

ATLANTA'S TOP 10 PROMOTIONS FIRMS

ranked by full-time Atlanta staff**

Rank This Year	Last Year	Firm*	Full-time Atlanta staff**	2003 Atlanta net revenues** / 2004 expected Atlanta net revenues	Account(s) gained in 2004†	Most significant event(s) for firm in 2004	Partial listing of major clients†	Chief Atlanta officer(s)	Year est. in Atlanta
1.	(1)	Loyaltyworks Inc. ^A 3475 Piedmont Road N.E., Suite 300 Atlanta, Ga. 30305 (678) 539-5000 www.loyaltyworks.com	100	\$40,000,000 \$40,000,000	NA	launched consumer loyalty practice	Continental Tire, SunTrust Banks Inc., Sysco Foods, Syngenta, EarthLink Inc.	Michael D. Simpson	1976
2.	(2)	Summit Marketing 2120 Powers Ferry Road Atlanta, Ga. 30328 (770) 303-0400 www.summitmarketing.com	94	NA NA	Shaw Industries Inc., Milliken, Crayola	solid client growth enabling growth of associates and infrastructure	Lowe's Home Improvement Centers, The Coca-Cola Co., Cingular Wireless LLC, Kellogg Co., Brunswick Corp., Crayola	Dan Weil	1969
3.	(3)	Mastermind Marketing ^A 1450 West Peachtree St. Atlanta, Ga. 30309 (678) 420-4000 www.mastermindmarketing.com	51	8,800,000 9,400,000	Nestle's/Dreyer's, Vistakon	NA	Vistakon, BellSouth Corp., SunTrust Banks Inc., Nestle's/Dreyer's, Georgia-Pacific Corp.	Daniel A. Dodson Jr.	1983
4.	(NR)	Momentum Worldwide-Atlanta 3350 Riverwood Parkway Atlanta, Ga. 30327 (678) 627-5300 www.momentum-ww.com	51	NA NA	Chiquita, Porter Cable, Jiffy Lube, Ciba Vision	Football Town USA activation for The Coca-Cola Co.	The Coca-Cola Co., Pennzoil/QuakerState, Chiquita, AmSouth	Frank Heald, John Duban	1991
5.	(4)	The Ben Marketing Group 55 Park Square Roswell, Ga. 30075 (678) 323-3140 www.benmktg.com	35	\$8,000,000 \$9,400,000	Hotel Indigo, Priority Club Rewards, Candlewood Suites	hiring of chief creative officer and further development of Delta Group strategic planning unit	Holiday Inn, Priority Club Rewards, The Coca-Cola Co., EarthLink Inc., Sara Lee, Murray Biscuit Co.	Chris Milhous	1995
6.	(NR)	Odyssey Marketing Group Inc. 380 North Main St. Alpharetta, Ga. 30004 (770) 754-9900 www.odyssey380.com	14	\$3,218,746 \$3,950,000	Archdiocese of Atlanta, Army ROTC, Realty Executives, RCR Racing	Secretary of Defense Freedom Awards in Washington D.C.; "America's Car" NASCAR tour	Bless the Children Foundation, Army National Guard, Department of Defense, Archdiocese of Atlanta, Employer Support of the Guard and Reserve	Terri MacKenzie, Rod MacKenzie	1991
7.	(6) (tie)	Strottman International Inc. 1800 Parkway Place, Suite 920 Marietta, Ga. 30067 (770) 423-2530 www.strottman.com	11	\$6,493,000 \$7,879,000	Quiznos	redefined narrow nutrition focus to broaden wellness platform; created strategic marketing plans for key packaged food, beverage and restaurant clients	Arby's, Whataburger Inc., Chick- fil-A, Fazoli's, Taco Bell	Ben Alderson	1993
8.	(6) (tie)	Great! 3527 Knollhaven Drive N.E. Atlanta, Ga. 30319 (404) 303-7311 www.greattv.com	8	NA NA	ABC Family, Mattel (Balderdash game), "Yes, Dear"	helped CMT give away a \$450,000 house in the CMT Ultimate Home 2 Watch and Win Sweepstakes	CMT, CNN, E! Entertainment, SOAPnet, Twentieth Television	Dan Smigrod, Shelley King	1991
(tie)	(8) (tie)	QLM Quantum Marketing 3295 River Exchange Drive, Suite 180 Norcross, Ga. 30092 (770) 662-0344	8	\$2,685,000 \$2,850,000	Sara Lee Stock Co.	expanded client relationship with Sara Lee Branded Apparel	BellSouth Corp., L'eggs Hosiery, Hanes Hosiery, Hanes Undewear, Sara Lee Stock Co.,	Ross Cooper	1994
10.	(NR)	The P.O.P. Shop 900 Old Roswell Lakes Parkway, Suite 300 Roswell, Ga. 30076 (770) 399-4000 www.thpopshop.com	7	\$2,474,000 \$2,500,000	CompuCredit, nSpired Foods Marketing Drive, Citect, Atlanta Journal Constitution	new superheroes and Web site	MDC Homes, Georgia-Pacific Corp., The Coca-Cola Co., Vector Marketing, AmeriMex, FB Johnston	Brian Beam	1999

* Firms may offer other services in addition to promotions. Figures are for promotional activities only.

** Figures are current as of October 1, 2004.

† Net revenues includes only billable fees from promotional sales activity and does not include out-of-pocket billings, agency mark-ups or commissions from placing media.

† Due to space restrictions, only a partial listing of clients appears on the list. Clients are not listed in any particular order.

^A Company submitted a statement of verification supporting figures.

NA - Not available or not applicable

NR - Not ranked

SOURCES: Atlanta Business Chronicle research and the firms

It is not the intent of this list to endorse the participants or to imply that the size of a firm indicates its quality. Although every attempt is made to ensure the accuracy and thoroughness of Atlanta Business Chronicle charts, omissions sometimes occur. All information listed is based on responses from the firms to Atlanta Business Chronicle surveys. Please send corrections or additions on company letterhead to Rachael Slotin, Research Associate, Atlanta Business Chronicle, 1801 Peachtree St., Suite 150, Atlanta, Ga. 30309, or e-mail rslotin@atljournal.com.