

# Ad Agencies See 2021 Business Picking Up

## Deferred Work Amid Pandemic; New Wins

By KARI HAMANAKA

Orange County advertising agencies didn't come out of last year's pandemic unscathed, but the bounce back in business was already underway for many starting this January.

With some clients pulling back on work or deferring it to this year given the uncertainty around COVID-19, the 20 largest agencies in OC reported a collective 6.8% decline in 2020 revenue from the prior year to a total of \$1.9 billion, according to this week's Business Journal list.

Agency payrolls locally grew a modest 0.9% to 1,477 workers.

**The LIST**

Advertising Agencies

p 19

### Discovery Networks Account

Irvine-based SCS, which rounded out the top five, saw revenue decline by 21% to \$34 million in 2020, which was the result of losing Irvine's **Boost Mobile** in late 2019 as a result of parent **Sprint's** merger with **T-Mobile** and the subsequent sale of Boost Mobile to **Dish**.

Some layoffs resulted from the account loss in 2019, but the agency was able to stave off any additional cuts last year keeping its headcount at 125.

"Our very diverse mix of [business-to-consumer] clients across all categories resulted in a

well-weathered year in 2020, despite the pandemic," said President and Chief Strategy Officer **Jeff Roach**, who noted the agency's 2020 bottom line was stronger than what it was in 2019.

The projection for this year is looking bright, with Roach estimating gross revenue in 2021 to be about \$50 million, with the win of **Discovery Networks** late last year to help with the launch of streaming service **discovery+**, in addition to recent accounts wins of **SeroVital**, **Nexstar Media Group Inc.** and **Purple**. That's alongside a ramp in work from existing clients, such as **Spectrum Brands**.

Roach noted "2021 is looking to be a record year for the agency" with "optimism in the markets and new levels of consumer spending."

### Ownership Change

SCS wasn't the only one to note a 2020 pull-back in work with this year now picking back up quickly.

No. 7 **Casanova/McCann**, which saw the head of the Costa Mesa agency, **Ingrid Otero-Smart**, buy a majority stake of the Hispanic and multicultural agency last year, reported 2020 revenue down 4% to \$24 million.

The decline was largely the result of delayed work stemming from uncertainty around the pandemic, but the agency said they lost no accounts in 2020.

"Absolutely the work has been picking up, a lot," Otero-Smart said. "We've been working nonstop since we got back from the holidays. We actually have been trying to recruit more people because there's so much work and that's mostly from our existing clients. We also have a couple



Skiver Advertising's work for Del Taco's crispy chicken menu items features Crys P character

new clients."

Otero-Smart said details on the new account wins are forthcoming, pending those companies' approval.

A renewed interest, she said, among many clients to invest in multicultural marketing has helped with the 2021 ramp in work and new inquiries.

"For 2021, I am super bullish on the year for us," Otero-Smart said. "Obviously in this new era as an independent shop, it's really opened up new categories for us that, before, we could not go after. And, with the increase in multicultural, we expect significant growth in 2021 and beyond."

### Hiring Mode

In contrast to some, Costa Mesa-based **Skiver Advertising Inc.** seemed to not miss a beat last year, despite 2020's challenges.

The agency moved up three spots on the list to No. 11, notching a 25% increase in revenue

to \$15 million. Last week, the agency hired two employees and is close to bringing on a third, according to CEO and founding partner **Jeremy Skiver**.

Skiver pointed to last year's win of business from Lake Forest-based **Del Taco Restaurants Inc.** (Nasdaq: TACO), in addition to investments in the agency itself.

"Beyond [the Del Taco win], we looked at the pandemic as an opportunity to invest in ourselves and that investment is already paying dividends," Skiver said.

"COVID turned our industry on its head and many agencies had to pivot. We chose to invest in our team and our production capabilities."

That meant hiring a director, producer and an editor. The agency's studio also received a boost with new camera gear and lighting for TV, video and social content production.

"We can now produce broadcast quality work in our studio, or take the show on the road wherever we need to go," Skiver said. ■

## THE LIST

## ADVERTISING AGENCIES

► NEXT WEEK'S LIST *Employment Agencies*



**TONI ALEXANDER**  
President and Creative Director  
InterCommunications Inc.



**JENNIFER ANAYA**  
Senior VP, Global Marketing  
Agency Ingram Micro



**STEVE JUN**  
CEO  
Innocean USA



**INGRID OTERO-SMART**  
CEO and President  
Casanova//McCann



**CRAIG SULLIVAN**  
President  
Pacific Communications Inc.



**ANTHONY TRIMINO**  
CEO and Principal  
TRAFFIK

# THE LIST ADVERTISING AGENCIES

▶ NEXT WEEK'S LIST *Employment Agencies*

RANKED BY REVENUE

Rank	Company	Revenue for 12 months ended Dec. 31, 2020 (millions)	OC employees	Companywide employees	Breakdown of business	Primary markets served	Partial list of clients	Top local official(s)		
Prev. Rank	Address	Yearly % change	Yearly % change	Yearly % change	Broadcast Print Online Social media	Direct mail Events Other		Title Phone/fax		
1	<b>Innocean USA</b> 180 Fifth St., Ste. 200 Huntington Beach 92648-5166 Website: innoceanusa.com Email: tfuhrman@innoceanusa.com	\$1,490 -8%	415 6%	455 10%	50% 3% 18% 10%	5% 14% 0%	Automotive, retail, sports marketing, automotive aftermarket, sports equipment, durables, restaurants, financial services	Hyundai Motor America Inc., Kia Motors America Inc., Genesis, Hankook Tire, Signature Kitchen Suite, Wienerschnitzel, TaylorMade, UC Davis Health, Pacific Life	Steve Jun/Tim Murphy CEO/COO (714) 861-5200/(714) 500-6821	
2	<b>Pacific Communications</b> 18581 Teller Ave. Irvine 92612-1627 Website: pacificcommunications.com Email: abiad_joseph@pacificcommunications.com	\$70.5 19%	265 4%	276 4%	0% 46% 29% 2%	0% 13% 10%	Healthcare	Allergan therapeutic areas and Allergan brands	Craig Sullivan president (714) 427-1956	
3	<b>Agency Ingram Micro</b> 3351 Michelson Drive, Ste. 100 Irvine 92612-0697 Website: imaginexnext.ingrammicro.com Email: uscommunications@ingrammicro.com	\$70 -14%	160 0%	160 0%	wnd	wnd	Technology sales channel, technology providers	Cisco, Lenovo, Microsoft, HP, IBM, Dell, VMWare, Intel, GTDC, Girls Inc.	Jennifer Anaya senior VP, global marketing (714) 566-1000	
4	<b>Gallegos United</b> 300 Pacific Coast Highway, Ste. 200 Huntington Beach 92648-5150 Website: gallegosunited.com	\$42 0%	80 7%	90 -10%	30% 2% 10% 25%	3% 10% 20%	Food and beverage, retail, technology, consumer packaged goods, QSR	Comcast, California Milk Processor Board, Chick-fil-A, TravelPro, Cacique, SiteOne, California Department of Public Health, SouthNorte Beer Co., Paradise Herbs	John Gallegos founder/CEO (714) 794-6400/(714) 794-6420	
5	<b>SCS<sup>(1)</sup></b> 17922 Fitch, Ste. 100 Irvine 92614-6095 Website: wearescs.com Email: newbusiness@wearescs.com	\$34 -21%	41 -36%	58 -26%	20% 5% 50% 25%	0% 0% 0%	Automotive, cosmetics, entertainment, food and beverage, hospitality, manufacturing, retail, technology, telecommunications, travel	BlackBerry, Blizzard Entertainment, Boost Mobile, Mothers, Netflix, Online Trading Academy, Too Faced Cosmetics, Vans, Visit Laguna Beach, West Coast University	Jeff Roach president/chief strategy officer (949) 838-0355	
6	<b>Garage Team Mazda</b> 3200 Bristol St., Ste. 300 Costa Mesa 92626-1838 Website: garageteammazda.com	\$25 <sup>(2)</sup> NA	125 NA	125 NA	wnd	wnd	Automotive	Mazda North American Operations	Michael Buttler CEO (714) 913-9900	
7	<b>Casanova/McCann</b> 3337 Susan St., Ste. 200 Costa Mesa 92626-1695 Website: casanova.com Email: ingrid.smart@casanova.com	\$24 -4%	50 -9%	70 -13%	60% 5% 20% 15%	0% 0% 0%	Hispanic, packaged goods, automotive, government	Nestlé, Chevrolet, Coke, USPS, U.S. Bank, Vallarta Supermarkets, LEGO, Ulta Beauty, Cigna	Ingrid Otero-Smart CEO/president (949) 271-6344	
8	<b>HEILBrice Inc.</b> 249 Forest Ave. Laguna Beach 92651-2104 Website: heilbrice.com Email: hello@heilbrice.com	\$22 <sup>(2)</sup> NA	20 <sup>(2)</sup> NA	20 <sup>(2)</sup> NA	wnd	wnd	Retail, travel/tourism, supermarkets, restaurants, food	Smart & Final, Marie Callender's Restaurant & Bakery, Roland DGA, Cirque du Soleil, InClix, Visit Anaheim, Outlets San Clemente	Hal Brice co-founder/CEO (949) 336-8800	
9	<b>Hooray Agency</b> 18261 McDermott Irvine 92614-6720 Website: hooray.agency Email: sales7@hooray.agency	\$18 13%	45 -10%	45 -10%	5% 15% 60% 20%	0% 0% 0%	Lifestyle luxury brands, biopharma, hotels, resorts, real estate, e-commerce	Resorts World Las Vegas, Balboa Bay Resort, Pelican Hill, The Ranch Laguna Beach, Thales	Nick Singer/Steven V. Seghers founder, CEO/president (949) 442-9850/(949) 752-5060	
10	<b>Gigasavvy</b> 14988 Sand Canyon Ave., Studio 4 Irvine 92618-2103 Website: gigasavvy.com Email: info@gigasavvy.com	\$15.2 -12%	20 -31%	22 -27%	20% 5% 20% 20%	5% 5% 25%	Technology, retail, CPG, education, food and beverage, insurance, healthcare, B2B and professional services	Allied Universal, American Career College, Chapman University, Coast Southwest, Flame Broiler, Hi-CHEW, Orangewood Foundation, Toshiba, Virgin Orbit	Kyle Johnston/Joel Tanner president, founding partner/ principal, co-founder (877) 728-8901/(877) 728-8902	
11	<b>Skiver Advertising Inc.</b> 1751 Placentia Ave. Costa Mesa 92627-4416 Website: skiver.com Email: info@skiver.com	\$15 25%	22 47%	22 47%	40% 5% 15% 30%	0% 0% 10%	Technology, retail, automotive, restaurants, athletic equipment, apparel, consumer packaged goods, beverage, franchise groups	Del Taco, Electra Bicycle Co., LiveNation, Veriforce, Mercedes Benz, Big Leaf Beverage Company, Second Nature Foods	Jeremy Skiver/Rob Pettis/Derek Hall CEO/executive creative director/ account director (949) 450-9998/(949) 502-6715	
12	<b>TRAFFIK</b> 874 Spectrum Center Drive Irvine 92618-4959 Website: wearetraffik.com Email: accounting@traffikonline.com	\$14.7 49%	34 17%	34 17%	2% 8% 58% 21%	9% 0% 2%	Healthcare, medical device, technology, colleges/universities, multicultural, retail, beauty	BlackBerry, Edwards Lifesciences, Blue Cross and Blue Shield, Health Care Service Corp., Alignment Health Plan, Apria Healthcare, PIH Health, Mobilite Inc.	Anthony Trimino CEO/principal (949) 679-6820/(949) 579-2180	
13	<b>InterCommunications Inc.</b> 1375 Dove St., Ste. 200 Newport Beach 92660-2419 Website: intercommunications.com Email: intercom@intercommunications.com	\$9.1 0%	31 0%	31 0%	wnd	wnd	Real estate, leisure, luxury lifestyle, resort, primary and secondary housing, hospitality, entertainment, retail and allied commercial services	Four Seasons Private Residences, David Weekley Homes, Peninsula Papagayo, Gencom, Disney Resort Real Estate Development, Mandarin Oriental, Talisker Club	Toni Alexander/Tyler Strateman president, creative director/VP, client services (949) 644-7520/(949) 644-7539	
14	<b>Healthcare Success</b> 2860 Michelle Drive, Ste. 230 Irvine 92606-1008 Website: healthcaresuccess.com Email: jmancino@healthcaresuccess.com	\$7.5 -21%	28 12%	25 0%	12% 0% 53% 0%	0% 1% 34%	Healthcare	Pomona Valley Health Center, Regional Cancer Care Associates, Medvantage Resources, SynergenX Health, Health Care Navigator, Rosecrance Health Network	Stewart Gandolf CEO (800) 656-0907/(800) 656-0907	
15	<b>Rhythm</b> 9860 Irvine Center Drive Irvine 92618-4353 Website: rhythmagency.com Email: info@rhythmagency.com	\$6.8 -9%	35 0%	35 0%	0% 5% 60% 20%	0% 0% 15%	Healthcare, real estate, automotive, financial services, food and beverage, manufacturing/industrial, retail, technology	Acura, Avis/Budget Group, EJ Gallo, Irvine Company, Symantec, AAG, Kaiser, PopCorners, Capital Markets Elite Group	Craig Cooke CEO (949) 783-5000/(949) 783-5041	

Abbreviations: NR: not ranked; NA: not applicable; wnd: would not disclose  
Note: To the best of our knowledge, this information is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Unless otherwise noted, the information on this list was provided by the companies themselves. List may not be reprinted without permission of the editor. Photos show the first top official listed.

<sup>(1)</sup> Previously listed as Schiefer Chopshop  
<sup>(2)</sup> Business Journal estimate

Researched by Meghan Kliever

Highlight provided for fee

▶ Continued on page 20

# THE LIST ADVERTISING AGENCIES

▶ NEXT WEEK'S LIST *Employment Agencies*

▶ From page 19

RANKED BY REVENUE

Rank	Company	Revenue for 12 months ended Dec. 31, 2020 (millions)	OC employees	Companywide employees	Breakdown of business		Primary markets served	Partial list of clients	Top local official(s)	
Prev. Rank	Address	•yearly % change	•yearly % change	•yearly % change	•Broadcast	•Direct mail			•Title	
Rank	Company logo				•Online	•Events			•Phone/fax	
					•Social media	•Other				
16 (21)	<b>INK Agency</b> 31652 Second Ave. Laguna Beach 92651-8244 Website: inkagency.com Email: thenderson@inkagency.com	\$6.7 <sup>(2)</sup> NA	36 <sup>(2)</sup> NA	36 <sup>(2)</sup> NA	wnd	wnd	Real estate, healthcare, technology, retail, quick-service restaurants	Hoag, Quest, Yokohama Tire, Pacific Global, TigerConnect, Ingram Micro, Orange County's Credit Union, Edwards Lifesciences, Griffin Capital	Todd Henderson/Megan Lavender president/COO (949) 596-4500/(949) 266-5576	
17 (18)	<b>Idea Hall</b> 611 Anton Blvd., Ste. 140 Costa Mesa 92626-7005 Website: ideahall.com Email: rebecca@ideahall.com	\$6.6 -8%	26 0%	26 -7%	2% 8% 20% 20%	0% 20% 30%	Real estate, healthcare, professional services, hospitality/travel and leisure, nonprofit, education, public agency, consumer packaged goods	Be Well OC, Orange County Healthcare Agency, C.W. Driver Companies, R.D. Olson, H. Hendy & Associates, Cystinosis Research Foundation, Think Together	Rebecca Hall CEO/president (714) 436-0855/(714) 263-8743	
18 (22)	<b>Brandtailors</b> 1501 Quail St., Ste. 210 Newport Beach 92660-2740 Website: brandtailors.com Email: info@brandtailors.com	\$6.5 <sup>(2)</sup> NA	17 -19%	19 0%	wnd	wnd	Hospitality, restaurants, automotive, e-commerce	Outback Steakhouse, Norms, Habit Restaurants, Coachella Valley Ford Dealers, Nature's Select Pet Food, Urbane Cafe	Cheril Hendry CEO (949) 442-0500/(949) 271-5316	
19 (19)	<b>MossWarner Communications Inc.</b> 33332 Valle Road, Ste. 200 San Juan Capistrano 92675-4851 Website: mosswarner.com Email: info@mosswarner.com	\$6.2 -11%	11 10%	35 3%	10% 5% 35% 3%	3% 30% 14%	Consumer packaged goods, financial services, healthcare, manufacturing, technology	Banc of California Inc., Edwards Lifesciences Corp., Experian, Mars Inc., Mitsubishi Electric, Panasonic, Reckitt Benckiser, SDC Technologies, Verathon	Lee Nichols CEO (949) 429-2266/(949) 429-6644	
20 (NR)	<b>IMW Agency</b> 3190 Airport Loop Drive, Bldg. K-1 Costa Mesa 92626-3403 Website: imwagency.com Email: chris@imwagency.com	\$6 3%	16 23%	16 23%	10% 5% 40% 30%	0% 15% 0%	Food, hospitality and destination, restaurants, SaaS, retail, automotive, B2B	Avocados from Mexico, Ayres Hotels, Certified American Grown, LA Flower Market, Kubara Honke, Santa Barbara Vintners Association, Sizzler, Hyundai Glovis, Centrifly	Chris Bretschger president (714) 557-7100	

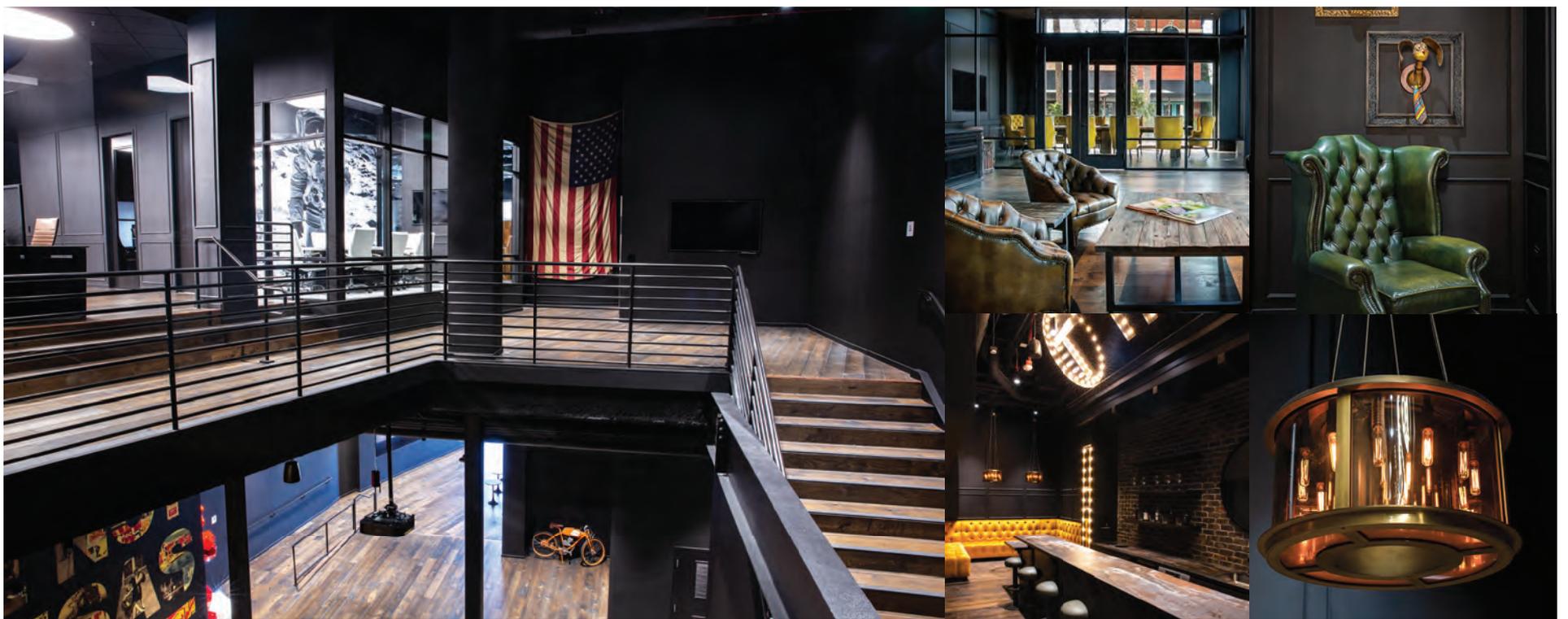
Abbreviations: NR: not ranked; NA: not applicable; wnd: would not disclose

Note: To the best of our knowledge, this information is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Unless otherwise noted, the information on this list was provided by the companies themselves. List may not be reprinted without permission of the editor. Photos show the first

top official listed.

<sup>(2)</sup> Business Journal estimate

Researched by Meghan Kiewer



**T TRAFFIK**

## Hello. Again.

TRAFFIK is proud to be named to the OCBJ Top Ad Agencies list once again. Visit us at our new HQ at the Irvine Spectrum or at [wearetraffik.com](http://wearetraffik.com)



[wearetraffik.com](http://wearetraffik.com)