

Top marketing firms

Ranked by net revenue 2011



Michelle Cardinal, R2C Group



Danille Veneski, Edelman

Rank	Company	Phone Website	Net revenue 2011 Total full-time in-house employees	Prominent clients	Local executive(s)	Creative director
1	R2C Group 207 N.W. Park Ave. Portland, Ore. 97209	503-276-4094 r2cgroup.com	\$53.7 million 95	Microsoft, Humana, Electronic Arts, Consumer Cellular, Nordic Track, Web.com	Michelle Cardinal	Gary Pilla
2	CMD 1631 N.W. Thurman St. Portland, Ore. 97209	503-223-6794 cmdagency.com	\$27.1 million 166	Intel, HP, Microsoft, Western Star, Daimler, ASUS, JELD-WEN, Cisco, Plantronics, Northwest Natural	Phil Reilly	Dan Hergert
3	Direct Marketing Solutions 8534 N.E. Alderwood Road Portland, Ore. 97219	503-249-5122 teamdms.com	\$25.4 million 175	Consumer Cellular, Chase, Citi, Angies List, Think Finance	Mike Sherman Steve Sherman	Jeremy Bessire
4	AHA! 415 W. Sixth St., Suite 605 Vancouver, Wash. 98660	360-750-1680 aha-writers.com	\$7 million 56	HP, Charles Schwab, Microsoft, NBCUniversal, Wacom, Pricewaterhousecoopers	Betsy Henning	Kristi Koebke Williams
5	Pacific Marketing & Publishing 9304 S.E. Main St. Milwaukie, Ore. 97222	503-653-0145 pacificmarketingandpublishing.com	\$6.51 million 86	TracFone Wireless, SafeLink Wireless, Grand European Tours, VMBC, Lewis-Kennedy Associates	Worth Caldwell Everett Carson	JoAnna Griffin
6	Edelman 520 S.W. Yamhill St., eighth floor Portland, Ore. 97204	503-227-5767 edelman.com	\$5.95 million¹ 39	Microsoft, Oregon Bridge, Delivery Partners, Edison Electric Institute	Danille Veneski	NA
7	HMH 1800 S.W. First Ave., Suite 250 Portland, Ore. 97201	503-295-1922 thinkHMH.com	\$5.81 million 36	Daimler Trucks North America, Nike Licensed Major League Baseball, Subway Restaurants, Oregon Community Credit Union, Montana Lottery	Ed Herinckx	Bob Rickert
8	Babcock & Jenkins 711 S.W. Alder St., Suite 200 Portland, Ore. 97205	503-382-8500 bnj.com	\$5 million 40	Google, Intel, Xerox, ZixCorp, Demandbase, Jive Software, Attachmate, Autodesk	Denise Barnes	Julie Wisdom
9	Henry V Events 6360 N.E. Martin Luther King Jr. Blvd. Portland, Ore. 97211	503-232-6666 henryvevents.com	\$4.56 million 47	Adidas, KEEN, The North Face, Tillamook, Daimler Trucks North America	Matt Harper	Katja Asaro
10	The New Group 4540 S.W. Kelly Ave. Portland, Ore. 97239	503-248-4505 thenewgroup.com	\$4.54 million 34	Nike, Ricoh, Jenny Craig	Doug J. New Steve Marshall	Brian Unflat
11	Metropolitan Group 519 S.W. Third Ave., Suite 700 Portland, Ore. 97204	503-223-3299 metgroup.com	\$4.39 million 23	Oregon's Health Co-Op, Oregon Health Authority, New Seasons Market, Clean Energy Works of Oregon, Cover Oregon, U.S. Forest Service	Laura K. Lee Dellinger Eric Friedenwald-Fishman	Eric Friedenwald-Fishman
12	Lane PR 905 S.W. 16th Ave. Portland, Ore. 97205	503-221-0480 lanepr.com	\$4.14 million 25	Consumer Cellular, Music & Arts, ZAGG, The Heathman Hotel, Wines from Spain, Widmer Brothers, Redhook, Tree Top, Davidson Companies, Umpqua Bank	Wendy Lane Stevens	None
13	PCD Group 1650 S.W. Naito Parkway, Suite 300 Portland, Ore. 97209	503-525-2989 pcdgroup.com	\$4.07 million 16	Citibank, TIAA-CREF, Women & Co., Mercy Corps, Merrill Lynch, Smith Barney	Paulette Carter	Paulette Carter
14	R/West 1430 S.E. Third Ave., third floor Portland, Ore. 97214	503-223-5444 r-west.com	\$4.04 million 30	First Tech Fed, Bridgeport Brewing, The Portland Clinic, Tonkin Auto Group, Deep Silver Games, Nike, Sorel, Intel, OFD	Sarah Simmons Heather Villanueva	Elizabeth Morrow McKenzie
15	Pac/West Communications 8600 S.W. St. Helens Drive, Suite 100 Vancouver, Ore. 97070	503-693-9400 pacwestcom.com	\$3.65 million 17	Smart Growth (Nike, Intel, Columbia Sportswear, Genetech, Greenbrier Cos. and Tektronix) ODOT Drive Less/Save More, NECA/IBEW	Paul Phillips Nancy Phillips	NA
16	CFM Strategic Communications Inc. 1100 S.W. Sixth Ave., Suite 1425 Portland, Ore. 97204	503-294-9120 cfm-online.com	\$3.27 million 11	Providence Health System Nestle, Darden, Clackamas County WES, Metro, TransCanada, Hewlett Packard, JELD-WEN	Gary Conkling	NA
17	eROI 505 N.W. Couch, Suite 300 Portland, Ore. 97209	503-221-6200 eroi.com	\$3 million 18	Aramark, Baltimore Sun, Sharp, CBS	Ryan Buchanan	Tamara Crawford
18	North 1515 N.W. 19th Ave. Portland, Ore. 97209	503-222-4117 north.com	\$2.95 million 24	Subaru of America, KEEN Footwear, Deschutes Brewery, Clif Bar, Yakima Products, PGE, Pacific Natural Foods, Travel Portland, Ann Sacks Tile & Stone	Rebecca Armstrong	Mark Ray
19	Anvil Media Inc. 310 N.E. Falling St. Portland, Ore. 97232	503-595-6050 anvilmediainc.com	\$2.70 million 15	Right Management, TEKsystems, PC World, Lucy Activewear, Enjoy Life Foods	Kent Lewis	NA
20	Grady Britton 319 Washington St., Suite 1200 Portland, Ore. 97204	503-228-4118 gradybritton.com	\$2.34 million 17	Daimler Trucks, Port of Vancouver, Travel Portland, Climax Portable Machining and Welding, Choice Lunch	Paige McCarthy Campbell	Andy Askren
21	Funnelbox Production Studios 712 Main St. Oregon City, Ore. 97045	503-595-5901 funnelbox.com	\$2.09 million 25	Wacom, Nike, Starbucks, Adidas, HP, Columbia Sportswear	Robb Crocker	Slater Dixon
22	Gard Communications 1140 S.W. Madison St., Suite 300 Portland, Ore. 97205	503-221-0100 gardcommunications.com	\$2.09 million 15	AAA Oregon, Ambre Energy, Huron Healthcare, ODOT/Transportation Safety, ODS Cos., OHSU, Spokane Transit, The Standard	Brian Gard Liz Fuller	John Plymale
23	Coates Kokes 421 S.W. Sixth Ave., Suite 1300 Portland, Ore. 97204	503-241-1124 coateskokes.com	\$2.07 million 11	Adventist Health, Avista, city of Portland's Bureau of Planning & Sustainability, Metro, Oregon manufacturing extension partnership, state of Oregon	Jeanie Coates Steve Kokes	NA
24	HB Design 2130 N.W. 29th Ave. Portland, Ore. 97210	503-944-1000 hbdesign.com	\$1.50 million 19	High Tech, FEI, Avnet, Providence, Nike	Noma Hanlon	Leslie Worth
25	Sockeye 240 N. Broadway, Suite 301 Portland, Ore. 97227	503-226-3843 sockeye.tv	\$1.50 million 14	Adidas, UO, Icebreaker, Portland State, KEEN, Blazers	Andy Fraser	Peter Metz

NA Not available
NR Not ranked
WND Would not disclose
* Tie

1. The net revenue shown for Edelman is Oregon revenue only.

Research by Tam Jenkins
Source: A representative of each firm.

While every attempt is made to ensure the thoroughness and accuracy of the list, omissions and errors may occur. Please send corrections or additions to Tam Jenkins, tjenkins@bizjournals.com.

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John McPhee, Formic Media Inc.



Rob McCreedy, Blue Collar Interactive

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26	DHX Advertising 217 N.E. Eighth Ave. Portland, Ore. 97232	503-872-9616 dhxadv.com	\$1.33 million 13	Pacific Pride, DeWils, The Collins Group, Eid Passport, GigaPan	Dave DeMots	Tim Cobb
27	Dunthorpe Marketing Group Inc. 8826 S.E. 11th Ave., Suite 100 Portland, Ore. 97202	503-236-4242 dunthorpemarketing.com	\$1.31 million 18	Convio, Blackbaud, Fluke, Right Now Technologies, Oracle, Tektronix	Susan Linman	Mairi Burns
28	Fish Marketing 107 S.E. Washington St., Suite 620 Portland, Ore. 97214	503-635-0007 fish-marketing.com	\$1.22 million 10	Portland Rose Festival, Lithia Motors, Subaru of America, Oregon Association of Nurseries, Pastini Restaurants, The Bank of Oswego	Doug Fish	Karen Kemp
29	Leopold Ketel 112 S.W. First Ave. Portland, Ore. 97204	503-295-1918 leoketel.com	\$1.14 million 11	Benchmade Knives, DeBortoli Austrian Wines, Omega Morgan, Oregon Coast Aquarium, Oregon Humane Society, Silverton Health	Jerry Ketel Terra Spencer Olga Haley	Jerry Ketel
30	Sasquatch Agency 5331 S.W. Macadam Ave., Suite 348 Portland, Ore. 97239	503-222-2346 sasquatchagency.com	\$1.02 million 19	Widmer Brothers Brewing, Kona Brewing, Omission Beer, Burgerville, Franz Family Bakery	Ken Chitwood Mike Smith	Ben Jenkins
31	Pivot Group 7145 S.W. Varns Road Portland, Ore. 97223	503-575-5215 askpivot.com	\$895,600 14	Murdock Foundation, Boeing, Africa New Life, MetaSwitch Networks, Xelium Wireless, Oregon Association of Nurseries, TraneOregon	Dave Nieuwstraten	NA
32	Northwest Strategies Inc. 805 S.W. Broadway, Suite 2280 Portland, Ore. 97205	503-241-8383	\$883,000 2	Threemile Canyon Farms, Ocean Power Technologies, ZoomCare, Zidell Companies, Recology	Leonard J. Bergstein	NA
33	Hubbell Communications 2104 S.E. Morrison St. Portland, Ore. 97214	503-796-3013 hubbellcomm.com	\$836,490 4	Alliance of Automobile Manufacturers, Associated Oregon Industries, Pacific Power, PGE, Oregon Health & Science University	Ward Hubbell	NA
34	Cascade Web Development 2100 S.E. Water St. Portland, Ore. 97214	503-260-2021 cascadewebdev.com	\$678,000 9	Blacklandia.org, Sokol Blosser, Gerber Legendary Blades, The Program - Forum Snowboards, Foursquare, Special Blend	Ben McKinley	Stephen Brewer
35	Formic Media Inc. 300 N.E. Failing St. Portland, Ore. 97212	503-517-9059 formicmedia.com	\$666,682 6	Teva, Arbor Homes, Anna Beck, Balboa Capital, Bambu, Barre3, Beaverton Toyota, Buster's BBQ, Hively, Martin Hospitality, Oregon Symphony	John McPhee	NA
36	Prichard Communications 620 S.W. Fifth Ave., Suite 702 Portland, Ore. 97204	503-517-2772 prichardcommunications.com	\$649,399 6	The Robert Wood Johnson Foundation, National Association of Clean Water Agencies, Reclaiming Futures, Health Leads, CureViolence, Playworks	Mac Prichard	NA
37	Creative Co. 726 N.E. Fourth St. McMinnville, Ore. 97008	503-883-4433 creativeco.com	\$570,314 8	Linfield College, Church Extension Plan, Salem Health	Jennifer L. Morrow	Steve Donatelli
38	Rains Birchard Marketing 5440 S.W. Westgate Drive, Suite 250 Portland, Ore. 97221	503-297-1791 rainsbirchardmarketing.com	\$507,689 5	VendScreen Inc., Hyundai Capital America, Daimler Truck Financial, Consolidated Metco Inc.	Matt Birchard	Jon Rains
39	Blue Collar Interactive 116 Third St., Suite 300 Hood River, Ore. 97031	541-236-2806 bluecollaragency.com	\$491,890 10	InFocus Corp., Sigma Photo Corp., Extensis, Aol, Infogroup, Yesmail Interactive, Somersault Snacks, Pistil Designs	Rob McCreedy	Tom Lehmann, April Donovan
40	MKTX Inc. 8205 S.W. Creekside Place, Suite 230 Beaverton, Ore. 97008	503-646-6589 mktx.com	\$324,196 4	Pneu-Logic, Precision Machine & Manufacturing, Delta Computer Systems, Schmitt Industries, EAI Information Systems, NW Pipe, Cerus Industrial, Dent Instruments	Bob Patterson	Joe Santana
41	Spot Color Studio 808 S.W. Third Ave., Suite 800-A Portland, Ore. 97202	503-477-4355 spotcolorstudio.com	\$280,796 4	Easy Street, Montgomery Graham Benefits, Retail Dimensions, Projectus, KUIK, Made In Oregon, McCoy Freightliner, Stay Pet Hotel	Nicole Weber	Kris Travis
42	A. Wordsmith 420 S.W. Washington, Suite 400 Portland, Ore. 97204	503-956-2791 awordsmithcomm.com	\$91,118 1	ACME Business Consulting, XPLANE, Stay Pet Hotel, California Footwear Co., Linnea Osterberg Photographer, Velocity Partners, Smarty Parents	Ann Smith	NA
43	Woloshin Communications Inc. WND Portland, Ore. 97221	503-241-3834 woloshin.com	\$85,000 2	Salem Health, HealthPlan CRM	Mara Woloshin	Konstantin Moskalenko
44	Edge One Media 5331 S.W. Macadam Ave., Suite 129 Portland, Ore. 97239	503-347-8363 edge-one.com	\$65,000 2	PAX Programs, Relapse Records, Seecan Management	Nicholas De Salvo	Nicholas De Salvo

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WND Would not disclose
* Tie

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