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Bernstein-Rein Positions for the Future; Hires Top Barkley and Burnett Creative Executives

Brooker and Bartolucci join forces to lead creative vision

Kansas City, Mo – Bernstein-Rein (BR), the country's premier retail agency based in Kansas City, has completed an extensive six-month, nationwide search for creative leadership. The search was focused on finding the right talent to lead BR's creative teams into the future. BR met with candidates from top agencies in Miami, New York, Chicago, Austin and Minneapolis before selecting these accomplished individuals.

"We were looking for a superhero," said Steve Bernstein, President of Bernstein-Rein, "someone who could meet our extraordinarily selective criteria. We found two.

"It's a coup for BR that after narrowing our search to three highly qualified people, instead of selecting just one, we were able to hire two: Brian Brooker and Joe Bartolucci. In Brian, BR gets a veteran; a former CEO of Barkley, Brian is an experienced brand builder who can inspire visionary work from creative teams. In Joe, BR adds a savvy innovator to an already award-winning digital group. Joe's talent and drive will help take BR's digital work to the next level. These hires give BR a new creative drive. Brian's and Joe's talents and visions are highly complementary; they both believe in one, fully integrated creative department, using any medium, any message to achieve our clients' business goals."

Brian Brooker, will be Chief Creative Officer at BR, responsible for leading the Creative Department. Brian brings an exciting new direction for BR's creative team. He is a creative leader and visionary in the advertising industry. He has built national brands such as Southwest Airlines, SONIC Drive-In and many more, as well as winning numerous prestigious awards including Communications Arts, Cannes, CLIO, National ADDYs, and Effies. Brian has written for *Advertising Age*, served on the AAAA board, and spoken at AAAA events. Brian will bring his guiding ethos to BR: Great ideas can come from anywhere.

Joe Bartolucci's role at BR will be as Executive Creative Director, Digital. Joe delivers a maverick sensibility to BR's digital team. Innovative and forward thinking, Joe's style lends itself to the fast-moving, faster-paced digital world. In his role as Senior Vice President, Creative Director at Leo Burnett, Joe worked with iconic brands such as Kellogg's, Lowe's, True Value and McDonald's. Joe has won multiple awards from prestigious organizations like SXSW, New York Festivals, and Interactive One Show.

Brian and Joe will lead a creative team at BR that has a history of developing award-winning, results-oriented work for new accounts like Family Dollar and MetLife, as well as longtime clients McDonald's; Farmland Foods; PetSmart; and Banfield Pet Hospital.

Both Brian and Joe will join BR on 5/16/2011.

About Bernstein-Rein:

Grounded in the agency philosophy of "Be Real," Bernstein-Rein is the agency and marketing partner that provides real consumer insights, real brand differentiation that inspires consumers to act, and real results

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for its clients. Established in 1964, Bernstein-Rein was named one of the top 10 branding agencies of 2009 by *Advertising Age*. Go to bernsteinrein.com to see a list of clients and award-winning work.

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