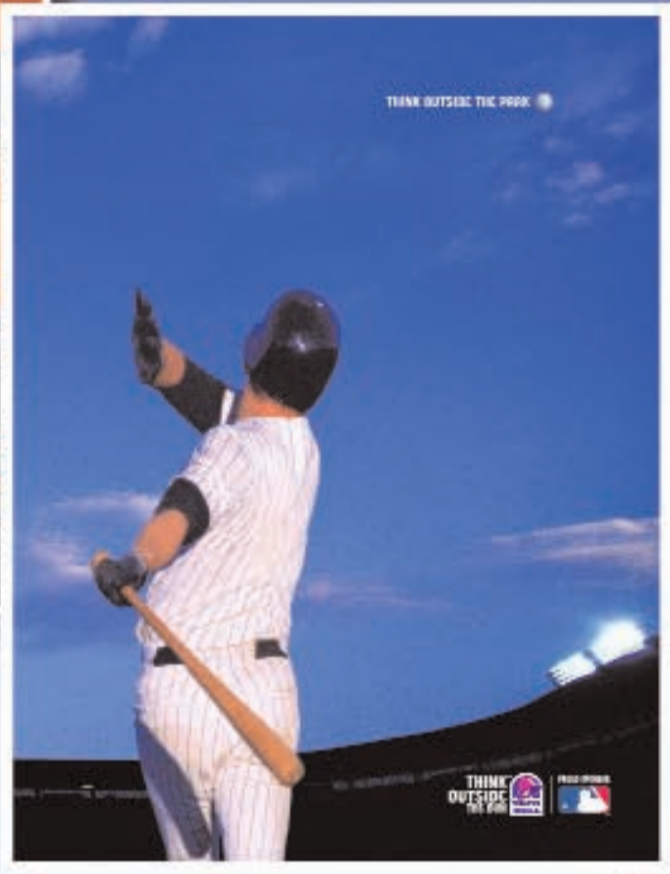


Advertising



Pictured: Advertising campaigns created by Estey-Hoover; Foote, Cone & Belding; and DGWB

SOLID CONTACT

Ad Shops Name Favorite Campaigns as Work Picks Up

By JENNIFER BELLANTONIO

Ray Baird, partner at Irvine-based RiechesBaird, sums it up: "The days of 'Trust me on this one' are over," he said.

The advertising industry has gone through big changes since the economy tanked a few years ago. Now, as the economic rebound takes hold, executives said they have to be more agile to win and keep business.

The slow economy forced cash-strapped clients to slash

budgets and overhaul business plans—and put more pressure on marketers to deliver.

Now that budgets and work activity has picked up, executives are operating in a new reality. The Business Journal asked executives at some of Orange County's biggest ad shops about the advertising landscape, including their outlook on the remainder of 2005, the review process and their favorite campaign in 2004. Following is an edited version of their responses.

Ad shops boost billings,
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