

2008 Agencies of the Year to Be Honored at SABRE Dinner

New Consultancy of the Year: Catalyst

Catalyst was founded in 2006, when Bret Werner, a 13-year veteran of Alan Taylor Communications, took advantage of the firm's restructuring—it has since become simply Taylor—to launch a spinoff that both continued and built on the firm's heritage. Like the old Alan Taylor, Catalyst is focused on sports marketing—which accounts for slightly more than half of revenues—but has also added a significant lifestyle marketing practice and a growing entertainment industry focus. And like the old Alan Taylor, the focus is on media relations, although Catalyst takes a sophisticated, strategic approach to the media—with an emphasis on media mapping, messaging and measurement—and has expanded beyond traditional channels to include digital and social media. In just two years it has doubled in size (fee income for 2008 was around \$4 million) and built an impressive roster of clients, most of them new to the firm over the past 18 months, including major brands such as Consumer Reports, ESPN, World Triathlon Corporation, NASCAR, Purina, Subway, Timex and Under Armour.