

VERTICAL INSIGHT PAGE 20

Giving pharma the correct dose of marketing

BtoB

THE MAGAZINE FOR MARKETING STRATEGISTS

Tech marketers turn to Web 2.0

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BTOB SPECIAL REPORT TOP AGENCIES

Agency	Category	Location	URL	Phone	Key executive	Est.'06 revenue (in mil.)	Est.'06 b-to-b revenue (in mil.)	Key clients	No. of emp.
360i	Interactive	New York	www.360i.com	(212) 703-7200	Bryan Wiener, president	18.6	N/A	Office Depot, NBC Universal, J.C. Penney Co., H&M Block, Scripps Networks	160
Adventive Marketing	Small	Arlington Heights, Ill.	www.adventivemarketing.com	(847) 590-1110	Steve Berk, president	4.4	4.4	Abbott Laboratories, Bidkin Inc., Cherry Electrical Products, Jungheinrich Lift Truck Corp.	16
Agency.com	Interactive	New York	www.agency.com	(212) 338-2600	David Eastman, worldwide CEO	N/A	N/A	Hewlett-Packard Co., Broder Bros., Gevity HR, Long & Foster, CIT	350
Al Paul Luffon Co.	Small	Philadelphia	www.luffon.com	(215) 923-9600	Al Paul Luffon Jr., president	10.5	8.0	Mitsubishi Fuso Truck of America, Metal Initiative, Netherlands Foreign Investment Agency	40
Alexander Marketing Services	Small	Grand Rapids, Mich.	www.alexandermarketing.com	(616) 957-2000	Bob Milroy, president	4.7	4.7	CSA International, Dow Chemical Co., Juno Lighting Group, Pentair Pool Products, Sulbar	35
ANEW Marketing Group	Midsize	Smithtown, N.Y.	www.anewmarketinggroup.com	(631) 982-4000	Charles MacLeod, president	20.8	19.1	Bystronic Inc., GAC International, Pall Corp., Reliance Steel & Aluminum, Redislid Australia	28
Aristotle	Interactive	Little Rock, Ark.	www.aristotlewebdesign.com	(501) 374-4638	Marla Johnson Harris, CEO	6.1	4.5	Elko Presley Enterprises, Arkansas Department of Parks & Tourism, OHS Communities	65
Atmosphere BBDO	Interactive	New York	www.atmospherebto.com	(212) 827-2500	Andreas Combuchner	N/A	N/A	Cingular, Cit, Target, FedEx, NFL	N/A

ANEW Marketing Group | Midsize | Smithtown, N.Y. | www.anewmarketinggroup.com | (631) 982-4000

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Banhardt, Day & Hines	Small	Concord, N.C.	www.banhardt.com	(704) 786-7199	Thomas E. Day, president	3.5	1.2	CT Communications, Fresh Foods, Northeast Medical Center, Chanticleer Holdings	11
Bayshore Solutions	Interactive	Tampa, Fla.	www.bayshoresolutions.com	(813) 902-0141	Kevin Hourigan, CEO	6.0	4.2	Darden (Olive Garden, Red Lobster), Carnival Cruise Lines, BankUnited, Connect Craft, PODS	55
BBDO New York	Large	New York	www.bbdo.com	(212) 459-5000	John Osborn, president-CEO, BBDO New York	N/A	N/A	Cingular, eBay, FedEx, General Electric Corp., Motorola	725
Biggs/Gilmore	Small	Kalamazoo, Mich.	www.biggs-gilmore.com	(269) 345-7711	Mike Gerfen, president	7.9	3.4	Kellogg Co., Ferrara Blue Cross, Zimmer, Armstrong International, DuPont	80
Brulant Inc.	Interactive	Beachwood, Ohio	www.brulant.com	(216) 896-8900	Len Pagon, president-CEO	37.2	10.0	Nationwide, Ernst & Young, National City Bank, Borders Group, K1 Parents	265
BSY Associates	Small	Holmdel, N.J.	www.bsy.com	(732) 817-0400	Barbara Spector Terras, senior partner-CEO	1.7	1.7	Horizon Lines, Evergreen Group, IBM Transport & Logistics, Eggn, National Retail Systems	5
Carat Fusion	Interactive	New York	www.caratfusion.com	(212) 680-6800	Scott Sorokin, president	N/A	N/A	Wachovia, Ernst & Young, Motorola, Dun & Bradstreet	280
Carbon Marketing	Large	Minneapolis	www.carbonmarketing.com	(763) 212-4520	Jim Schroer, president-CEO	N/A	N/A	DaimlerChrysler, Morgan Stanley, Pfizer, Home Depot, ESPN	1,728 (U.S.)
Carton Donohue Partners	Small	Baltimore	www.cartondonohue.com	(410) 223-3569	Chuck Donohue, CEO	7.6	4.0	Plymouth Systems, Calvert Group, National Association of Realtors, JTT Defense, Air Products	60
Catalyst Inc.	Small	Providence, R.I.	www.catalystb2b.com	(401) 732-1886	Brian Odell, president	4.3	4.3	EPL, Metaco Automation, MARKEM Corp., David Inc., FLEXcon Corp.	18

TOP AGENCIES

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Profiles of the leading shops, plus a list of the top 100