



# Hi. We're Barkley.

We're an independent idea company committed to knowing modern consumers better than anyone.

And one thing we know for sure: modern consumers don't see brands like most marketers, as parts and pieces. They see brands as the sum of every experience they've had with a brand — the whole brand.

**Founded**  
**1964**  
Always Independent

**550**  
Partners

**100%**  
Independent at Scale



KC  
NYC  
Denver  
Pittsburgh

## We build whole brands for modern consumers.

A whole brand is an organization that treats everything it does as the brand. A core, long idea — what we call a red thread — guides, inspires and connects every action a whole brand takes across the spectrum of marketing ideas to business ideas. Full of purpose and action, a whole brand matches what it says and does inside and out. And it measures success by balancing profit and performance with its impact on people, communities and the planet.

### Business Ideas

Inside

Sustainability Culture Products + Services Design + Experience



### Marketing Ideas

Outside

Actions PR Content Advertising



A decade of research, six books and a Forrester designation as a top five lead agency in the country informed our model — built around the concept of Whole Brand Thinking™, a mindset that solves for complicated problems that result when parts of an organization aren't working as one. This has allowed us to be recognized by:



Agency of the Year Shortlist 2021



## What's the value of Whole Brand Thinking™?

We have conducted extensive research to prove the power of operating as a whole brand and found whole brands are 11X more likely to command a premium price, 3X more likely to be bought most often in their categories, double their competition in market penetration and 50% more likely to be recommended to others. This research is represented in our annual State of the Whole Brand report.

## Why Whole Brand Thinking™ now?

While fragmented brands are trying to find their footing, whole brands are evolving across the Whole Brand Spectrum to add real value to the world. This is our work — and our clients are embracing it as theirs, too, finding success and connection with consumers across the spectrum.

## Say Hello.

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