

R U ready?

Portland's ADMedia becomes one of the nation's first firms to provide text message marketing

BY SETH HARKNESS

When Andrew Newman and David Sullivan left corporate jobs and set out to launch their own Portland-based marketing firm, one of their founding principles was that they would cater solely to small business owners.

Other firms could compete for the big national accounts, but the partners who set up ADMedia Communications in 2004 decided they wanted to offer affordable marketing services to entrepreneurs and family-run businesses that might otherwise not do any marketing at all.

"I'd spent my whole career serving anonymous shareholders," Newman explained. "One of the rules from the beginning was we're not trying to fight with the big fish."

ADMedia Communications

400 Commercial St., Portland

Founding partners: Andrew Newman,



ADMedia Managing Partner Andrew Newman (left) and Creative Director David Sullivan use Americans' growing love of text messaging as a new marketing tool

PHOTO/DAVID A. RODGERS

Five years later, Newman and Sullivan have remained faithful to this vision, creating a niche for themselves designing corporate logos, websites and other materials for scores of small businesses owners, most of them based in Maine. And while ADMedia's revenues have climbed from \$82,000 in the first year to more than \$500,000 last year, according to Newman, the partners are also small business owners themselves and watch their costs accordingly.

low-cost provider when you're in the high-rent district," Newman said.

But as much as they prefer to think small, in the last few years Newman and Sullivan have also been trying to spring to the forefront of what they believe may be the next big thing in marketing. Within the past year, ADMedia became one of the first companies in the nation to design and launch a service, TextMoreInfo, that allows businesses to advertise and interact with

form of immediate, interactive communication has the potential to become a powerful new means of reaching customers, as well as a significant industry in its own right. New York-based Internet marketing researcher Emarketer estimates that revenues from ad-supported mobile messaging in North America will soar from \$400 million in 2006 to \$3.8 billion in 2011.

The fledgling marketing method has