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C3 AGENCY LANDS COVETED SPOT ON INDUSTRY ‘IT LIST’ ***Event Marketer Magazine 2015 It List – Top 100 Event Agencies***

[ATLANTA] – July 1, 2015 – C3 Agency, a woman-owned, Atlanta-based boutique experiential marketing firm, was named to the *Event Marketer 2015 It List – The Top 100 Event Agencies*. The agency is listed as a top experiential firm in the practice areas of buzz and influencer programs, launch events and PR events. This is the thirteenth year that *Event Marketer* magazine has published the *It List*.

Event Marketer magazine’s *It List* was created to help event departments across the country better navigate the event marketing industry. As the world’s most respected provider of content for the event and trade show category, *Event Marketer* curates recommendations and categorizes the skills and strengths of the top shops in the industry.

“Being named as a Top 100 event agency is confirmation that boundless creativity and successful results can be accomplished by smaller shops like C3. We take pride in designing and executing experiential campaigns that not only garner metric-breaking attention, but communicate brand messages that resonate with today’s sagacious consumers,” said Christine Courtney-Myers, CEO and Founder.

C3 Agency works with Virgin America, Virgin Atlantic, Yes To, Inc., Cathay Pacific, Heineken, Target, LG Electronics and other brands to create strategic experiential campaigns that achieve marketing, PR, social media and sales goals.

“Virgin America is highly selective when choosing partner agencies,” said Luanne Calvert, Chief Marketing Officer of Virgin America. “C3’s forte is in creating experiences that amplify our bold, modern brand personality.”

The *It List* describes C3’s portfolio of work as “a fleet of hand-crafted bikes that ‘pedaled’ organic facial product samples to consumers at farmers markets and yoga festivals; a mobile outdoor movie theater on college campuses; and repositioning an uppity French wine through backyard and rooftop BBQs. An airline launch party on a Dallas tarmac with a herd of cattle and rebel billionaire wearing chaps was pretty unique, too.”

The *It List*: <http://www.eventmarketer.com/2015-it-list/>; C3’s listing: <http://www.eventmarketer.com/company/c3-agency/>

About C3 Agency

Founded in 2000 in Williamsburg, Brooklyn, C3 Agency is a creative shop offering engagement marketing and experiential campaigns that thrive in unexpected, non-traditional locations. C3’s approach leads to compelling brand experiences that spark media coverage and drive consumer action, advocacy and amplification. The agency opened a second office in Atlanta in 2012. In 2014, C3 named the Atlanta office as the agency HQ but maintains a creative shop in Brooklyn called “C3’s Big Idea Lab.”

C3 is led by Christine Courtney-Myers, a pioneer and innovator in experiential marketing. She has curated her “agency of experts” to include a meticulously vetted network of top production, social media and experiential marketing specialists in US markets and key global hubs. As a result, C3 is able to serve brands across the country and around the world. www.C3Agency.com

About Event Marketer

Event Marketer Magazine was founded in 2002 to serve the information needs of strategic brand-side event marketers and agency executives across the spectrum of face-to-face marketing – including mobile marketing, mall marketing, street events, trade shows, corporate events, proprietary events, virtual events, buzz marketing, PR campaigns, sponsorships, business-to-business events and press events. EM’s portfolio includes a flagship magazine, twice-monthly EM Buzz e-newsletter, the annual Experiential Marketing Summit executive conference, the Ex Awards, the annual EventTech technology conference and Event Technology Awards and more. www.EventMarketer.com