

# KC STARS | ADVERTISING AGENCIES

(ranked by 2007 capitalized billings)

2008 Rank	Company name Address Internet	Phone	Capitalized billings 2007 2006	Specialty services offered (partial)	Client list (partial)	Employees Year founded	Top officer(s)
1.	<b>VML</b> 250 Richards Road Kansas City, MO 64116 www.vml.com	816-283-0700	\$613,640,000 \$426,880,000	digital strategy and development, integrated marketing, interactive planning, implementation	Microsoft, Colgate-Palmolive, SAP, Hill's Pet Nutrition, Burger King	375 1992	Matt Anthony, CEO Jon Cook, president
2.	<b>Bernstein-Rein Advertising Inc.</b> 4600 Madison Ave., Suite 1500 Kansas City, MO 64112 www.bernstein-rein.com	816-756-0640	\$507,454,157 \$564,315,005	media, planning, creative development, design, research, yellow pages, interactive	available by request	308 1964	Robert Bernstein, chairman and CEO Steve Bernstein, president and COO
3.	<b>Barkley</b> 1740 Main St. Kansas City, MO 64108 www.barkleyus.com	816-842-1500	\$486,802,326 \$468,642,063	advertising, public relations, cause branding, sponsorships & events, interactive, social media	Helzberg Diamonds, March of Dimes, Sonic Drive-Ins, UMB Bank	340 1964	Brian Brooker, CEO and chief creative officer
4.	<b>PlattForm Advertising</b> 15500 W. 113th St. Lenexa, KS 66219 www.plattformad.com	913-254-6000	\$164,809,495 \$111,682,420	agency specializing in interactive marketing and advertising for higher education	Vatterott College, Friends University	310 1997	Dave Admire, CEO
5.	<b>MMG Worldwide</b> 4601 Madison Ave. Kansas City, MO 64112 www.mmgworldwide.com	816-472-5988	\$129,305,119 \$109,580,610	advertising and marketing firm specializing in travel and hospitality	AIG Travel Guard, Argosy Gaming, Colorado Tourism Office, Holiday Inn Hotels	125 1981	Don Montague, chairman and CEO Clayton Reid, president
6.	<b>Weyforth-Haas Marketing</b> 10561 Barkley St., Suite 200 Overland Park, KS 66212 www.whmdelivers.com	913-648-8333	\$108,961,000 \$63,000,000	sales lead generation, search engine marketing, direct marketing, branding, public relations	Embarq, BPU, United Country Real Estate, Armed Forces Insurance	70 1981	Barb Murphy, president
7.	<b>McCormick Company</b> 1201 N.W. Briardliff Parkway Kansas City, MO 64116 www.mccormickcompany.com	816-584-8444	\$102,000,000 \$96,700,000	marketing strategy, interactive, creative, public relations, database marketing, media relations	Pioneer Hi-Bred, DuPont Crop Protection, Eli Lilly Companion Animal	55 1989	Laura Mayfield, president
8.	<b>Sullivan Higdon &amp; Sink Inc.</b> 2000 Central St. Kansas City, MO 64108 www.wehatesheep.com	816-474-1333	\$100,770,572 \$89,114,760	full-service advertising, marketing and public relations	American Century Investments, Borden Cheese, Cardinal Health, Pizza Hut	39 1971	Rand Mikulecky, Lynell Stucky, managing partners
9.	<b>Nicholson Kovac Inc.</b> 600 Broadway Kansas City, MO 64105 www.nicholsonkovac.com	816-842-8881	\$97,003,644 \$94,827,390	integrated marketing communications advertising agency, strategic planning	available by request	125 1981	F. Peter Kovac, president and CEO
10.	<b>GlynnDevins Advertising &amp; Marketing</b> 11230 College Blvd. Overland Park, KS 66210 www.glynndevins.com	913-491-0600	\$92,300,000 \$73,200,000	advertising, marketing and related services, primarily to clients in the senior living field	available by request	112 1987	Jim Glynn, George Devins, co-owners
11.	<b>Muller Bressler Brown</b> 4739 Belleview Ave. Kansas City, MO 64112 www.mbbagency.com	816-531-1992	\$53,573,000 \$61,971,000	full-service advertising and graphic design agency, interactive, public relations	N/A	29 1982	Jim Brown, COO Phil Bressler, CCSO
12.	<b>Geoff Howe Marketing Communications</b> 1656 Washington St., Suite 300 Kansas City, MO 64108 www.geoffhowe.us	816-842-8650	\$43,299,496 \$39,337,879	business to professional to consumer agency experienced in B2B/B2C, public relations, events	Hill's Pet Nutrition, Golf Course Superintendents Assn. of America	48 2000	Bryan Archambault, managing partner
13.	<b>Gragg Advertising Inc.</b> 450 E. Fourth St., Suite 100 Kansas City, MO 64108 www.graggadv.com	816-931-0050	\$41,374,943 \$23,435,992	interactive agency specializing in direct response and ROI strategies	Topsy's Popcorn, Keiser University, Rubins Kase Hager Cambiano and Bryant	43 1993	Gregory Gragg, president
14.	<b>Trozzolo Communications Group</b> 802 Broadway, Suite 300 Kansas City, MO 64105 www.trozzolo.com	816-842-8111	\$38,196,098 \$26,624,593	full-service advertising, public relations, custom publishing, national health-care marketing	Polsinelli Shalton Flanigan Suelthaus, Sprint Center, Ewing M. Kauffman Foundation	39 1989	Pasquale Trozzolo, CEO Angelo Trozzolo, president
15.	<b>Kuhn &amp; Wittenborn Advertising</b> 2405 Grand Blvd., Suite 600 Kansas City, MO 64108 www.kuhnwitt.com	816-471-7888	\$32,680,000 \$27,350,000	integrated marketing communications planning and strategy	Kansas City Power & Light, Crown Center, Government Employee Hospital Association	35 1978	Whitey Kuhn, president and CEO
16.	<b>Fasone &amp; Partners Advertising Marketing Public Relations</b> 4003 Pennsylvania Ave. Kansas City, MO 64111 www.fasonepartners.com	816-753-7272	\$30,500,000 \$29,400,000	strategic planning and execution	N/A	25 1975	Michael Fasone, CEO
17.	<b>Osborn &amp; Barr</b> 304 W. Eighth St. Kansas City, MO 64105 www.osborn-barr.com	816-471-2255	\$20,320,603 \$28,644,859	advertising and marketing communications specializing in agriculture and animal health	Intervet/Schering-Plough Animal Health, Specialty Fertilizer Products	22 1999	Boo Larsen, managing director
18.	<b>Salva O'Renck</b> 1810 Cherry St. Kansas City, MO 64108 www.uncommonsense.com	816-842-6996	\$18,670,000 \$12,673,000	financial services focus, sales and marketing integration, optimization, digital solutions	H&R Block, American Century Investments, QC Holdings	32 1996	Mark O'Renck, CEO
19.	<b>ProAct Marketing Group Inc.</b> 2604 N.E. Industrial Drive, #270 Kansas City, MO 64117 www.proactgroup.com	816-472-9898	\$18,068,673 \$12,901,120	ad agency, marketing services, Internet marketing consulting, integration, development	General Motors, Nissan Diesel America Inc., CARSTAR	10 1994	Denise Moser, president
20.	<b>KellyRussell Advertising</b> 1800 Central St., Suite 301 Kansas City, MO 64108 www.kelly-russell.com	816-421-4242	\$17,300,000 \$16,300,000	advertising, brand strategy and development, design, direct marketing, interactive and video	N/A	10 2004	Mike Kelley, president Justin Russell, creative director
21.	<b>InQuest Marketing LLC</b> 2012 W. 104th St. Leawood, KS 66206 www.inquestmarketing.com	913-341-1966	\$17,231,091 \$14,480,750	strategic planning, branding, data analysis, interactive and traditional advertising	Belfonte, Fujifilm Sericol, Labette Health, Ace Imagewear	13 1986	David Wilson, Brian Olson, owners
22.	<b>AdFarm</b> 100 E. Seventh St., Suite 301 Kansas City, MO 64106 www.adfarmonline.com	816-842-5983	\$15,575,504 \$19,482,009	full-service marketing communications firm solely dedicated to agriculture	Bayer CropScience, EMD CropBioscience	18 1984	Les Kahl, director, U.S. business operations

Information is compiled from questionnaires sent to area advertising agencies. N/A indicates information that is not available.

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23.	<b>Mallen and Friends Advertising Arts</b> 8522 Cherokee Lane Leawood, KS 66206 www.mallenandfriends.com	913-341-7300	\$13,911,765 \$13,374,437	full-service ad agency and graphic design	available at Web site	5 1990	Gary Mallen, president and creative director
24.	<b>Rhycom</b> 10801 Mastin Blvd. Overland Park, KS 66210 www.rhycom.com	913-451-9102	\$12,293,039 \$11,030,999	strategic planning, research, advertising, creative, public relations and event promotion	United BioSource Corp., Swisher	7 1999	Rick Rhyner, president
25.	<b>Meers Advertising</b> 1811 Walnut St. Kansas City, MO 64108 www.meers.com	816-474-2920	\$4,759,085 \$6,869,746	advertising	McCown Gordon, TransforMED, Zimmer Cos.	3 1993	Sam Meers, president