

SAN FRANCISCO ADVERTISING AGENCY, HEAT, ADDS IN-HOUSE COMMUNICATIONS DEPARTMENT



Heat, a full-service advertising agency located in San Francisco, has added an in-house “Communications Planning and Media” department – a function that had previously been outsourced.

Brad Ziff will be the director of the department. Ziff was formerly media director for all accounts at TDA Advertising & Design in Boulder, Colorado. According to the August 24th article at sanfrancisco.dbusinessnews.com, Heat president John Elder was quoted as saying: “The heyday of the big, price-focused media agency has come and gone. With today’s explosion-slash-fragmentation of media options—not just bought media, but bought, earned, and owned media—clients have seen that the greatest inefficiencies in media buying are not measured in only CPM. They are measured in opportunities lost. Having media and communications planning together under the same roof with creative shifts the emphasis from sending out messages, which is easier now than it’s ever been, to forging connections.” [Advertising Age magazine](#) named Heat 2010 Small Agency of the Year, West Region. Heat Clients include EA Sports, Condé Nast Publications, The California Academy of Sciences, Bare Escentuals Cosmetics and Adobe.