

Origins of Free-standing Media Subsidiaries



1972-2008

Impetus came in 1991, when the Advertising Agency Register decided to handle media-only searches for clients and contacted large agencies to gauge their interest.

Avrett Free Ginsberg (IPG)

- **2005** G Media formed as a spinoff from Avrett, Free Ginsberg's media operations (NYT 5/2/05)

Ayer

- **1992** No structural change, but branded media department to attract media-only assignments.
- **1994** Ayer spun off its media department in June 1994 to become Media Edge, an autonomous company. (NYT 6/20/94)
- **1996** Young & Rubicam purchased Media Edge from N.W. Ayer parent Adcom when Ayer was acquired by D'Arcy Masius Benton & Bowles. (Account conflicts prevented DMB&B from acquiring Media Edge). (Ad Age 7/22/96)
- **2002** Ayer was folded into Kaplan Thaler Group and the Ayer name disappeared.

BBDO

- **1998** BBDO's Media Direction mentioned as being in existence for overseas offices. (Ad Age 2/16/98)

Bcom3

- **2000** Starcom MediaVest formed. (Ad Age 2/21/00)
- **2002** Starcom MediaVest became part of Publicis when Publicis acquired Bcom3 in September.

Bozell

- **1992** Bozell spun off its entire media department in May 1992 into a financially autonomous unit called BJK&E Media. (AA 11/16/92) (First to do so!)
- **1997** BJK&E Media became TN Media when Bozell was acquired by True North in late 1997. (Ad Age 9/14/98)

Leo Burnett

- **1995** Formed a Worldwide Media Leadership Council to coordinate its media operations in 53 countries. (NYT 5/4/95)
- **1997** Independent subsidiary named Starcom established in September 1997 (Ad Age 9/15/97)
- **1999** Burnett formed Starcom Worldwide, a unit comprising all its media businesses, in March 1999. (WSJ 3/25/99)
- **2000** Starcom became part of Bcom3 Group after parent Burnett joined with MacManus Group and Dentsu in March 2000.
- **2002** Starcom becomes part of Publicis when Publicis acquired Bcom3 in September.

DDB

- **1992** DDB Needham Media Group formed to pitch separate media services.
- **1992** National TV & Radio Buying Group formed by NY and Chicago offices to consolidate national broadcast buying for DDB Needham and outside clients. (AD Age 11/16/92)
- **1996** DDB Needham branded its U.S. media buying and research operation as Optimum Media. (Ad Age 10/14/96 and 10/21/96). Added media planning by assuming Griffin Bacal's planning function. (NYT 2/13/98)

DMB&B

- **1993** Network buying department spun off into independent TeleVest in December 1993. (AA 3/14/94)
- **1998** MediaVest, DMB&B's full-service media service, reported as operating in the U.K. and France; scheduled to roll out around the world in 1998. (Ad Age 7/13/98)
- **1999** MediaVest Worldwide becomes worldwide media brand of DMB&B in February 1999. TeleVest adopts MediaVest Worldwide name. (Ad Age 1/25/99)
- **2000** MediaVest became part of Bcom3 Group after parent MacManus Group joined with Burnett and Dentsu in March 2000.
- **2002** MediaVest becomes part of Publicis when Publicis acquires Bcom3 in September. D'Arcy name disappears in December 2002.

Foote Cone & Belding

- **1994** When Foote, Cone & Belding set up True North as parent company, they created subsidiary TN Media, a global network of media buying, in December 1994 (WSJ 12/12/94)
- **1999** True North purchased KSL Media in May 1999. (Adweek 5/5/99)
- **2001** TN Media was absorbed into Initiative Media sometime after True North was acquired by IPG in March 2001.

Grey

- **1992** Established Media Connections, a stand-alone subsidiary with its own profit-and-loss responsibility, to pursue, plan, and service media-only clients, and some clients of Grey subsidiaries. Broadcast buying still handled by Grey. (Adweek 11/16/92)
- **1995** Grey linked its media operations in 71 countries into MediaCom Worldwide, a name that had been used for several years in Europe and Asia. It was set up to buy media for multinational clients. This was not a freestanding unit with P&L responsibilities. (Ad Age 7/24/95)
- **1998** Grey finally brought MediaCom, its global media buying and planning brand, to the U.S. in August 1998, after having announced that they would do so in September 1996. (Ad Age 8/17/98 and Adweek 9/23/96)
- **2004** WPP's acquisition of Grey Worldwide (completed 3/05) added MediaCom to the GroupM network of media agencies.

Havas

- **Date?** Mediapolis created as a joint venture with Young & Rubicam.
- **1998** SFM Media was purchased by Havas in March. It had been founded in September 1969. (Ad Age 8/14/00)
- **1999** Havas entered into a working agreement with Media Planning Group, and merges its entire media operation, including SFM with MPG in March. (Ad Age 8/14/00)
- **2000** SFM Media changed to SFM/Media Planning in July 2000.
- **2000** MPG (45% owned by Havas) organized to form global media powerhouse by buying media departments of Havas agencies Jordan McGrath, Messner Vetere, and Tatham Euro RSCG and combining them with SFM/Media Planning Group in November 2000. Headquarters moving from Spain to New York. (Ad Age 11/20/00)
- **2001** SFM/Media Planning changed its name in January to Media Planning, the same name as the Spain-based global media network in January. (Adweek 1/29/01)
- **2002** Arnold's media division was integrated with MPG and renamed arnoldMPG.

Interpublic

- **1972** Lintas formed Initiative Media in Europe.
- **1978** McCann formed Universal Media in Europe. Lowe became a 50-50 partner in August 1991. (Media & Mktg Pocket Guide 2001; Inside Media 8/7/91)
- 1987 Lintas media department set up as a separate company with its own P&L. (AA 9/12/94)
- **1994** Western International acquired by Interpublic in November 1994 for \$50 million. Western was founded in 1970.

- **1995** McCann launched its media department in the U.K. as separate company called Universal McCann in December. (Campaign 12/8/95)
- **1996** Western International Media acquired Media Inc. (Adweek 6/24/96)
- **1998** IPG reported having three separate international media specialists: Initiative Media, Universal Media, and Western International Media. (Ad Age 7/13/98)
- **1998** IPG merged Western International Media with its European operation, Initiative Media, to form Western Initiative Media Worldwide in October 1998. (Adweek 12/20/99)
- **1999** McCann's worldwide media operations are unified and rebranded under name Universal McCann in November 1999. (Ad Age + Adweek 11/1/99)
- **2000** Western Initiative Media dropped the "Western" in February 2000. (Adweek 2/28/00)
- **2000** Initiative acquired Botway Group in April. (Ad Age 4/10/00)
- **2001** Magna Global created in July 2001 as a negotiating unit with pooled buying power for IPG's stand-alone media buying firms. (WSJ 7/13/01)
- **2003** KSL Media bought itself back from IPG in May.
- **2005** Universal McCann creating Frontier to handle conflicting accounts. (NYT 4/18/05) (this may have been aborted after it lost charter client Church & Dwight)
- **2005** G Media formed as a spinoff from Avrett, Free Ginsberg's media operations (NYT 5/2/05)
- **2005** Interpublic formed an umbrella unit, the Interpublic Media Group.
- **2006** Interpublic Media Group was disbanded in October 2006.
- **2008** Mediabrands formed as an umbrella unit for all IPG media subsidiaries. IPG is folding under it: UM, sister media network Initiative, negotiating and research arm Magna, media barter shop Magna Trading, dedicated Johnson & Johnson arm J3, diversified agencies NSA, OSI and Wahlstrom, marketing accountability expert MAP and IPG's Emerging Media Lab. (Adweek 7/9/08)

Ogilvy & Mather

- **1995** O&M formed The Network, a European media planning company. (Ad Age 10/16/95)
- **2000** MindShare was opened in the U.S. to handle media for Ogilvy & JWT.
- **2003** WPP created mOne Worldwide, an interactive and direct-media buying agency, as a joint venture between MindShare and OgilvyOne. It was disbanded in January 2006 and the clients redistributed between the two parent agencies.

Omnicom

- **1996** DDB Needham and BBDO combined their European media operations under the banner of Optimum Media Direction (OMD). Also

- operates in Asia, but does not include Optimum Media in the U.S. (which is DDB Needham's unbundled media department. (Ad Age 10/14/96)
(Adweek 3/9/98)
- **2000** Omnicom launched two global media networks: Optimum Media Direction (OMD) and PhD in February 2000. OMD, already operating in 30 countries, opens in the U.S., and combines media buying operations of BBDO, DDB, and TBWA. PhD rolls up Omnicom's independent media shops, including Advanswers and Creative Media in the U.S, New PhD in England, and HYPN in Canada. (Ad Age 2/28/00)
 - **2005** Omnicom's OMD created Prometheus Media Services, a new Chicago-based media agency, and shifted three accounts (Dell, J.C. Penney, and Cars.com) to it. (Adweek online 5/6/05)

Publicis

- **1988** Zenith formed by Saatchi & Saatchi
- **1989** Optimedia launched by Publicis.
- **2000** Publicis acquired DeWitt Media in March; it became the new U.S. office of Optimedia. DeWitt was founded in 1984. (NYT 3/9/00)
- **2000** Publicis acquired part of Zenith when it acquired Saatchi & Saatchi in June 2000.
- **2001** With Cordiant, formed holding company for Publicis-owned Optimedia and jointly-owned Zenith Media, called Zenith Optimedia Group (75% owned by Publicis; 25% owned by Cordiant), in July 2001. (Ad Age 7/23/01)
- **2002** Publicis acquired Bcom3 in September, thus acquiring Starcom MediaVest. Bates media operation absorbed into Optimedia.
- **2003** Publicis acquired remaining 25% of Zenith Optimedia in August after Cordiant was purchased by WPP in June 2003.
- **2004** Publicis Groupe Media, a Management Board, was formed in September
- **2004** to oversee and develop the Groupe's media networks. Jack Klues was named Chairman in October 2005.

Saatchi & Saatchi

- **1988** Zenith formed by buying a leading British media buying company and folding it in with Saatchi & Saatchi billings.
- **1992** Saatchi & Saatchi Media Advantage set up to operate separately from parent agency and to seek only nonconflicting assignments. (Mediaweek 2/3/92)
- **1993** All European media departments of Saatchi & Saatchi, Backer Spielvogel Bates, and CME-KHBB were merged in February 1993 to form Zenith Media Worldwide, but they had no intentions of doing that in the U.S., because there was no support from clients. (Mediaweek 3/8/93)
- **1995** Zenith Media USA established in February 1995 to handle the Saatchi agencies' U.S. buying. (Adweek 12/12/94 and NYT 12/7/94)

- **1997** Parent Cordiant split into Bates and Saatchi in December; Zenith owned equally by both.
- **2000** Zenith became partially owned by Publicis when Saatchi was acquired in June.

J. Walter Thompson

- **1995** JWT Global Media Group formed to link media operations worldwide in a bid to attract more multinational media business. This is not a freestanding unit with P&L responsibilities. (Ad Age 7/17/95)
- **2000** MindShare was opened in the U.S. to handle media for Ogilvy & JWT.

WPP

- **1997** JWT/O&M Alliance announced in April 1997 in order to gain clout, primarily in broadcast buying. (Ad Age 4/7/97)
- **1997** WPP created global media brand MindShare in Asia in 1997; expanded to Europe in 1998. (Campaign 9/10/99)
- **2000** MindShare Worldwide opened its U.S. office in April 2000. (Adweek 4/10/00)
- **2001** WPP formed The Channel in March 2001, a global coordination unit to oversee the activities of MindShare, the Media Edge, and other media businesses within WPP. (Ad Age 3/19/01)
- **2001** After WPP acquired the Tempus Group, its CIA Medianetwork was merged with Media Edge to form Mediaedge:CIA in December 2001. New parent company, Global Mind Edge (GME), formed to bring together all of WPP's media companies, including MindShare. (NYT 12/11/01). CIA was launched as an independent buying service in 1976; name changed to Tempus in 1998.
- **2003** WPP created GroupM, a parent company to house its two media agencies, MindShare and Mediaedge:CIA. In 2002, the two firms had worked together in the TV upfront as Group MindShare Edge.
- **2003** WPP created mOne Worldwide, an interactive and direct-media buying agency, as a joint venture between MindShare and OgilvyOne. It was disbanded in January 2006 and the clients redistributed between the two parent agencies.
- **2005** MEC Interaction formed by merger of three Mediaedge:cia interactive and direct marketing specialist agencies:Wunderman Media, The Digital Edge, and Outrider (Search engine marketing firm).
- **2008** GroupM consolidated the local broadcast buying operations of Mediaedge:cia, MediaCom, and Mindshare in January.

Wells Rich Greene BDDP

- **1972** Advanswers was founded by Gardner Advertising in St. Louis as the first agency-backed media buying service. Gardner was later acquired by WRG and closed in 1989. Advanswers was then managed as part of

Wells BDDP. (Marketing & Media Decisions 5/90). Became part of Omnicom when GGT was acquired in 1998. (Adweek 2/16/98)

Young & Rubicam

- **1994** Mediapolis created as a joint space-buying venture between EuroRSCG and Young & Rubicam.
- **1996** Purchased Media Edge from N.W. Ayer parent Adcom when Ayer was acquired by D'Arcy Masius Benton & Bowles. (Account conflicts prevented DMB&B from acquiring Media Edge). (Ad Age 7/22/96)
- **1997** Young & Rubicam consolidated all of Y&R's and Wunderman's media buying under Media Edge.
- **2000** Media Edge became part of WPP when Y&R was acquired in May 2000.

Mid-sized Agency Media Department Spin-offs

Ally & Gargano

- **1994** Media Partners set up as independent media services division in January 1994. (NYT 1/14/94)

EvansGroup

- **1995** PowerMedia formed in Seattle as free-standing media unit to pursue media-only accounts. (Adweek 5/29/95)

Ketchum

- **1993** Ketchum Advertising set up the Ketchum Media Group in March 1993 in Philadelphia.

Fitzgerald

- **1993** Spun off media department into separate unit, the Media Investment Group. (Adweek 11/22/93)

Kirshenbaum Bond

- **2001** Media Kitchen created as a media planning, buying, and strategy agency. (NYT 7/31/01). Became part of MDC when KB was acquired partly in 2004 and completely in 2007.

Moffatt/Rosenthal

- **1998** Moffatt/Rosenthal launched a stand-alone unit called Point Media in February 1998. (Adweek 2/9/98)

Rubin Postaer

- **1994** RP Media set up as a separate broadcast buying unit. (AA 7/18/94)

St. George Group

- 1998 St. George Media formed in June 1998. (Adweek 6/29/98)