

# Red House named top B2B marketing agency and healthcare “agency to watch”



**Red House was recently named a top B2B marketing agency by Chief Marketer, and a healthcare “agency to watch” by Medical Marketing & Media.**

ATLANTA – April 10, 2018 – Red House, an award-winning firm celebrating its 17th year, has once again been named a top B2B marketing agency by Chief Marketer magazine. They were also named an “agency to watch” by Medical Marketing & Media.

In addition to making Chief Marketer’s top B2B agency list, Red House was included in the category for top “B2B Demand Generation Agencies.” Red House counts its focus on results as one of the primary reasons leading B2B and healthcare brands have chosen the firm. The agency’s clients include Bayer, Brother International, Cognizant, Mayo Clinic, McKesson, and RELX Group.

“We’re thrilled that trusted industry authorities like Chief Marketer and Medical Marketing & Media are

recognizing capabilities beyond traditional advertising, and acknowledging the increasing importance of data and technology in delivering results,” said Steve Reeves, a partner with the firm. He added, “We’re especially grateful to our clients who recognize the value of a strategic plan across their account-based marketing, content, creative and analytics.”

Chief Marketer’s editors accepted submissions from across the country for the CM200 list. Winners were selected based on several criteria, including: insightful client testimonials; outstanding case study submissions; high caliber, consistent work across programs and clients; innovative and creative executions; and bold and inspiring concepts and ideas that are moving the industry forward.

#### ABOUT CHIEF MARKETER

Chief Marketer, an Access Intelligence brand, provides marketers and aspiring CMOs with content, ideas, recognition and events that help them make smarter decisions with their marketing budgets. It offers data-driven industry intelligence, actionable insights, inspiring case studies and the latest technology trends so marketers can improve their campaigns and increase ROI.

#### ABOUT RED HOUSE

Red House helps clients achieve results through strategic planning, account-based marketing and content marketing, as well as services such as automation support, content development, creative and analytics. Our expertise includes healthcare, financial, manufacturing, supply chain, technology and telecom. To learn more, visit [www.redhouseb2b.com](http://www.redhouseb2b.com) and [www.redhousehealthcare.com](http://www.redhousehealthcare.com).

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