

ADWEEK

Barkley Shines for Helzberg Diamonds

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By Aaron Baar

CHICAGO Jewelry retailer Helzberg Diamonds has tapped independent Barkley to handle its \$8-10 million advertising account after a review, according to the shop.

The Kansas City, Mo., agency's work will include television, radio and outdoor advertising as well as strategic planning. The shop's first work for the company is expected to break during the holiday season, when many jewelry purchases are made.

"Barkley's work is extremely relevant to our target customer and we are excited to partner with such accomplished professionals right here in our hometown of Kansas City," said Joyce Hrinya, svp, marketing at Helzberg, in a statement. The company's previous agency was crosstown independent Sullivan, Higdon & Sink.

A unit of Berkshire Hathaway, Helzberg spent \$8 million last year in domestic measured media, according to Nielsen Monitor-Plus.