

Exclusive: Bob Parsons Organization MP Agency, L.L.C. Acquires Martz Agency

Written by Karah Van Kammen

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This morning employees at the Phoenix-based Martz Agency were greeted with quite a surprise when the Bad Cactus Brass Band and Phoenix Suns Dancers showed up outside their office doors with pomp and circumstance. The ensemble along with agency owner, Carrie Martz, escorted staff through the office parking lot into an adjacent suite. Inside they were welcomed by non-other than Valley entrepreneur and philanthropist Bob Parsons. In a surprise announcement it was disclosed that MP Agency, L.L.C., an organization owned by Parsons, had acquired the award winning Martz Agency to form the new Martz Parsons Agency. The deal has been seven months in the making with only a few key Martz agency employees in the know until today.



As a GoDaddy Chairman, Parsons realized an ad agency would be an exceptional fit for his business empire which includes Harley-Davidson of Scottsdale, Go AZ Motorcycles, Spooky Fast Parts & Engineering, YAM Properties, The Bob & Renee Parsons Foundation and Scottsdale National Golf Club. All of Parsons current operations will be using Martz Parsons as their agency of record. Parsons is passionate about marketing and says advertising is what took GoDaddy into the national spotlight years ago. It is hard to forget the company's unique and shocking Super Bowl spots which rocketed company shares from 16% to 25% in just one week.

Parsons plans to bring the Martz-Parsons Agency to the next level with advertising guru Carrie Martz in the driver seat as CEO. The dynamic relationship with Martz, who has been in the business for over 30 years, is what sealed the partnership. "I am thrilled that someone I consider to be a marketing genius has purchased the Agency," said Carrie Martz. "This is a once in a lifetime opportunity for our agency and for our clients. With Bob Parsons behind us, I believe our Agency will become even more value to the clients we serve."

Parsons feels the agency will stand apart from competition with a few simple principles that have driven his other ventures to huge success. One, listen to customers and deliver what they want. It's not rocket science but it's a bottom line that always delivers results. He states, "The formula is simple ... great brands that deliver an uncontested customer experience thrive. Martz Agency brings years of experience, professionalism and enthusiasm to the table. Together, we should knock it out of the park."

Second on his list, create a pleasant work environment for company persons by offering flexible schedules and great pay. During this morning's ceremony Parsons announced that all staff members would receive a \$500 bonus for every year they had been with the agency. The longest standing employee, Anna Hoang, has been with the company for 19 years. Hoang also received an additional \$5000 bonus for her work in securing the partnership. Parson's believes that fresh minds work best and individuals can be most creative when they're happy. He stated to the current Martz employees "We're not here for a long time, we're here for a good time". Now the next questions is, what will the Holiday party be like?