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WPP To Consolidate Search Agencies Under GroupM And Outrider Brand

Global ad agency WPP, which [paid almost \\$650 million for 24/7 Real Media](#) last year, will be [bringing together](#) all its search agencies under the [Outrider](#) brand and under the [GroupM](#) media division. That includes the search group at 24/7, Catalyst, Quisma and Outrider, which won [Yahoo's Searchlight Award](#) in New York last night for its Smirnoff campaign.

This consolidation creates a global search agency with offices on multiple continents.