

LARGEST ADVERTISING AND MARKETING FIRMS

RANK	NAME/ADDRESS PHONE/WEB	NO. LOCAL FT EMPLOYEES	2007 BILLINGS	2006 BILLINGS	SERVICES OFFERED	NOTABLE CLIENTS	INDUSTRIES SERVED	HEAD OF LOCAL BUSINESS	YEAR LOCALLY FOUNDED
1	LaBov & Beyond 609 E. Cook Road, Fort Wayne (260) 497-0111 www.labov.com	49	\$45.1 million	\$44.8 million	Marketing, training, advertising, public relations, product launches, event management, dealer communications	Volkswagen, Audi, Terex, Subaru, Suzuki, Ferrari, Zimmer, Steel Dynamics, Freightliner	Automotive, heavy manufacturing, outdoor furniture, health care	Barry LaBov, president/CEO	1981
2	Asher Agency Inc. 535 W. Wayne St., Fort Wayne (260) 424-3373 www.asheragency.com	41	\$34 million	\$32 million	Marketing, advertising, public relations and media placement	Comcast Cable, Ivy Tech Community College of Indiana, Subway, Centennial Wireless, Indiana State Fair, Hoosier Lottery	Retail, business to business, entertainment, government	Tim Borne, chairman	1974
3	Boyden & Youngblutt Advertising & Marketing Inc. 120 W. Superior St., Fort Wayne (260) 422-4499 www.b-y.net	21	DND	DND	Full-service	DND	Healthcare, financial, recreational	Andy Boyden, president	1990
4	Big-The Brand Innovation Group 8902 Airport Drive, Fort Wayne (260) 469-4060 www.gotobig.com	20	DND	DND	Strategic branding, marketing and advertising services, i.e. brand building, brand consulting, e-branding	Grabill Bank, Godfrey Marine, Matthew 25	Banking, manufacturing, education, nonprofit	Chad Stuckey, president	2003
5	SAAL Advertising 6528 Construction Drive, Fort Wayne (260) 432-7225	18	DND	DND	Full-service advertising agency specializing in direct marketing	American Honda Motor Co., Fort Wayne Children's Zoo, Habegger Furniture, TRAA, First Flash Line	Motor sports, retail	Walt Steffen, president	1971
5	Ferguson Advertising 803 S. Calhoun St., Fort Wayne (260) 426-4401 www.fai2.com	18	DND	DND	Full-service marketing and communications firm	Zimmer, Medical Protective, Kroger (Scott's), Tower Bank, Indiana Tech, PHP	DND	Nancy Wright John Ferguson, principals	1975
7	JH Specialty Inc. 5614 Industrial Road, Fort Wayne (260) 485-5264 www.jhspecialty.com	14	DND	DND	Solutions provider: marketing, advertising, Web development, e-mail marketing	Centennial Wireless, Northwest Allen County Schools, The DeHayes Group, Ciocca Cleaning & Restoration, Spiece Fitness	All	John Henry, president	1998
8	The Nichols Co. 1412 Delaware Ave., Fort Wayne (260) 422-6800 www.nichols-co.com	10	DND	DND	Full-service advertising and marketing firm	DND	Higher education, manufacturing, medical, not-for-profit	David Nichols, president	1992
8	Jenico Advertising Inc. 831 Commerce Drive, Kendallville (260) 347-0243	10	\$575,000	\$625,000	Custom printing, business cards, brochures, graphic design for all printing, placemats, menus, motel guides	Pizza Hut, J.O. Mory, Dairy Queen, I-69 Trailer Sales, Best Western, Holiday Inn Express	Restaurant and motel industry	Lisa Charles, president	1966
10	FirstFlash! Line 6528 Constitution Drive, Fort Wayne (260) 432-2768 www.firstflash.com	8	DND	DND	Manufacturer and distributor of custom printed signage and promotional products	Indianapolis Colts, NY Knicks, Houston Rockets, Fort Wayne Komets, Boston Celtics, Habitat for Humanity, Clear Channel Communications, ABC-Disney, Time Warner Cable and Toyota	We cater to sports teams, festivals, event, media and the broadcast industry.	Jeff Mettler, president	1993
10	One Lucky Guitar 1301 Lafayette St., Suite 201, Fort Wayne (260) 969-6672 www.oneluckyguitar.com	8	DND	DND	Advertising, marketing and design	Lutheran Health Network, Carson Boxberger, Joseph Decuis, Heart Center Medical Group, Smithsonian Folkways	Healthcare, dining/hospitality, music	Matt Kelly, owner	2000
10	Smartguys Advertising & Design Inc. 4322 Scotia Drive, Fort Wayne (260) 625-6427 www.smartguys.biz	8	DND	DND	Full-service advertising, design, marketing, PR	Summit Plastic Surgery, Aesthetica, Verizon, Summit City Bicycles & Fitness, Caliente, Summit City Metal Recycling, Canterbury Schools, Martin Goldstine Knapke, Red Giant Software, Komets, Indiana Surgical Specialists, Family Dentistry & Aesthetics	All	Kelly Gayer, owner, president	2003
10	MarketShare+ Inc. 1220 Ruston Pass, Fort Wayne (260) 497-9988 www.marketshareplus.com	8	DND	DND	Strategic planning, fully staffed creative department, web design, media planning, public relations	DND	Financial, business to business, real estate, marine, home building, business to consumer	Thomas Mattern, president	1992
14	Floyd & Partners 3968 New Vision Drive, Fort Wayne (260) 469-3090 www.floydandpartners.com	7	DND	DND	Brand development, advertising, design, government affairs, public relations, internet services, trade show management	Attero Tech, Fifth Freedom, MASSW, National Council for Adoption	DND	Bob Floyd, president	1995
15	Patterson Riegel Advertising 200 E. Main St., Suite 710, Fort Wayne (260) 422-5614 www.pattersonriegel.com	5	DND	\$1.5 million	Full-service	Stanley Steemer, Summit City Chevrolet, Allergy & Asthma Center, Bushey's Windows, Tredway Pools, NeuroSpine & Pain Center	Automotive, home improvement, medical, etc.	Matt Henry, president	1988
16	Liechty Media LLC 120 W. Superior St., Suite 100, Fort Wayne (260) 422-1369 www.liechtymedia.com	4	\$3.1 million	\$2.6 million	Strategic media research, planning, buying	DND	National, regional, local advertisers, agencies	Lisa Liechty, president	2001

DND: Did not disclose Current as of Dec. 8, 2008 Source: Business Weekly research

It is not the intent of this list to endorse the participants or to imply the size of the business indicates its quality. Although every attempt is made to ensure the accuracy and thoroughness of the Business Weekly's top list, omissions sometimes occur. Information is often based on responses from the businesses to Business Weekly surveys. Please send corrections or additions on letterhead to Lauren Caggiano, researcher, Greater Fort Wayne Business Weekly, 826 Ewing St., Fort Wayne, IN 46802, or e-mail lauren@fwbusiness.com.