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The transaction places the three executives squarely at the helm of a major agency with the rather unwieldy name of Eurocom WCRS Della Femina Ball Ltd. or EWDB .

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The merged agency will include Della Femina McNamee based in New York , Eurocom 's various agencies in France , the Belier Group in Europe and WCRS 's other advertising and direct marketing operations .

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Mr. Della Femina will be joint chairman with former WCRS executive Robin Wight .

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Both will report to Tim Breene , a former WCRS executive who will be chief executive officer at the new agency .

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In an interview in New York , Mr. Breene , fresh from a Concorde flight from Paris where executives had worked through most of the night , outlined big plans for the new agency .

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" Our goal is to develop quite rapidly to a top-10 position ... by the end of three years from now .

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It implies very dramatic growth , " he said .

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He added that Eurocom and WCRS had agreed to provide a development fund of \$ 100 million for acquisitions .

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The new agency group is already in discussions about a possible purchase in Spain , while Mr. Breene said it also plans to make acquisitions in Scandinavia , Germany and elsewhere .

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Cracking the top 10 within three years will be difficult at best .

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To make it to top-10 status , it would have to leapfrog over such formidable forces as Grey Advertising , D'Arcy Masius Benton & Bowles and Omnicom 's DDB Needham .

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The merged agency's game plan to attract multinational packaged-goods advertisers may prove equally difficult.

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When WCRS created Della Femina McNanee out of the merger of three smaller agency units in 1988, it said it did so in order to attract larger clients, especially packaged-goods companies.

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"Three of our favorite names... Mr. Della Femina calls that roster, adding hopefully, 'We're a much more attractive agency to large multinationals today than we were yesterday.'"

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Still, the restructuring could create one of the most powerful alliances between advertising and media-buying firms that Europe has seen.

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As part of the restructuring, WCRS and Eurocom said they will look for ways to combine their media buying across Europe.

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What's more, both Eurocom and brothers Francis and Gilbert Gross, who founded Carat, will acquire 14.99% stakes in WCRS Group, creating a powerful link between Eurocom and Carat.

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Carat will receive its WCRS stake as part of payment for the 50% Carat stake that WCRS is buying, while Eurocom said it expects to pay about \$52 million for its WCRS stake.

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Mr. Della Femina says he plans to remain heavily involved in the creative product at the world-wide agency, serving as a sort of "creative conscience."

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Louise McNanee, Della Femina's president, will continue running the U.S. agency day-to-day.

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They and other top executives signed long-term employment contracts and Mr. Della Femina will receive an additional multimillion-dollar sum, which some industry executives pegged at about \$10 million.

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WCRS Group, for its part, will now be able to follow its longstanding plan of becoming "a holding company for a series of media-related businesses," said Peter Scott, the firm's chief executive.

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Staffers at Thompson , whose offices are in the ultramodern Embarcadero Center , watched pictures drop from the walls and then felt the skyscraper sway seven to eight feet , according to a spokeswoman .

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Plaster fell and windows were broken at Chiat/Day/Mojo , a spokesman for that agency said .

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Late yesterday afternoon , DDB Needham executives were scrambling to figure out what to do about a new business presentation that had been scheduled for today , a spokesman said .

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DDB Needham 's office building may have sustained structural damage , the spokesman added .

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" All operations have stopped , " he said .

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A number of agencies , including Thompson and Foote , Cone & Belding , said some employees who live outside of San Francisco , fearful that they would n't be able to get home , spent the night at the agency .

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Ad Notes

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NEW ACCOUNT :

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Chesebrough-Pond 's Inc. , Greenwich , Conn. , awarded its Faberge hair care accounts to J. Walter Thompson , New York .

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Thompson , a unit of WPP Group , will handle Faberge Organic shampoo and conditioner and Aqua Net hairspray .

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The accounts , which billed about \$ 7 million last year , according to Leading National Advertisers , were previously handled at Bozell , New York .

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WHO 'S NEWS :

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