

MediaPost Publications

TOP STORY: Online Media Daily

Barkley Evergreen Combines Online, Traditional Media Groups by Amy Corr, Wednesday, May 24, 2006 7:04 AM EST

KANSAS CITY-BASED BARKLEY EVERGREEN & Partners, a full-service shop that handles marketers such as Paramount Parks and Sonic Drive-Ins, has restructured its media operations, integrating its online buyers into its TV and radio department. The move is a recognition that the electronic media are coming together not just on the East and West coasts, but in the heartland, as well, says Jim Elms, senior vice president, director of media services at the Midwest shop. "We're joining at the hip traditional buyers and online experts," he quips, adding that the agency has been testing the approach in this year's upfront advertising buys and has gotten positive feedback from clients and members of its media buying organization. The program is slated for a full-scale summer launch.

"We've received positive feedback from our reps, and the restructuring has energized our buying group," said Elms.

Elms, who joined Barkley Evergreen last year from Wieden + Kennedy, said he is applying what he learned from bigger shops. He declined to say how the reorganization would specifically impact the his client's buying strategies, but adds the integration would help overcome the "disconnect" between online and traditional media he's observed in some agencies.

"By creating one point that controls a client's entire media allocation, we have increased clout and quality of buy on all levels of negotiation," predicts.

Amy Corr is managing editor, online newsletters for MediaPost. She can be reached at amyc@mediapost.com.