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## PUBLICIS AND OMNICOM ALIGNING CHESS PIECES IN KEY DIVISIONS

Publicis and Omnicom in a Restructuring of Key Divisions. The Federal Trade Commission has recently cleared the way for Publicis Groupe and Omnicom Group to have their long awaited merger in the United States. This puts to rest a long-standing concern that the combined group would command more than 40% of all U.S. media spending. But while the merger partners await for similar approval in markets like China and Europe, an important integration committee meeting was held in Miami. The purpose of the meeting was to select high level executives and determine division strategies. On Media: It's still not clear whether the joint media operations will form a joint like structure housing the entire portfolio of agencies with a single investment lead and a central buying hub. With a new shop dubbed Giant Spoon, who's to know? On Creative: Omnicom has always been responsible for driving cross agency collaboration innovation and will continue to do so. Except now with a lot more investment capital. On Digital: Publicis has remained acquisitive with small digital agency deals around the world and will continue to do so. Again, with a lot more investment capital. Omnicom stand-alone digital shops plan to remain subsidiaries of larger creative agency parents. For more details on the article [Click Here](#) Want to see which Advertising Media jobs are available near you? [Click here](#) to see.

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