

## **BancorpSouth Selects Stone Ward as Advertising Agency of Record**

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LITTLE ROCK, Ark.

Stone Ward, a Little Rock-based advertising agency, has been named agency of record for BancorpSouth, a financial holding company headquartered in Tupelo, Mississippi with approximately \$11.9 billion in assets. The announcement was made by BancorpSouth Senior Vice President and Director of Marketing Randy Burchfield and Stone Ward President Millie Ward.

Stone Ward was chosen from a field of Southern advertising agencies that were vying for the BancorpSouth business.

Burchfield said he and other senior level BancorpSouth officials were impressed by Stone Ward's culture, its strategic approach to marketing and its full-service capabilities.

"We were fortunate in that we had several outstanding agencies to select from but in the end, we chose Stone Ward because of their strategic approach, their creative product, their publicity prowess and their leadership," Burchfield said.

Stone Ward will work with Robinson & Associates, Inc., a Tupelo-based advertising agency with a long history of marketing support for BancorpSouth. In addition, Stone Ward has retained a group of public relations firms to assist with publicity efforts throughout the company's current six-state market area.

In addition to its downtown Little Rock headquarters, Stone Ward has offices in Boston and Chicago. Larry Stone is CEO and Executive Creative Director and Millie Ward is President. The agency employs approximately 65 persons and has annual billings in the \$47 million range.

BancorpSouth, Inc. is a financial holding company headquartered in Tupelo, Mississippi with approximately \$11.9 billion in assets. BancorpSouth Bank, a wholly-owned subsidiary of BancorpSouth, Inc., operates approximately 270 commercial banking, insurance, trust and broker/dealer locations in Alabama, Arkansas, Louisiana, Mississippi, Tennessee and Texas.

SOURCE: BancorpSouth, Inc.

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## ***BancorpSouth Bank***

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