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Interpublic Abroad

Not wanting to give their big brother too big a jump on them in the international advertising field, the smaller agencies of the Interpublic Group of Companies, Inc., have formed Quadrant International, Inc.

Quadrant is being formed, according to Interpublic's president, Marion Harper Jr., as a competitive international system to McCann-Erickson, Inc. He said it would provide a worldwide service for the Interpublic agencies that do not have their own offices abroad.

Mark Bollman is president of the new coordinating group, which represents Jack Tinker & Partners, Inc.; Erwin Wasey, Inc.; The Marschalk Company, Inc., and Pritchard Wood, Inc.

According to an announcement, these agency components of Interpublic will continue to operate independently in the United States and Britain, but through an international system they will share 17 offices in 12 countries.

A spokesman for Quadrant said yesterday this was the most economic way for the four agencies to have offices overseas.