

Red House Named a Chief Marketer 2026 Agency of the Year



The firm was honored based on strategic excellence, creative innovation, and measurable impact.

ATLANTA—(BUSINESS WIRE)—December 3, 2025—Red House, an award-winning B2B marketing firm now in its 24th year, has been named a 2026 Agency of the Year by Chief Marketer, the leading information resource for Fortune 1000 marketers. The recognition reflects Chief Marketer's mission of recognizing the firms driving measurable impact, elevating brand storytelling, and shaping the future of marketing.

As part of its coveted Agencies of the Year program, Chief Marketer spotlights the industry's most visionary and high-performing agencies that are setting new standards for creativity, innovation, and strategic excellence. This honor adds to a long history of distinctions for Red House, which has been consistently recognized for excellence in demand generation, account-based marketing, and data-driven pipeline acceleration. The agency partners with leading

brands across highly regulated and complex industries including Financial Services and Insurance, Healthcare, Manufacturing, Supply Chain, and Technology.

"This recognition reflects the kind of work B2B marketers are demanding today—more strategic, more accountable, and more integrated," said Dan Hansen, Senior Partner at Red House. "Our team thrives in complicated environments where there's no off-the-shelf answer, and where smart strategy, data, and creative must work together to move the pipeline."

Chief Marketer's editors selected the 2026 honorees from agencies nationwide based on demonstrated client results, strategic excellence, case-study performance, creative innovation, and the ability to influence the direction of B2B and integrated marketing.

ABOUT CHIEF MARKETER NETWORK

The Chief Marketer Network (CMN) is a leading marketing intelligence hub connecting a global portfolio of nine specialized media brands that span the primary channels of media and marketing—from advertising technology to PR and communications. With an aggregate audience of more than 1 million marketing professionals, CMN delivers curated insights, trend forecasting, and cross-disciplinary coverage that empower marketers to stay ahead of what's next. Trusted by industry leaders, the Chief Marketer Network is the go-to resource for actionable intelligence across the evolving marketing landscape. CMN brands include AdExchanger, Event Marketer, Chief Marketer, PRNEWS, LeadsCon, AdMonsters, Cynopsis, and Cablefax.

ABOUT RED HOUSE

Red House helps B2B sales and marketing leaders achieve their goals through a proven process that builds the right foundation, engages priority audiences, and measures what matters. Red House supports this approach through full-service capabilities across brand development, content and creative, integrated campaigns, technology, and analytics and attribution. Learn more at Red House B2B Marketing at www.redhouseb2b.com or Red House Healthcare at www.redhousehealthcare.com.

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