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Desert Bloom

Phoenix, Az.-based independently-owned advertising agency **E.B. Lane Marketing** wants to continue on its growth path. “The (Phoenix) market has not been growing, but we’ve been able to grow and pick up share. In the past eight months, (EBLM) has had a 37% growth in revenues and it has been across the board (advertising, pr, interactive),” said EBLM ceo **Beau Lane**.

EBLM, which generates more than half of its revenues from out of state (a la cable operator **Cable One**), is putting emphasis behind key areas. (The agency's other clients include the **Arizona Lottery**, **RockResorts International**, restaurant chain **New York Pizza Department**, etc.) “Digital is something we’re thinking about every day. Our digital practice is 30% or more of our revenues now and we’re continuing to bring in high-end talent – we’re infusing the digital discipline into everything we do,” he said. Due: acquisitions. “We’re looking at acquisitions in the search and interactive production areas. We are actively engaged in discussions,” said Lane. EBLM's goal: to double its revenues in five years. Meanwhile, EBLM isn't closing its doors to suitors. “It wouldn't be a sale that would change control,” said Lane.