

# Chronology of Unbundled Agency Media Departments



1972-2008

## 1972

- Lintas formed Initiative Media in Europe.
- 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)

## 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)

## 1988

- Saatchi & Saatchi formed Zenith by buying a leading British media buying company and folding it in with Saatchi & Saatchi media billings.

## 1989

- Optimedia launched by Publicis.

## 1991

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

## 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!)
- No structural change, but N.W. Ayer branded its media department to attract media-only assignments.
- DDB Needham Media Group formed to pitch separate media services. National TV & Radio Buying Group formed by DDB's NY and Chicago offices to consolidate national broadcast buying for DDB Needham and outside clients. (Ad Age 11/16/92)

- Grey 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)
- 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 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)
- Ketchum Advertising set up the Ketchum Media Group in March 1993 in Philadelphia.
- Fitzgerald spun off its media department into separate unit, the Media Investment Group. (Adweek 11/22/93)
- DMB&B's Network buying department spun off into independent TeleVest in December. (AA 3/14/94)

### **1994**

- Ally & Gargano set up Media Partners as independent media services division in January. (NYT 1/14/94)
- Ayer spun off its media department in June 1994 to become Media Edge, an autonomous company. (NYT 6/20/94)
- Rubin Postaer set up RP Media as a separate broadcast buying unit. (AA 7/18/94)
- Western International acquired by Interpublic in November 1994 for \$50 million. Western was founded in 1970.
- When Foote, Cone & Belding set up True North as parent company, they created subsidiary TN Media, a global network of media buying, in December. (WSJ 12/12/94)
- Mediapolis created as a joint space-buying venture between EuroRSCG (Havas) and Young & Rubicam.

### **1995**

- Zenith Media USA established in February to handle the Saatchi agencies' U.S. buying. (Adweek 12/12/94 and NYT 12/7/94)
- Burnett formed a Worldwide Media Leadership Council to coordinate its media operations in 53 countries. (NYT 5/4/95)
- EvansGroup formed PowerMedia in Seattle as free-standing media unit to pursue media-only accounts. (Adweek 5/29/95)

- 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)
- 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)
- McCann launched its media department in the U.K. as separate company called Universal McCann in December. (Campaign 12/8/95)
- O&M formed The Network, a European media planning company. (Ad Age 10/16/95)

## 1996

- Western International Media acquired Media Inc. (Adweek 6/24/96)
- 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)
- 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)
- 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)

## 1997

- JWT/O&M Alliance announced in April, created in order to gain clout, primarily in broadcast buying. (Ad Age 4/7/97)
- WPP created global media brand MindShare in Asia; expanded to Europe in 1998. (Campaign 9/10/99)
- Burnett formed an independent subsidiary named Starcom in September 1997. (Ad Age 9/15/97)
- BJK&E Media became TN Media when Bozell was acquired by True North in late 1997. (Ad Age 9/14/98)
- Cordiant split into Bates and Saatchi in December; Zenith owned equally by both.
- Young & Rubicam consolidated all of Y&R's and Wunderman's media buying under Media Edge.

## 1998

- BBDO's Media Direction mentioned as being in existence for overseas offices. (Ad Age 2/16/98)
- Moffatt/Rosenthal launched a stand-alone unit called Point Media in February. (Adweek 2/9/98)

- SFM Media was purchased by Havas in March. It had been founded in September 1969. (Ad Age 8/14/00)
- 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)
- The St. George Group formed St. George Media in June. (Adweek 6/29/98)
- 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)
- 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

- MediaVest Worldwide becomes worldwide media brand of DMB&B in February. TeleVest adopts MediaVest Worldwide name. (Ad Age 1/25/99)
- Burnett formed Starcom Worldwide, a unit comprising all its media businesses, in March. (WSJ 3/25/99)
- Havas entered into a working agreement with Media Planning Group, and merged its entire media operation, including SFM, with MPG in March. (Ad Age 8/14/00)
- True North purchased KSL Media. (Adweek 5/5/99) It bought itself back from IPG 5/03.
- McCann's worldwide media operations are unified and rebranded under name Universal McCann in November. (Ad Age + Adweek 11/1/99)

## 2000

- Burnett's Starcom and DMB&B's MediaVest became part of Bcom3 Group after parent companies join with Dentsu to form Bcom3 Group in February. Starcom MediaVest is formed as umbrella media company.
- 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)
- Western Initiative Media dropped the "Western" in February. (Adweek 2/28/00)
- Publicis acquired DeWitt Media in March; it became the new U.S. office of Optimedia. DeWitt was founded in 1984. (NYT 3/9/00)
- Initiative Media acquired Botway Group in April. (Ad Age 4/10/00)
- MindShare Worldwide opened its U.S. office in April 2000. (Adweek 4/10/00)
- Media Edge became part of WPP when Y&R was acquired in May 2000.

- Publicis acquired part of Zenith when it acquired Saatchi & Saatchi in June 2000.
- SFM Media (Havas) changed its name to SFM/Media Planning in July 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

- Havas subsidiary SFM/Media Planning changed its name in January to Media Planning, the same name as the Spain-based global media network. (Adweek 1/29/01)
- TN Media was absorbed into Initiative Media sometime after True North was acquired by IPG in March.
- WPP formed The Channel in March, a global coordination unit to oversee the activities of MindShare, the Media Edge, and other media businesses within WPP. (Ad Age 3/19/01)
- Magna Global created in July as a negotiating unit with pooled buying power for IPG's stand-alone media buying firms. (WSJ 7/13/01)
- Publicis and 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. (Ad Age 7/23/01)
- Media Kitchen created by Kirshenbaum Bond as a media planning, buying, and strategy agency. (NYT 7/31/01)
- After WPP acquired the Tempus Group, its CIA Medianetwork was merged with Media Edge to form Mediaedge:CIA in December. 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.

## 2002

- Omnicom's PhD restructured to incorporate PentaCom (buying and planning for Daimler Chrysler). PentaCom, Creative Media, and Advanswers will all be called PhD.
- Arnold Worldwide (Havas) media division was integrated with MPG and renamed arnoldMPG.
- Media First International (founded in 1992) was acquired by Interpublic, and will retain its autonomy.
- Publicis acquired Starcom MediaVest when it acquired Bcom3 in September. Bates media operation absorbed into Optimedia.

## 2003

- WPP created GroupM, a parent company to house its two media agencies, MindShare and Mediaedge:CIA. It forms the world's largest media services company with \$31.5 billion in billings (vs. Starcom MediaVest with \$18.4 billion), according to Paris-based research institute RECMA.
- KSL bought itself back from IPG in May. It had been acquired by True North in 5/99.
- Publicis acquired remaining 25% of Zenith Optimedia in August after Cordiant was purchased by WPP in June.
- 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.

## 2004

- WPP launched MAXUS, a consolidation of existing media assets under GroupM, in April.
- 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.
- WPP's acquisition of Grey Worldwide (completed 3/05) added MediaCom to the GroupM network of media agencies.
- MDC acquired an interest in Kirshenbaum Bond, which owns Media Kitchen; full acquisition happened in 2007.

## 2005

- Universal McCann creating Frontier to handle conflicting accounts. (4/05) (this was aborted after it lost charter client Church & Dwight)
- Initiative's barter unit, Trading, was moved under Magna Global and renamed Magna Global Trading. (Adweek 4/4/05)
- Omnicom's OMD created Prometheus, a new Chicago-based media agency, and shifted three accounts (Dell, J.C. Penney, and Cars.com) to it. (5/05)
- IPG's G Media formed as a spinoff from Avrett, Free Ginsberg's media operations (NYT 5/2/05)
- WPP's Mediaedge:cia merged three Mediaedge:cia interactive and direct marketing specialist agencies: Wunderman Media, The Digital Edge, and Outrider (search engine marketing firm) to form MEC Interaction. (6/05)
- Interpublic formed an umbrella unit, the Interpublic Media Group.

## 2006

- Interpublic Media Group was disbanded in October 2006.
- WPP's mOne was disbanded. (1/06)

## 2008

- WPP's GroupM consolidated the local broadcast buying operations of Mediaedge:cia, MediaCom, and Mindshare in January.
- WPP's MindShare and Omnicom's OMD both restructured into client teams. (4-9/08)
- 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)