



## Mindshare Restructures to Focus on Digital

21 Apr 2008

Media buying shop, Mindshare, owned by London listed WPP has launched a wholesale restructuring of its business - effectively splitting the agency into distinct units. The move is designed to take the agency beyond planning and buying, and create new revenue streams from content and intellectual property creation. One of the areas it has identified as being a strong growth area is the creation of content for the growing digital signage Out of Home market.

The global reorganization comes as at a time when commoditisation of media buying is a real threat. Aegis' Carat recently reorganised its operations around digital, defining it as the space media agencies need to own in order to ensure future growth. And now Mindshare - which counts Unilever, IBM and Sprint as clients - is looking to re-create itself.

Our goal is to provide stronger leadership for our partners," said Scott Neslund, MindShare's North American Chief Executive. "We think media should be at the centre." Part of the MindShare restructuring is strengthening its emphasis on creating branded content, particularly for the new media space but also for TV, out-of-home and radio.