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Philadelphia Business Journal

Bidding adieu to Conshy

Ad agency moving HQ to Center City

Jan 8, 2016, 6:00am EST

An advertising agency that has spent its entire 47-year history in the suburbs is relocating its headquarters to Philadelphia.

DDCworks signed a 10-year lease on 5,000 square feet of office space at the Cast Iron Building at 718-20 Arch St. Les Hagget and Mike Maloney of Newmark Grubb Knight Frank represented the tenant while Tom Kramer of TDK Commercial Advisors represented the landlord, AMC Delancey Group.

The move underscores a growing trend and occurrence happening with more frequency in Center City: Suburban firms that are either establishing a Philadelphia outpost or, as in the case of DDCworks, a full-scale relocation of its offices.

"This is not a satellite office," said Mike Diccicco, CEO of the firm. "This is a global headquarters."



Cast Iron Building at 718 Arch St. in Philadelphia.

From the Philadelphia Business Journal:
<http://www.bizjournals.com/philadelphia/print-edition/2016/01/08/ad-agency-moving-hq-to-center-city.html>

DDCworks has gone under different names, the latest of which was Diccicco Battista Communications. In 2013, it brought in new partners, Sean Donahue and Tim Cifelli, and decided to change the name. The firm first started out in Jenkintown, then moved to Horsham and then in 2009, relocated into 10,500 square feet at 1200 River Road in Conshohocken.

That space served its purposes for a while but DDCworks thought it was time to make a move. The River Road space was more than the firm needed and the dynamics of the building changed when a charter school moved in.

"The move was intentional," Cifelli said. "While the timing was pushed because of the current office environment, the desire to go to the city was still there for a lot of reasons. The ability to get closer to young, creative talent and clients in Center City was important for us. The city is a much more attractive location than it has been."

"We will be able to recruit better," Diccicco said. "We have people now who love the idea of moving to the city and people we are interviewing now like it."

When asked whether it was a tough decision, Diccicco was quick to answer: No. It also didn't receive financial incentives from the state and city to make the move. The firm explored options throughout the region, saying it has cast a very wide net and weighed multiple options, however, the Cast Iron building rose to the top.

"It was far and wide the best option for a number of reasons," Cifelli said, noting the firm does a lot of work with the Pennsylvania Convention Center and DDCworks' new home is also near restaurants and public transit. The landlord also made the best offer.

The firm has 15 employees now and is looking to grow from there. It anticipates moving in the first quarter.