



Integrated Marketing Services rises to top of Promo 100

Full service promotions agency ranks #1 in both retail and retailer marketing, #6 overall in 2011 ranking of industry's best and brightest

IRVINE, Calif.—Aug. 8, 2011—Integrated Marketing Services was ranked sixth in the 2011 Promo 100, an annual list of the top 100 U.S. promotion agencies. Promo magazine, a division of Chief Marketer Network, uses domestic net revenue to fashion its list.

On two separate Promo 100 lists highlighting agencies with promotional marketing specialty in retail and on behalf of retailers, Integrated placed first.

“It has been a wild ride going from one of the best kept secrets in the world of promotions agencies to a blue-ribbon competitor in our space,” said Gary Wagner, president of Integrated’s Shopper Marketing Division. “As we’ve grown into a large scale agency with a comprehensive suite of retail-based services, we have not lost sight of the basic premise we set out with 11 years ago. Specifically that marrying winning creative with the ability to apply insights derived from data sources and firsthand retailer knowledge would generate the most compelling, shopper-centric programming that excites all parties involved.”

Integrated Marketing Services is Advantage Sales and Marketing’s full-service promotion agency specializing in shopper marketing, event marketing, in-store demos and custom publishing while focusing on influencing buyer behavior and driving sales.

“We are proud to have moved up four notches from last year’s overall rankings and to top both lists of agencies specializing in retail marketing,” said Jill Griffin, President of Integrated’s Experiential Marketing Division. “Of course we owe this ascent to our client and retailer partners who have shared our vision of a better way to practice shopper marketing and one-to-one consumer interactions, as well as the associates whose passion and collaborative spirit have fueled it. From the hallways of our California and Connecticut offices to every field office in between, to the thousands of stores in which we are engaging consumers every week – our dynamic and entrepreneurial Integrated culture is as responsible for our success as anything.”

The rankings will appear in the August/September issue of Chief Marketer magazine, which hits newsstands this week.



About Integrated Marketing Services

Founded in 2000, Integrated Marketing Services is the full-service promotions agency within Advantage Sales & Marketing LLC specializing in shopper marketing, event marketing, technical brands, in-store demos, and more. From insights to execution, Integrated offers leading brands and retailers expertise specifically designed influence buyer behavior and drive sales. After all, the point is purchase. For more information, visit www.INmarketingservices.com.

About Advantage Sales & Marketing LLC

Founded in 1987, Advantage Sales & Marketing LLC (ASM) is North America's premier sales and marketing agency, with revenues approaching \$1 billion, committed to building brand value for its more than 1,200 clients. ASM's cradle-to-cart customized sales and marketing solutions include headquarter sales, retail merchandising and marketing services, specializing in client and customer events, publications and assisted-selling services for the grocery, drugstore, club, convenience, natural/specialty, consumer electronic and home center industries. Headquartered in Irvine, Calif., ASM has more than 30,000 associates and 66 offices in the United States and Canada. For additional information, visit www.asmnet.com