

Advertising Agencies

Ranked by Gross Sales in Utah in 2015

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Rank	Company Name Address	Phone Web	2015 Gross sales in Utah	Number of Full-Time Utah Employees	Year Est.	Capitalized Billings	Services Offered	Owner/Manager/CEO
10	Concept Marketing LLC 2700 Homestead Road No. 120 Park City, UT 84098	435-615-1758 conceptmrk.com	DND	9	1998	DND	Full-service marketing, advertising and PR firm; TV; radio; billboard; SEO, website development; reputation management; social networking; marketing campaigns; brand creation and management	Nate Di Palma
11	Jibe Media 774 S. 300 W. SLC, UT 84101	801-433-5423 jibemedia.com	DND	10	2001	DND	Brand Identity, brand personality, brand strategy, brand guidelines, naming, market strategy, marketing consultation, planning, market research and communication strategy	Joel Farr and Greg Lowe
12	MRM/McCann 60 E. South Temple Ste. 1400 SLC, UT 84111	801-257-7730 mrm-mccann.com	DND	320	1995	DND	Helps brands foster meaningful, lasting relationships with people	Lori Feld President, North America
13	The Orton Group Inc. P.O. Box 9282 SLC, UT 84109	801-596-2100 ortongp.com	DND	3	1985	DND	Advertising, marketing planning, strategy	Kelley Beaudry
14	Saxton Horne 85 E. 9400 S. Sandy, UT 84070	801-304-1000 saxtonhorne.com	DND	66	1995	\$37.5 million	Full-service agency with expertise in all media, creative, digital and social services	David Blain President



DND=Did Not Disclose N/A=Not Applicable
Please note that some firms chose not to respond, or failed to respond in time to our inquiries.
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Maybe it's time to think seriously about performance pay

The modern workplace is rapidly changing and employment ideals such as company loyalty, job security and career stability seem reminiscent of a simpler time.

But while it's true that what it means to go to work today is very different from years past, there are real advantages to both employers and employees who are willing to embrace a new kind of working relationship.

Engineering and IT organizations, especially, which may not have the resources to hire full-time employees in every situation, can now tap highly skilled contract workers who can hit the ground running and perform a job for a specific project. Conversely, we know that these highly skilled workers



SUSAN HORNBUCKLE

are now enjoying the freedoms that can come from not necessarily always being tied to one employer. They

can enrich their own careers along the way by picking and choosing the projects that are right for them.

These are all positive aspects of the current job market, but one constant remains: Everyone is still working for a paycheck — and employees today are also

looking for new ways to increase their earning power.

Considering "variable" compensation, otherwise known as "performance pay," is one way for employers to look at the compensation issue differently — and to accommodate changing perceptions of pay among workers.

The 2013 Kelly Global Workforce Index (KGWI), an annual survey revealing opinions about work and the workplace from a generational viewpoint, shows us why. According to results of the survey, more than half (57 percent) of all respondents would most prefer pay for productivity or performance, given the choice between this or pay for overtime work.

These percentages get higher in the sciences, engineering and IT. In the high-tech field, for example, 63 percent of people working in this space say they prefer performance pay as opposed to the traditional model of overtime pay or straight salaries.

If an employer is quick to bristle at the possibility of performance pay, consider the fact that motivation may be higher when there are non-tradi-

tional monetary awards in the mix. Nearly half of respondents (46 percent) strongly agree that they would perform at a higher level if pay was tied to their performance.

These changing perceptions of pay only mean that employers today, more than ever, have to take compensation issues seriously, especially in robust industries like engineering and IT where the most highly skilled talent can often easily find better-paying roles. For this reason alone, employers must remain vigilant about recognizing that income is a strong motivator. It can mean the difference between keeping your most valued employees or watching them go somewhere else.

Susan Hornbuckle is area manager for Kelly Services in Salt Lake City. She has more than 25 years of experience in staffing, account management and business development.