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FCB Media Chief Leaves for Mediasmith

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NEW YORK—Mike Drexler, who was tapped eight months ago to run FCB Worldwide's media operations [*Adweek*, Dec. 13, 1999], has been named vice president of Mediasmith, a media planning and buying agency that is opening an office here on Aug. 14.

Based in San Francisco, Mediasmith emphasizes integration of traditional and Web media placement for clients across all categories.

Drexler is "a natural to introduce our knowledge base to both media types and our knowledge of technology to the New York advertisers," said Dave Smith, president and media director of Mediasmith, which he founded in 1978 and relaunched in 1989.

"[Mike] is not an interactive expert, but he understands where new media is going," Smith said. "And he has the right kind of vision."

Funding of Web ventures and advertising is no longer being driven by venture capitalists, Smith continued, adding that "the funding is going to be by Fortune 500s and the brick-and-mortar companies, [which] are, in effect, getting a second chance. They tried this in '97, '98 and they weren't necessarily successful, which is why they're re-engineering their Web efforts once again."

Drexler, 61, is considered a media guru. Before being named to run FCB's media

operations, he was named chairman of its sister shop, TN Media, in 1998 when parent company True North Communications bought Bozell, Jacobs, Kenyon & Eckhardt, New York, where he had been president. He joined that agency in 1986.

Known for making compelling presentations, Drexler was widely credited with bringing the DaimlerChrysler business to Bozell. Prior to Bozell, Drexler was executive vice president and worldwide director of media and programming at DDB, which he joined in 1974 after 14 years at Ogilvy & Mather. "I love an entrepreneurial environment because you have the freedom to be much more innovative," Drexler said about his reasons for joining the new company. "I can capitalize on my experience in traditional media and my introduction to new media in a way that can make major contributions to the client."

The New York shop has no clients as yet. When asked why he is expanding beyond San Francisco, Smith responded, "That's where the money is. New York is where the big advertisers are who are the future of the Web." The client roster of Mediasmith's San Francisco office, which has a staff of 50, includes such Web clients as CBS MarketWatch, Respond.com, Snapfish, AuctionFlow, BabyCenter and WebMiles. Smith sees New York as an opportunity to handle the Web efforts of brick-and-mortar clients.

"The Fortune 500 companies need a couple of things," Smith added. "People who understand media from an integrated standpoint, not treating Web separately from other media. They also have a need to bring their buying together." The advantages Mediasmith brings to such potential clients, Smith said, are its longevity (it began Web-targeted media services in 1995) and its understanding of Web technology. "We can do a cost-per-whatever the client wants to measure," Smith said. "[Helping] the client measure their ROI is really what the Web is all about. We've been very aggressive in deploying technology that

permits us to do that."

Mediasmith claimed 1999 billings of \$50 million.

Kathleen Sampey

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