

# Grapevine Communications wins "Top Agency" award

For the fifth year in a row, Grapevine Communications, a Sarasota-area full-service advertising agency, has been named among the top 25 advertising agencies in Southwest Florida by the Tampa Bay Business Journal. This year, Grapevine came in as the 19th largest local agency in the area – as determined by total number of employees – and was only one of two agencies from the Sarasota/Manatee area to make the list. Previous years have been judged by local billings and number of employees.

At a time when many advertising agencies are facing hardships due to the flagging economy and reduced marketing budgets from their clients, Grapevine Communications is experiencing a remarkable growth period and continues to add new clients – Grapevine is reporting a 25 percent increase in new customer volume for 2008.

"In these tough economic times, clients demand smart, attention-grabbing advertising. And that starts with getting to know the brand and understanding our client's audience," said Angela Massaro-Fain, president of Grapevine. "People aren't spending like they were, so you have to find new opportunities, break through the clutter with an engaging message that speaks directly to the consumer and encourage brand loyalty. And the results have been astounding – we've added 19 new clients in the past six months alone, including four nonprofit clients who really need the help."

While result-driven print, broadcast and interactive advertising is a constant at Grapevine, the agency partners also point

to other factors that have helped them succeed. Having a wide range of clients across many industries has also proven invaluable to the agency's continued positive track record. And as a full-service agency with an in-house staff, Grapevine offers a complete breadth of services in a cost-efficient and responsive manner.

"We've been fortunate to have a roster of clients that are incredibly diverse. All too often advertising agencies develop a niche business model, such as servicing only real estate or hospitality clients. When that sector experiences problems, it can really drag an agency down," said John Fain, Grapevine Communications' executive vice president. "With clients across all aspects of the business community, we're somewhat protected from tough economic climates."

A partial list of Grapevine's clients includes Koval & Koval Dentistry, AQUA Plumbing & Air, Distinctive Surfaces, Body & Spirit Luxury Day Spa, Synchrony Yachts, Lerner Cohen Healthcare, Holcomb Facial Plastic Surgery, Eye Specialists and Humane Society of Manatee County. Grapevine Communications donates \$100,000-plus annually in agency time for pro-bono clients such The Boys & Girls Club of Sarasota, Children's Guardian Fund, We Care Manatee and First Step of Sarasota, among other needy causes.

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