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Bernstein-Rein Forges Partnership With Analytics and Marketing Research Innovator

KANSAS CITY, Mo. — Bernstein-Rein, one of the nation's largest independent agencies, has partnered with Bill Engel, a renowned analytics and marketing research innovator. The move is a result of BR's relentless commitment to reinvent the process by which agencies and advertisers work together for optimal results.

"In this day and age, you don't have to look far to see the marketing landscape is extremely fluid. You can watch the technology go by and play catch-up to remain relevant, or you can be the innovation that becomes the way business is done," said Steve Bernstein, president of Bernstein-Rein. "We've been investing in information, media and analytical tools that will deliver the creative message for our clients with more punch in a way that's not only unexpected, but efficient and measurable."

"The state-of-the-art in consumer databases now makes it possible for us to bring the same powerful analytical tools and real-time decision making to mass media and Internet campaigns that we use every day for direct marketing," added Bill Engel. "Real-time campaign tuning and actual customer ROI is possible TODAY with the right combination of data sets behind Bernstein-Reins' powerful analytical capabilities. I'm looking forward to the future of active campaign management at Bernstein-Rein."

Since its inception in 1964, Bernstein-Rein has experienced exceptional growth from its relentless desire to discover insights and create solutions that motivate consumers and ultimately drive results. Today, the power of analytics makes it possible to be even more targeted and efficient at driving ROI. BR was well ahead of the curve more than 14 years ago when it launched the agency's data analytics group with the vision that analytics could be used for more than one-to-one communication. Now, with this partnership, the agency has the power to create real-time, active campaign management for all of its clients in every type of communication.

About Bernstein-Rein:

Bernstein-Rein is the agency and marketing partner that 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

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names and inspire consumers to act. Go to www.bernsteinrein.com for a list of clients and to see award-winning work.

About Bill Engel:

Bill Engel is a 40-year veteran of the media and marketing research business. He has held executive positions with Arbitron Radio, Scarborough Research, VNU, Simmons Market Research and Experian Research Services. Engel was both an executive with and principal in Birch Radio Research and Scarborough Research, selling Birch Scarborough to VNU in 1991. As a principal and chairman/CEO of Simmons, he and his team led the renaissance of one of America's great research companies, which was acquired by Experian in 2004. Bill currently serves as chairman of Consumer Orbit, a start-up, new-era research company.

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