

Zlokower Company

If you're a boutique agency looking to compete in New York, you better do at least one thing better than the big full-service agencies do it. For Zlokower Company, the points of differentiation are speed and agility—the ability to get up to speed on a client's business quickly, and the ability to turn on a dime to produce outstanding results for both large and small clients. President Harry Zlokower and vice presidents Dave Closs (a new addition this year), Joel Strasser and Phyllis Stevens have a wealth of big agency experience with Hill & Knowlton, Ruder-Finn, Rubenstein and Financial Relations Board and others, and it's hands-on experience, meaning they know the needs and preferences of big name reporters at big name media such as The Wall Street Journal and BusinessWeek.

In 2002, Zlokower saw considerable growth in the technology sector, where clients include Archos, Maxell, Carrier Logistics, and General Patent, and in the healthcare arena, where it worked for Greenwich Radiation Oncology, GeneLink, Paula Moynahan M.D., and The Nathaniel Witherell nursing home. The firm also does impressive work in the professional services category, where it has worked with companies in real estate, marketing, engineering, law, and healthcare, education and finance. The biggest new client additions in 2002 included Synovate, the world's 10th largest market research firm; Equity Now, a regional home lender; and National Technology Transfer, a prominent industrial training company.

Agencies in this Article:

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