

THE LIST

Largest Marketing and Public Relations Firms

Ranked by number of full-time equivalent employees.

RANK	AGENCY STREET ADDRESS, CITY ZIP CODE SAMPLE CLIENTS	TELEPHONE FAX	WEB SITE E-MAIL	2009 EMPLOYEES 2008 EMPLOYEES	% CHANGE	LOCAL EXECUTIVE TITLE	YEAR FOUNDED
1	Saatchi & Saatchi X* 605 Lakeview Dr., Springdale 72764 Wal-Mart Stores Inc., Procter & Gamble, Frito Lay, Wendy's, EA Sports, LG Electronics	479-575-0200 479-725-1139	www.saatchix.com though Web site	140 180	-22.22%	Andy Murray CEO	1997
2	Rockfish Interactive 701 Horsebarn Rd., Ste. 200, Rogers 72758 Wal-Mart Stores Inc., Sam's Club, J.B. Hunt Transport Services, Tyson Foods Inc., Arvest Bank Group, Abbott Laboratories Inc., Edelman	479-464-0622 479-464-0602	www.rockfishinteractive.com kenny@rockfishinteractive.com	55 37	48.65%	Kenny Tomlin president/CEO	2006
3	Mars Advertising Company Inc. 2702 Otis Corley Dr., Ste. 14, Bentonville 72712 Campbell Foods Inc., Hewlett Packard, Abbott	479-273-0999 479-553-6355	www.marsusa.com rivenburghr@marsusa.com	40 47	-14.89%	Robert Rivenburgh executive vice president	2004
4	CJRW Northwest 4100 Corporate Center Dr., Ste. 300, Springdale 72762 Tyson Foods Inc., University of Arkansas Bookstore, Kum & Go, John Brown University	479-442-9803 479-442-3092	www.cjrw.com scott.caldwell@cjrnw.com	25 25	0.00%	Scott Caldwell vice president, marketing services	1968
5	Mitchell Communications Group Inc. 2 N. College Ave., 4th Floor, Fayetteville 72701 Wal-Mart Stores Inc., Sam's Club, Tyson Foods Inc., J.B. Hunt Transport Services Inc., Southwestern Energy Co., NorthWest Arkansas Community College	479-443-4673 479-443-0854	www.mitchcommgroup.com pr@mitchcommgroup.com	13 12	8.33%	Elise Mitchell president/CEO	1995
6	DOXA Total Design Strategy 620 N. College, Ste. 105, Fayetteville 72701 Washington Regional Medical Center University of Arkansas, Winthrop Rockefeller Foundation, J.B. Hunt Transport Inc., The Bank of Fayetteville, Walton Arts Center, Premera BlueCross, ArtsMemphis, Fayetteville Public Library	479-582-2695 479-582-3858	www.doxa.biz though Web site	12 10	20.00%	Tim Walker and Neil Shipley owners	1992
7	Taylor Mack Advertising 509 W. Spring St., Ste. 450, Fayetteville 72701 Rheem/Ruud Inc., Cobb-Vantress, Liquor World, Jose's Inc., Food Process Equipment Corp., Bordino's restaurant, Perry's Jewelers	479-444-7770 479-444-7977	www.taylormack.com though Web site	10 11	-9.09%	Greg Mack managing director	1994
8	Aisle Think 113 SE 22nd St., Ste. 9, Bentonville 72712 WND	479-254-3723 479-254-9793	www.aislethink.com mfreeman@aislethink.com	8 8	0.00%	Mac Freeman president	2003
8	Maloney Marketing Group 448 W. Wallis Rd., Cave Springs 72718 Collier Drug Stores, Stitt Energy Systems, George Nunnally Chevrolet, Illinois River Watershed Partnership, Moser Corp., Rogers Convention and Visitors Bureau, Professional Business Systems	479-248-1722 479-248-6620	www.maloneymarketinggroup.com mike@maloneymarketinggroup.com	8 8	0.00%	Mike Maloney president	1993
8	Mullikin Agency 1391 Plaza Pl., Ste. A, Springdale 72764 AQ Chicken, Harps/Price Cutter, Embassy Suites (Rogers), Steve Smith Country, University of Arkansas Razorback Transit, Nelson-Berna Funeral Home, J.B. Hunt Transport Services Inc., Exit Pinnacle Realty, Auto Services, Mad Pizza, Premier Dermatology	479-750-0871 479-750-2685	www.mullikinad.com randy@mullikinad.com	8 10	-20.00%	Randy Mullikin owner and president	1994
11	Resource Design 316 S. 1st St., Rogers 72756 Arvest Bank, Cott Beverages, Journeys, Lids, Sam's Club, TJ Maxx, University of Arkansas, Wal-Mart Stores Inc.,	479-633-8181 479-633-9204	www.rede316.com contactus@resourcedesign.net	7 12	-41.67%	Ron Hudnall CEO	1992
12	Jimbob Inc. 3420 N. Plainview Ave., Fayetteville 72703 Bozeman Hof Regional Eye Clinic, Heartland Honda, NWA Healthy Marriages, Alatrade, Claridge Products; Bikes, Blues & BBQ	479-756-5765 NA	www.jimbobcreative.com bob@jimbobcreative.com	5 5	0.00%	Jim Gardner and Bob Corscadden managing partners	2007
13	Marketing Partners Advertising Inc. 326 Holcomb St., Springdale 72764 Apartment Search, Eureka Pizza, Superior Automotive Group, Randall Noe Chrysler Dodge Jeep Ford, Randall Noe Hyundai, Thrifty Auto Sales, Britain Chevrolet, Impact 180	479-756-3237 479-751-3855	none jeff@usadman.com	4 5	-20.00%	Jeff Wood president	1997
13	The C3 Group 233 E. Main St., Farmington 72730 Cherokee Nation, Cherokee Nation Enterprises, PepsiCo, General Mills, Microsoft, Cox Communications, Mars	479-445-2657 479-267-5766	www.thec3group.net through Web site	4 WND	NA	Bobby Cook president	2005
13	The Sells Agency** 124 W. Meadow St., Ste. 100, Fayetteville 72703 Arvest Bank, Mercy Health, Fayetteville Advertising & Promotion Commission, HealthSouth Rehabilitation Hospital of Fort Smith	479-695-1760 479-695-2428	www.sellsagency.com through Web site	4 NA	NA	Mike Sells owner	1991
NR	Kendal King Group Inc. 702 S.E. 5th St., Ste. 20, Bentonville 72712 Wal-Mart Stores Inc., Lowe's, Sam's Club, Dannon, Gillette, Clorox, Sony, Nestlé, Garmin, Bushnell	479-273-9600 479-273-3363	www.kendalking.com jnilsson@kendalking.com	WND 10	NA	Jakob Nilsson vice president, general manager	1997
NR	Live Light Media Services Inc. 3625 W. Chestnut St., Rogers 72756 Wal-Mart Realty, Computer Sciences Corp., McDonald's Corp., Circle of Life, Constellation Wines, Walton Business School, Car-Mart Inc.	479-621-5500 479-621-5511	www.livelightcreative.com barry@livelightcreative.com	WND 11	NA	Barry Cobbs owner/president	2001
NR	New Creature Inc. 2003 Horsebarn Rd., Ste. 4, Rogers 72758 WND	479-273-7377 479-271-7170	www.new-creature.com brad@new-creature.com	WND 26	NA	Patrick Sbarra owner/CEO	1999
Totals				339 370	-8.38%		

Notes: Notes: NR – Not ranked because firms would not supply relevant information. WND – would not disclose. Only companies in Benton and Washington counties with four or more full-time employees were included. Firms that would not disclose relevant information or firms whose core business is not related to advertising, marketing or public relations were intentionally excluded. *Saatchi & Saatchi X's 2008 employees were inflated because the company housed employees who were to start a Chicago office for part of the year. **The Sells Agency employs three people full-time in Fayetteville but dedicates at least another full-time employee to creative services performed in its Little Rock offices.

Source: the companies, Hoover's Inc.