

GROWTH

STRATEGIES

The more, the merrier for ANEW Marketing Group

Latest acquisition
expands resources,
increases services

By LAURA THEIS

Constant changes in communication and technology make advertising a flighty industry.

One way to cope is to have a little of everything at your fingertips, according to Mike DeLuise, former president of the Long Island Advertising Club. Advertising companies that come together and share resources are making good business decisions, he said.

This is a tactic employed successfully by Smithtown-based ANEW Marketing Group. The group already includes Sanna Mattson MacLeod, AMH&E Marketing, EightOneOne Public Relations and Website Highway, and is now adding another advertising agency, KZS Advocates, to round out its collection, according to President Charlie MacLeod of Sanna Mattson MacLeod.

Both ANEW and KZS are marketing agencies that help businesses for advertising and marketing plans to sell products and manage customer relationships. KZS is expected to leave its office in Hauppauge in July and move into the unoccupied second floor of ANEW's Smithtown office, MacLeod said.

Don't think of this as the typical merger. "We're merging in the sense that we're physically coming together in the same space, but the ANEW companies are all separate companies," MacLeod noted, adding that integrating companies

– while allowing each to keep its own identity – is ANEW's secret to success.

All of the separate ANEW companies "enjoy their own reputation, client base and long-term employees," MacLeod said. "As individual agencies, we continue to serve our clients seamlessly; but when we come



Retaining members' individuality is key at ANEW Marketing Group, according to Charlie MacLeod (left) and Ken Kopf.

together, we bring different strengths and capabilities."

KZS brings critical capabilities to the ANEW group: The agency has its own in-house video production team and sophisticated Web capabilities, according to KZS Managing Partner Ken Kopf.

This is an extremely cost-effective boon for ANEW's multiple parties. The marketing group will no longer need to outsource for video and Web production,

while KZS's production teams will have plenty to keep them busy. KZS also has a partnership with RJ Palmer, the ninth-largest media company in the U.S., including access to all of RJ Palmer's research on target audiences and demographic research – something that "no agency on Long Island

could afford to buy," Kopf noted.

Clients, meanwhile, will benefit from the ANEW/KZS union because they can enjoy the expanded capabilities and still work with people they're comfortable with. "Clients do not appreciate being bought and sold," Kopf said.

In addition to more resources for existing clients, ANEW will now be able to seek bigger accounts. "More prestigious accounts need bigger agencies," noted Jack Schultheis, creative director at KZS.

With the addition of KZS, ANEW will be the only advertising agency on Long Island with over 40 employees and will be ready to tackle national accounts, MacLeod added. ANEW will also have multiple media outlets at its fingertips – extremely important for advertising agencies, because of the almost daily changes in communication technologies, DeLuise noted.

These days, "you never know what media outlet [your] audience is using," Schultheis agreed. "You need to be everywhere."

Smithtown marketing group welcomes Hauppauge ad agency to the fold.

ANEW has grown steadily through mergers and acquisitions.

With more than 40 employees, ANEW is now Island's largest ad firm.