

ADWEEK

UMB Financial Taps Barkley

CHICAGO Independent Barkley has won lead agency duties on regional bank UMB Financial's \$1 million account after a review, the shop confirmed.

"Barkley's strategic approach to our business is exactly what we need to market UMB," said Andrea Carroll, assistant vice president and director of marketing at the Kansas City, Mo., company, in a statement. "They have a solid team who understand our brand and who we are as a company."

The win marks a return engagement for the Kansas City, Mo., agency, which handled the account for six years before it moved to crosstown rival Sullivan Higdon & Sink in May 2001. Contenders were not disclosed.

The client's current tagline is, "Count on more."

UMB Financial's subsidiaries operate nearly 140 banks in Missouri, Illinois, Colorado, Nebraska, Kansas, Oklahoma and Arizona. The company also has an investment services unit in Milwaukee and a trust services company in South Dakota.

Regional banks of that size have come under increasing pressure in recent years, as they have to compete on several fronts, against national players, smaller specialty firms and banks their own size.

UMB spent just over \$1 million on advertising last year, according to Nielsen Monitor-Plus.