



Bulldog Reporter's **PR Agency News**

NEWS ON ACCOUNTS AND ACCOMPLISHMENTS AT TOP U.S. AGENCIES

In this issue: News from Phelps Group, Scott PR, R. Antonette, Ballantines, WaggEd, March Comms, MS&L and more

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Dear Subscriber,

Bulldog Reporter's PR Agency News covers all manner of agency news, from new deals and accounts to business ventures and significant announcements.

To get your agency covered, please submit your press release to me at the email address below.

A handwritten signature in black ink that reads "Richard Carufel".

Richard Carufel
Editor
pragencynews@bulldogreporter.com

New This Week

Acquisitions in Economic Downturn Spell Growth for The Phelps Group

The Phelps Group (<http://PhelpsGroup.com>), an integrated marketing communications agency based in Santa Monica, is expanding. The 29-year old firm has acquired two Los Angeles area agencies, **Anita Santiago Advertising** and **Copia Creative**, resulting in a 27 percent growth in associates and billings.

"Recent studies show that clients are increasingly looking for more value from their marketing agencies. They're insisting that their agencies integrate the messaging across all platforms and disciplines," said **Joe Phelps**, CEO and founder, "and we're ideally structured to meet those demands."

Phelps points out that for more than a dozen years, The Phelps Group has been the only agency in Southern California ranked on both the top advertising and the top public relations charts. "We're one of the few agencies that truly integrates both channels. With the addition of Copia's branding experience and Santiago's Hispanic expertise, I doubt there's another agency in California that offers our breadth of true IMC."

Anita Santiago veterans **Francisco Letelier**, creative, and **Sofia Escamilla**, media, will lead the new Hispanic marketing discipline at the agency. **Michelle Adelson** and the former Copia Creative personnel will focus their strategic planning talents on The Phelps Group's clients. **Matthew Puopolo** will continue Copia's business consulting services.

"Both agencies share our belief that culturally sensitive integrated marketing and a commitment to a client-based team approach, supported by full-feedback processes produce optimal results for our clients," said Phelps.