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**BERNSTEIN-REIN WINS THREE  
NEW McDONALD'S ACCOUNTS**  
*Independent agency gains Iowa co-ops  
from the Missouri River past the Mississippi*

KANSAS CITY, Mo. — Adding to its work for McDonald's over the past 41 years, Bernstein-Rein has won the business of three separate McDonald's co-ops. It has just been named agency of record for three different co-ops — encompassing 134 restaurant locations — across the state of Iowa, from the Missouri River past the Mississippi River and into western Illinois.

The co-ops each chose Bernstein-Rein based on its passion and strategic creative ideas. "In today's competitive marketing environment, we need an advertising agency that's leading edge — an agency that isn't afraid to take risks while having a strong record of success," stated Corey Kasch, president of McDonald's Des Moines-area co-op. "Through our intensive selection process, Bernstein-Rein exceeded our every expectation. With their proven reputation, outstanding talent and promotional thinking, we're really excited about what they bring to the table."

— more —

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"We would have celebrated any one of these wins but to be chosen by all three of them is really something special," said Steve Bernstein, president of Bernstein-Rein. "Besides the content of our material, they also were blown away by our commitment to and belief in the brand.

"McDonald's is a very strong part of BR's history and we're extremely proud of this," Bernstein added. The independent agency has represented McDonald's continuously since 1967, with such notable successes as inventing the McDonald's Happy Meal and introducing the value-meal concept to the quick-service restaurant industry.

Bernstein-Rein is the agency and marketing partner who sees what others don't see, and whose teams discover insights and create solutions that drive results and enable its clients to win. Established in 1964, Bernstein-Rein continues to leverage insightful imagination to build some of the world's best-known brands, turn them into household names and inspire consumers to act. Go to [www.bernsteinrein.com](http://www.bernsteinrein.com) for a list of its clients and to see its award-winning work.

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