate, insurance, education	MFLEX, La Paz Products, California Schools Joint Powers Authority, MK Battery, Deka Solar, VCI Event Technology, Linden Tours, SkiDazzle, DSA Systems	Dan Hoover founder/president (949) 756-8501/(949) 756-8506

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<sup>(3)</sup> Previously listed as Grupo Gallegos; GALLEGOS United acquired New York-based Canvas and Los Angeles-based RL Public Relations & Marketing in January

<sup>(1)</sup> Business Journal estimate  
<sup>(2)</sup> Previously listed as Casanova Pendrill

Researched by Dana Truong

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						•Broadcast	•Print	•Online	•Direct mail	•Events	•Other			
<b>20</b> (22)	<b>ymarketing</b> 4000 MacArthur Blvd., Ste. 350 Newport Beach 92660-2517	ymarketing.com info@ymarketing.com	\$9.7 -1%	73 18%	73 18%	0%	0%	95%	5%	0%	0%	Automotive, financial services, healthcare, retail, technology	Hair Club, Lantronix, UnitedHealthcare, Yamaha Motorsports	Ryan Lash CEO (714) 545-2550/(714) 242-7762
<b>21</b> (24)	<b>InterCommunications Inc.</b> 1375 Dove St., Ste. 200 Newport Beach 92660-2419	intercommunications.com intercom@ intercommunications.com	\$8.5 7%	31 3%	31 3%	wnd	wnd	wnd	wnd	wnd	wnd	Real estate, leisure, luxury lifestyle, resort, primary and secondary housing, hospitality, entertainment, retail and allied commercial services	Four Seasons Private Residences, Los Angeles, Four Seasons Private Residences, Sao Paulo, Colony Capital Inc., Peninsula Papagayo, The Queen Mary, City of Hillsborough, Crescent Communities, Gencom	Toni Alexander president/creative director (949) 644-7520/(949) 640-5739
<b>22</b> (23)	<b>Brandkarma LLC</b> 668 N. Coast Highway, Ste. 224 Laguna Beach 92651-1513	brandkarma.org info@brandkarma.org	\$8 <sup>(1)</sup> NA	32 <sup>(1)</sup> NA	32 <sup>(1)</sup> NA	wnd	wnd	wnd	wnd	wnd	wnd	Healthcare, pharmaceutical	Accera Inc., Prometheus Laboratories Inc., Actavis	Ken Ribotsky CEO/president (949) 585-9000/(949) 748-8620
<b>23</b> (26)	<b>Maricich Health<sup>(4)</sup></b> 18201 McDermott W., Ste. A Irvine 92614-4748	maricich.com mark@maricich.com	\$6.2 -17%	20 -20%	25 0%	20%	20%	20%	15%	5%	20%	Healthcare, hospitals, medical devices, life sciences	DermOne, Aramark, L.A. Care Health Plan, UCSF Medical Center, Edward-Elmhurst Health, Santa Clara Valley Medical Center	Mark Maricich CEO (949) 223-6455/(949) 223-6451
<b>24</b> (28)	<b>Skiver Advertising Inc.</b> 1751 Placentia Ave. Costa Mesa 92627-4416	skiver.com jeremy@skiver.com	\$6 -16%	12 0%	12 0%	25%	15%	50%	0%	0%	10%	Technology, retail, automotive, restaurants, athletic equipment, apparel, consumer packaged goods, beverage, franchise groups	Electra Bicycle Co., UC Irvine, LiveNation, Pala Mesa Resort	Jeremy Skiver/Rob Pettis CEO/executive creative director (949) 450-9998/(949) 502-6715
<b>25</b> (27)	<b>Rhythm</b> 9860 Irvine Center Drive Irvine 92618-4353	rhythmagency.com kristin.bush@rhythmagency.com	\$6 -19%	34 -23%	34 -23%	0%	0%	100%	0%	0%	0%	Healthcare/pharmaceuticals, automotive, hospitality, real estate, retail, skin care, technology	Acura, Visit Anaheim, Irvine Company, Kaiser, ZO Skin Health, First Health, Segway, Silverado Care, Custom Building Products	Craig Cooke/Peter Bohenek CEO/president (949) 783-5000
<b>26</b> (25)	<b>Healthcare Success</b> 2860 Michelle Drive, Ste. 230 Irvine 92606-1008	healthcaresuccess.com stewartg@healthcaresuccess.com	\$5.8 -24%	25 0%	25 0%	24%	36%	29%	0%	10%	1%	Healthcare	Pomona Valley Health Center, Regional Cancer Care Associates, Kofinas Fertility Group, Maryland Vein Professionals, Evergreen Eye Center	Stewart Gandolf CEO (800) 656-0907/(800) 656-0907
<b>27</b> (29)	<b>INK</b> 38 Discovery, Ste. 100 Irvine 92618-3128	inkagency.com thenderson@inkagency.com	\$5.6 0%	33 10%	33 10%	10%	10%	80%	0%	0%	0%	Real estate, healthcare, technology, retail/QSR	Ajinomoto Windsor, Getac, Landsea Homes, NextVR, Hoag, Orange County's Credit Union, SARES•Regis Group, Sauce Labs, Survey Gizmo, Yokohama, Guidance Software, Dell	Todd Henderson/Megan Lavender president/COO (949) 596-4500/(949) 502-3773
<b>28</b> (NR)	<b>Idea Hall</b> 611 Anton Blvd., Ste. 140 Costa Mesa 92626-7005	ideahall.com rebecca@ideahall.com	\$5.5 10%	35 6%	35 6%	5%	15%	20%	5%	5%	50%	Real estate, consumer, nonprofit, hospitality, travel/ tourism, food/beverage, government	Irvine Company, Visit Anaheim, Wilson Daniels, Swinerton, CU Direct, Bixby Land Co., StorQuest Self Storage, Cystinosis Research Foundation	Rebecca Hall CEO/president (714) 263-8743/(714) 436-0884
<b>28</b> (32)	<b>MossWarner Communications Inc.</b> 33332 Valle Road, Ste. 200 San Juan Capistrano 92675-4851	mosswarner.com info@mosswarner.com	\$5.5 6%	5 0%	8 0%	0%	5%	40%	0%	50%	5%	Technology, consumer packaged goods, manufacturing	Mars Inc., Panasonic Avionics, Experian, Western Digital Corp., Goodyear, Cox Enterprises	Lee Nichols CEO (949) 429-2266/(949) 429-6644

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<sup>(1)</sup> Business Journal estimate

<sup>(4)</sup> Previously listed as Maricich Healthcare Communications

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► Continued on page 16

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► From page 15

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<b>30</b> (31)	<b>BrandingBusiness</b> 1 Wrigley Irvine 92618-2711	brandingbusiness.com info@brandingbusiness.com	\$5.3 2%	19 -5%	19 -5%	0%	0%	0%	0%	0%	100%	Technology, energy, healthcare, industrial, financial, professional services	Tech Data, Jacent, A Wireless, Snyder Langston, First American, Teletrac Navman, Ambra, CEP America, Hudson Pacific Properties	Ryan Rieches/Ray Baird/Alan Brew/Michael Dula founding partners (949) 586-1200/(949) 586-1201
<b>30</b> (30)	<b>Johnson Gray Advertising Inc.</b> 395 Second St. Laguna Beach 92651-2304	johnsongray.com will@johnsongray.com	\$5.3 1%	18 0%	18 0%	10%	15%	60%	10%	2.5%	2.5%	Automotive, healthcare, financial, hospitality, retail, technology, nonprofit	Edwards Lifesciences Corp., Honda Motor Co., HoneyBaked Ham, Alpine Mortgage, Riverside County	Will Johnson CEO/creative director (949) 955-3781
<b>32</b> (36)	<b>Orange Label Art + Advertising</b> 4000 MacArthur Blvd., Ste. 520 Newport Beach 92660-2517	orangelabeladvertising.com rreiter@orangelabeladvertising.com	\$5.3 36%	18 20%	18 20%	wnd	wnd	wnd	wnd	wnd	wnd	Healthcare, retail, education	Kahoots Feed and Pet, Pacific Architectural Millwork, Greenwell Farms, Irvine Company, Dameron Hospital, Moulton Niguel Water District, Morningside Recovery	Wes Phillips/Rochelle Reiter/Debbie Nagel CEO, principal/president, principal/CFO, principal (949) 631-9900/(949) 631-8800
<b>33</b> (33)	<b>DB&amp;M Media Inc.</b> 3200 Park Center Drive, Ste. 1110 Costa Mesa 92626-7103	dbm-media.com don@dbm-media.com	\$5.1 20%	16 7%	16 7%	35%	5%	45%	5%	5%	5%	QSR, automotive, retail, education, Hispanic, healthcare, entertainment	Wingstop, Supercuts, Ken Garff Automotive, Golden Boy Promotions, Mountain High, Mountain Mike's Pizza, Rent-A-Wheel, The Toll Roads, The Montage Laguna Beach	Donald Bartolo CEO/president (949) 752-1444/(949) 752-1443
<b>34</b> (7)	<b>Agency51 Advertising</b> 106 W. Fourth St., Ste. 406 Santa Ana 92701-4601	adagency51.com info@adagency51.com	\$5 11%	10 <sup>(1)</sup> NA	10 <sup>(1)</sup> NA	wnd	wnd	wnd	wnd	wnd	wnd	Hospitality, travel, financial services, communications, industrial, technology, retail	House of Blues/Live Nation, Visit Anaheim, SC&H, Valcourt Building Services, Anaheim Chamber of Commerce, Shopcore Properties	Tony Serna/Scott Muscarella VP creative/managing partner (877) 526-0411
<b>35</b> (34)	<b>IMW Agency</b> 3190 Airport Loop Drive, Bldg. K Costa Mesa 92626-3403	imwagency.com peter@imwagency.com	\$4.4 5%	18 29%	18 29%	10%	10%	50%	0%	30%	0%	Food, hospitality and destination, automotive and B2B	Avocados from Mexico (AFM), DENSO Corp., Caritas Co., Pacific Hospitality Group, MetWest Terra Hotels, Sizzler	Peter Bretschger president/chief marketing officer (714) 557-7100
<b>36</b> (37)	<b>Brandtailors</b> 1501 Quail St., Ste. 210 Newport Beach 92660-2740	brandtailors.com info@brandtailors.com	\$4.3 16%	18 0%	18 0%	20%	8%	59%	9%	4%	0%	Technology, automotive, hospitality, restaurant, nonprofit, nutrition	Universal Electronics, California Fish Grill, Stacked Restaurants, Henkel, Coachella Valley Ford Dealers, Ed Bozarth Automotive Group, Urbane Cafe, Laguna Woods Village, The Rock WFK, Santa Margarita Ford, Santa Margarita Toyota	Cheril Hendry CEO/president (949) 442-0500/(949) 271-5316
<b>37</b> (35)	<b>J-U Carter</b> 555 N. El Camino Real, Ste. A-462 San Clemente 92672-6745	j-u.com donnac@j-u.com	\$4 0%	6 0%	6 0%	10%	30%	30%	20%	0%	10%	Healthcare, government	Providence Health & Services, Central Valley Medical Group, United States Fish & Wildlife Service	Donna Carter president (949) 852-5960/(949) 852-5960
<b>38</b> (38)	<b>Blue C Advertising Inc.</b> 3183 Airway Ave., Ste. C Costa Mesa 92626-4611	bluecusa.com info@bluecusa.com	\$3.3 <sup>(1)</sup> NA	18 <sup>(1)</sup> NA	18 <sup>(1)</sup> NA	wnd	wnd	wnd	wnd	wnd	wnd	Automotive, automotive aftermarket, beverages and spirits, healthcare, consumer technology, tourism, consumer, retail, real estate/land developers	Irvine Co., Monster Beverage Co., Toyota Motor Corp., Mini, Audiofly, Red Kap, Honda, SCORE International, X-raid, Honda Motor Car Co.	Eric Morley/Jeff Bentley founding partners (714) 540-5700/(714) 540-5800
<b>39</b> (40)	<b>Zinc Solutions Inc.</b> 770 W. 17th St., Ste. 1 Costa Mesa 92627-4374	wearezinc.com hello@zincosolutions.com	\$3.2 <sup>(1)</sup> NA	20 <sup>(1)</sup> NA	20 <sup>(1)</sup> NA	wnd	wnd	wnd	wnd	wnd	wnd	Retail, technology, manufacturing	ONE Industries, Trace3 Inc., HomeUnion	Jim Zaslav CEO/president (949) 719-4950/(949) 719-4955
<b>40</b> (39)	<b>Young Company</b> 361 Forest Ave. Laguna Beach 92651-2138	youngcompany.com byoung@youngcompany.com	\$3.1 -3%	17 -15%	15 -21%	15%	10%	45%	10%	10%	10%	Automotive, business services, technology, software, education, energy, manufacturing, real estate	Advance Storage, Advantage Software, Campbell, Davis Ink, Delivery Drivers, Irvine Subaru, JMG Security, MWS Wire, Napa Technologies	Bart Young CEO/creative director (949) 376-8404/(949) 376-9205
<b>41</b> (41)	<b>The GoodBrain Digital Studios</b> 200 Spectrum Center Drive, third floor Irvine 92618-5003	thegoodbrain.com bryan@thegoodbrain.com	\$2.8 <sup>(1)</sup> NA	10 <sup>(1)</sup> NA	10 <sup>(1)</sup> NA	wnd	wnd	wnd	wnd	wnd	wnd	Footwear, consumer electronics, consumer package goods, automotive, sports, publishing, health and fitness, home improvement, education	Cesar Millan Inc., Entrepreneur Media, Panasonic USA, TheHomeMag, Goodwill of Orange County, Brandman University	Bryan Elliott CEO (949) 205-6262
<b>42</b> (46)	<b>Taylor Digital</b> 302 N. El Camino Real, Ste. 209 San Clemente 92672-4778	taylordigital.com randy@taylordigital.com	\$2.5 67%	17 55%	21 40%	0%	0%	100%	0%	0%	0%	Healthcare, real estate, technology, retail, action sports, professional services, nonprofit	KBS Realty, Thuane, Discovery Cube, Orange County Business Council, United Capital, Ayers Hotels, Spidell Publishing, Oakley Inc., Procopio, Truax Development, Diversified Healthcare	Randy Taylor/Lisa Thomas president/VP (949) 391-3333
<b>43</b> (44)	<b>J Health Marketing Solutions</b> 65 Enterprise Aliso Viejo 92656-2705	jhealthms.com sjohnson@jhealthms.com	\$1.8 <sup>(1)</sup> NA	11 <sup>(1)</sup> NA	11 <sup>(1)</sup> NA	wnd	wnd	wnd	wnd	wnd	wnd	Healthcare: devices, bio-tech, diagnostics, pharmaceuticals, services	Mast Therapeutics Inc., Bioness, Trovagen Inc., Freedom Innovations, CombiMatrix, NSITE	Steve Johnson president (949) 330-7200
<b>44</b> (43)	<b>Truth and Advertising<sup>(5)</sup></b> 454 N. Broadway, Ste. 200 Santa Ana 92701-4669	truthandadvertising.com info@truthemail.com	\$1.5 -33%	12 -14%	12 -14%	5%	30%	25%	5%	10%	25%	Consumer electronics, manufacturing, real estate, arts, government, home appliances, specialty hardware fittings	Samsung Electronics, Orange County Transportation Authority, QuickBridge Funding, West Coast Aviation, Basi Pilates, Autometrix Precision Cutting Solutions	Joe Duffy CEO (714) 542-8778/(714) 542-8757
<b>45</b> (47)	<b>Sparkhouse</b> 2400 Main St., Ste. 202 Irvine 92614-6271	thesparkhouse.com info@thesparkhouse.com	\$1.2 0%	12 0%	12 0%	20%	0%	80%	0%	0%	0%	Technology, products, electronics, automotive, service industry, crowdfunding, B2B, insurance, service	Corvel, Metlife, USAA, GMC, Jacuzzi, Forever 21, Entrepreneur Magazine, Stussy, Cambro, Denso, Doctors on Demand, InfoFree, Capitol One	Torrey Tayenaka founder/CEO (949) 292-3835
<b>46</b> (45)	<b>Wilson, Sparling &amp; Associates Inc.</b> 30900 Rancho Viejo Road, Ste. 155 San Juan Capistrano 92675-1763	wilsonsparling.com bflora@wilsonsparling.com	\$1.1 -32%	10 0%	10 -17%	55%	15%	10%	15%	0%	5%	Government, tolling industry, nonprofit, political, education	Alameda County Transportation Commission (ACTC), Metropolitan Transportation Commission (MTC), LA Metro, Cal State Fullerton, Orange County Transportation Authority (OCTA), San Bernardino County Transportation Authority (SBCTA)	Daniel Sparling president (949) 218-1850/(949) 218-1851
<b>47</b> (48)	<b>BluePrints Veterinary Marketing Group Inc.</b> 9041 Adelia Circle Huntington Beach 92646-7805	blueprintsvmg.com info@blueprintsvmg.com	\$1 NA	9 <sup>(1)</sup> NA	9 <sup>(1)</sup> NA	wnd	wnd	wnd	wnd	wnd	wnd	Veterinary specialty, emergency, referral hospitals, veterinary industry products and services	PetCure Oncology, Cornell University Veterinary Specialists, NorthStar VETS, Veterinary Surgical Specialists (Tustin), VSEC (Thousand Oaks)	Robin Brogdon/Linda Kaplan president/VP (949) 756-8071/(949) 756-8473

Abbreviations: NR: not ranked; NA: not applicable; wnd: would not disclose  
List may not be reprinted without permission of the editor  
<sup>(1)</sup> Business Journal estimate  
<sup>(5)</sup> Previously listed as Truth

# Ad Agencies Post 2nd Straight Year of Double-Digit Gains

## Two Firms Have 56% of List's \$1.5 Billion in Revenue

By MEDIHA DIMARTINO

Let's see that clip again. OC's biggest ad agencies posted about a 13% gain in annual revenue last year, the second consecutive year of double-digit growth.

The 47 firms on this week's Business Journal list combined for \$1.5 billion in annual revenue, and the list's two largest companies—No. 1, **Advantage Marketing Partners** in Irvine and No. 2, **Innocean Worldwide Americas LLC** in Huntington Beach—took in about 56% of that total.

Advertising employee growth in OC was more muted—up about 5% year-over-year to about 2,500 across the list—and total OC workers employed by the 47 agencies actually declined by 3%, to about 3,100. Some agencies, however, did not differentiate between the two categories.

Advantage Marketing Partners, a consortium of ad agencies and a division of **Advantage Solutions**, employs 873 in OC, a 21.7% decrease from 2015.

President of Marketing **Jill Griffin** attributed the decline in numbers to its shift to a "closest to the client" strategy, which calls for opening offices near client headquarters.

This year's list is nearly identical in composition to last year—two companies dropped off and one, No. 28, **Idea Hall** in Costa Mesa, with \$5.5 million in annual revenue, debuted.

About half the list—23 agencies—saw higher revenue, 10 were down, and five reported no change. Figures for nine others reflect Business Journal estimates.

### Clients, Growth

List members saw growth in revenue and client base.

Advantage Marketing Partners had about \$592 million in 2016 revenue, nearly a 20% increase. Growth came in part by acquisitions: an ad agency in Chicago; a search marketing firm in Austin, Texas; and a brand identity and package design company in San Francisco.

"We deliver rich expertise in all key disciplines ... by assembling a family of complementary agency offerings," Griffin said in an email.

Advantage Marketing Partners' clients include Heineken, Kroger, Tyson, Amazon, and Southwest Airlines and Griffin said it plans to buy more agencies "to scale faster and to add value in new sectors."

Innocean tabulated \$274 million in revenue, up 7.5%. The advertising arm of Fountain Valley-based **Hyundai Motor America Inc.** employs 350, a 16.7% increase.

Two in-house agencies—No. 4, **Agency Ingram Micro**, owned by the technology distributor, and No. 5, **Pacific Communications**, part of **Allergan PLC** and which also works with other drugmakers—were flat on revenue or posted modest gains.

**Rauxa** in Costa Mesa leapfrogged two spots to No. 3 with about \$88 million in annual revenue, up 56%. President and Chief Executive **Gina Alshuler** said growth came from current clients Verizon and Vans and

new ones, Alaska Airlines and TGI Fridays among them. The company has increased video content offerings and data science help for its clients.

Three firms report some changes to their make-up.

Healthcare ad shop **PrecisionEffect** moved from Santa Ana to bigger digs in Costa Mesa—and jumped seven spots to No. 8, at about \$28 million in revenue, a 38.5% hike.



Griffin: attributed decline in numbers to shift in strategy

**Casanova/McCann**, which shares a parking lot with Rauxa, dropped "Pendril" from its old name and replaced it with "McCann"—from its global ad network parent. It rose four spots to No. 10 with an estimated \$25 million in revenue.

It was recently named "Hispanic creative and social media agency of record" for **Carl's Jr.**, a national account to be run from Costa Mesa, and it will work with its Detroit office on Hispanic creative and social media account for **Chevrolet** according to Chief Executive **Ingrid Otero-Smart**.

**Idea Hall**, in addition to its list debut—testimony to its evolution into a "hybrid full-service branding, marketing and public

relations agency," said Chief Executive **Rebecca Hall**—also added seven new accounts, and expanded into new industries that include wine and spirits, travel and tourism, and technology.

The firm added two employees—not including a personal new arrival for Hall (see Insider item, page 3).

**BrandingBusiness** in Irvine, at No. 31 with a 2% uptick to \$5.3 million in revenue, also reported recent wins, including **Tevora**, a Lake Forest-based information security business; international technology distributor **Tech Data Corp.** in Clearwater, Fla. and **Hudson Pacific Properties Inc.**, a Los Angeles-based, publicly traded real estate investment trust. ■





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