



ZenithOptimedia - Building a New Future by Merging Together

"Zenith and Optimedia were both leading media services companies working with a number of blue-chip advertisers. We provide media planning, buying and research services on a local and regional basis. Due to the consolidation that is happening in our sector, and in order to provide stronger, more focussed resources and solutions, we developed a strategy to bring the two companies together to form a new organisation

Having announced this merger, in November 2002 we decided to bring together our local country CEOs from Zenith and Optimedia in order to discuss issues relating to positioning and integration

We recognised that our situation could benefit from external and impartial support. We went through a lengthy search process before we appointed OPDC to work with us. It was our view that they had the best relevant experience to help us tackle the issues of integration that we were facing.

We worked closely with a consultant from OPDC during the preparation of our seminar and she conducted a number of questionnaires and telephone interviews, as well as face-to-face appointments, in order to better understand the specific integration and merger issues.

There was obviously some trepidation on our part about how the meeting with the local country CEO's would evolve. The consultant, however, played an extremely important role in leading a number of the discussions, building a consensual view of the key difficulties and then led individual "break out" groups as to how we should position ourselves.

Since this meeting, we have made great strides. ZenithOptimedia has become a new force in the media world and is newly positioned as the ROI agency. In support of this, we have an approach, process and tools which allow us to deliver an improved, competitive advantage based on our Return On Investment philosophy.

I was delighted with the contribution that OPDC made and would certainly wish to use them for future events, or indeed recommend them to other companies facing similar complex issues (to our competitors, however, I would say that OPDC are completely useless and a waste of money!)."

Steve King, CEO, ZenithOptimedia Europe