
BARKLEY BACK AS AGENCY OF RECORD FOR MISSOURI LOTTERY



The *St. Louis Business Journal* is reporting Kansas City-based Barkley was selected as the Missouri Lottery's ad agency of record. The contract goes live Jan. 1 and runs through June 30, 2013. Barkley, which was awarded the deal Oct. 13 by the Missouri Lottery Commission, should be able to hit the ground running given recent history. The agency is replacing St. Louis-based Adamson, which Barkley purchased just 12 days earlier on Oct. 1. Additionally, Barkley held the account from 1998 and until it was awarded to Adamson in 2006. The Missouri Lottery has a budget of up to \$8 million for media and agency fees. The Business Journal reports Barkley will receive only a percentage of the media placed on behalf of the lottery, where the previous contracts rate structure included things such as commissions from broadcast and print. Barkley is employee-owned with 275 partners and offices in Kansas City, St. Louis and Pittsburgh.

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