

CRAIN'S LIST TOP AREA ADVERTISING AGENCIES ¹

Ranked by 2022 West Michigan net advertising billings

		Top W. Mich. executive(s)	2022 2021 W. Mich. net advertising billings	Services offered
1	BRANDHAVEN ² 212 S. Harbor Drive, Suite 200, Grand Haven 49417 (616) 776-1111 / brandhavenagency.com	Bill McKendry Jason Vanderground	\$185M \$115M	Branding, marketing, strategic positioning, messaging and campaign management
2	DDM MARKETING & COMMUNICATIONS 100 Grandville Ave. SW, Suite 600, Grand Rapids 49503 (616) 454-0505 / teamddm.com	Jordan Buning	\$11M \$9.6M	MarComm strategy, brand, design, web development, media planning and buying, content development
3	STEVENS ADVERTISING 190 Monroe Ave. NW, Suite 200, Grand Rapids 49546 (616) 942-2801 / stevensinc.com	Mike Muller Allen Crater	\$5.49M \$4.6M	MarComm, brand development, media planning/placement, digital marketing, graphic design, websites
4	MTI COMMUNICATIONS 3690 Jefferson Ave. SE, Grand Rapids 49548 (616) 224-8336 / mti-communications.com	Brett Youker Mike Murphy	\$5.34M \$4.83M	Full-service marketing/advertising consulting for digital, broadcast, print, promotional premiums
5	REAGAN MARKETING + DESIGN LLC 912 Wealthy St. SE, Grand Rapids 49506 (616) 459-4064 / reaganmarketing.com	Mary Reagan Shapton	\$5.2M DND	Strategic marketing/comms., branding, design, writing, digital, web, animation, events, content creation
6	FULL CIRCLE MARKETING & DESIGN 600 7th St. NW, Suite 200, Grand Rapids 49504 (616) 301-3400 / thinkfullcircle.com	Steve Harney	\$4.75M \$2.98M	Marketing, brand development, photo/video, advertising and media buying, website development
7	OLYMPUS GROUP MICHIGAN DIVISION 1685 Viewpond Drive SE, Grand Rapids 49508 (616) 455-2424 / olympusgrp.com	Laura Timmerman	\$2.92M \$2.85M	OOH advertising, POP materials, grand format, dye sublimation printing
8	HIGHLAND GROUP 645 Cherry St. SE, Suite 200, Grand Rapids 49546 (616) 528-8936 / wearehg.com	Scott Crowley Jennifer Crowley	\$2.8M \$2.52M	Research and strategic planning, graphic design and art direction, web services and development
9	PAUL MILES ADVERTISING & PRODUCTIONS INC. 1345 Monroe Ave. NW, Suite 257, Grand Rapids 49505 (616) 459-6692 / paulmilesadvertising.com	Paul Miles	\$2.3M \$2.2M	Creative, media buying, advertising in television, radio, outdoor, print, digital, social
10	DVS 401 Hall St. SW, Suite 489, Grand Rapids 49503 (616) 975-9911 / dvs.com	Paul La Vigne	\$1.8M DND	Full-service marketing and advertising agency specializing in small and medium-sized businesses
11	LEAD MARKETING AGENCY 2311 East Beltline SE, Grand Rapids 49546 (616) 551-3488 / leadmarketingagency.com	Tom Sullivan Matt Tiedgen	\$1.73M \$2.03M	Full service marketing and advertising, creative strategy, brand, media social, web dev/SEO
12	THE IMAGE SHOPPE P.O. Box 6093, Grand Rapids 49516 (616) 330-1003 / theimageshoppe.com	Elyse Flynn Karen Tracey Rob McCarty	\$1.13M \$1.1M	The Image Shoppe creates and manages successful brands: Strategy, design, logos, websites, print

Crain's Grand Rapids Business list of Top Area Advertising Agencies, ranked by West Michigan net advertising billings, is the most comprehensive available. The list is based on responses to Crain's Grand Rapids Business surveys. Crain's Grand Rapids Business defines "West Michigan" as Allegan, Kent, Ottawa and Muskegon counties. To be considered for future lists, email danielle.nelson@crain.com. DND = Did not disclose

1. 20 companies submitted surveys, 16 companies are listed. 2. formerly HAVEN | a creative hub

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13	INNEREACTIVE (888) 869-6675 / innereactive.com	Samantha Toth	\$1M \$1.25M	Marketing and social media strategy, design, HR and company culture, staff training and websites
14	AVALANCHE CREATIVE 975 Cherry St. SE, Suite 5, Grand Rapids 49506 616-965-6743 / avalanchegr.com	Lance Beaudry Rayanne Beaudry	\$575,710 \$730,000	We offer data-driven, empathy-based SEO and content marketing, along with web development services.
15	PAM SPRING ADVERTISING 2248 Edgewater St. NE, Grand Rapids 49525 (616) 855-1985 / pamspringadvertising.com	Pamela Spring	\$378,263 \$352,905	Television, outdoor, digital, radio, consulting, production, media buying and creative services
16	PMSI MARKETING GROUP 625 Kenmoor SE, Suite 301, Grand Rapids, MI 49546 (616) 265-8302 / pmsimarketinggroup.com	Ashten Duncan Kristine Kletke	\$275,000 \$210,000	Brand strategy and development, marketing, communications, PR, websites, digital media, media rel.

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LIST STORE: Download this list now at crainsgrandrapids.com in Excel or PDF format. | The Book and other lists are also available.



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