

### Best In Business

By Julia Paulus

When you're visiting a new city and preparing for a night out on the town, you probably don't say, "I was wondering what the third best restaurant in town is." Most likely you want to experience the best, because sometimes good is just not good enough.

Our readers voted on 16 different business related categories. From business connectors to coffee houses, here's who they think the very best are in St. Louis.

#### Best Marketing: Adamson

For Adamson, creating connections with clients and bringing them real results means being the best in marketing. "We know that our work stands out in the minds of people who see it, creating an emotional connection," says Kim Boyer, president. "That's a key element of why our clients hire us and why they value our work. Our job is to build their brands and produce tangible results."

Adamson works to adapt and stay current in its industry and to recognize what attracts people today.

"People connect with the cool factor of the Starbucks brand, for example," says Boyer. "It isn't just about the coffee. When consumers actively, positively interact with a brand, they become much more likely to try a product or service and to become repeat customers after an initial trial."

Boyer says she believes in the abilities of her employees and knows they can achieve what their clients are looking for. "We have a wonderful, talented staff that is highly motivated to go above and beyond for clients because we have seen the enormous difference that the right 'big idea,' applied at the right point in the customer journey, can make in our clients' success," she says.