

Global Digital Networks

David Sable, Wunderman

“With the
best possible **pedigree**
in traditional direct marketing,
Wunderman has become a
real presence in the **Web design**,
field as well.”

Forrester

Working on WPP's Largest Clients



Microsoft®



NOKIA
Connecting People

About Wunderman

Our Heritage



Commitment to Excellence

ADWEEK

FORRESTER

campaign

AdvertisingAge



Our Network

North America
33 Offices
1,500+ Employees

EMEA
57 Offices
2,000+ Employees



Asia/Pacific
27 Offices
1,000+ Employees

LATAM
13 Offices
700+ Employees

Digital Leadership And Innovation

FORRESTER

DecisionTrack
powered by compete





“We are living in an age of repersonalization.... People, products and services are all seeking an **individual identity**....

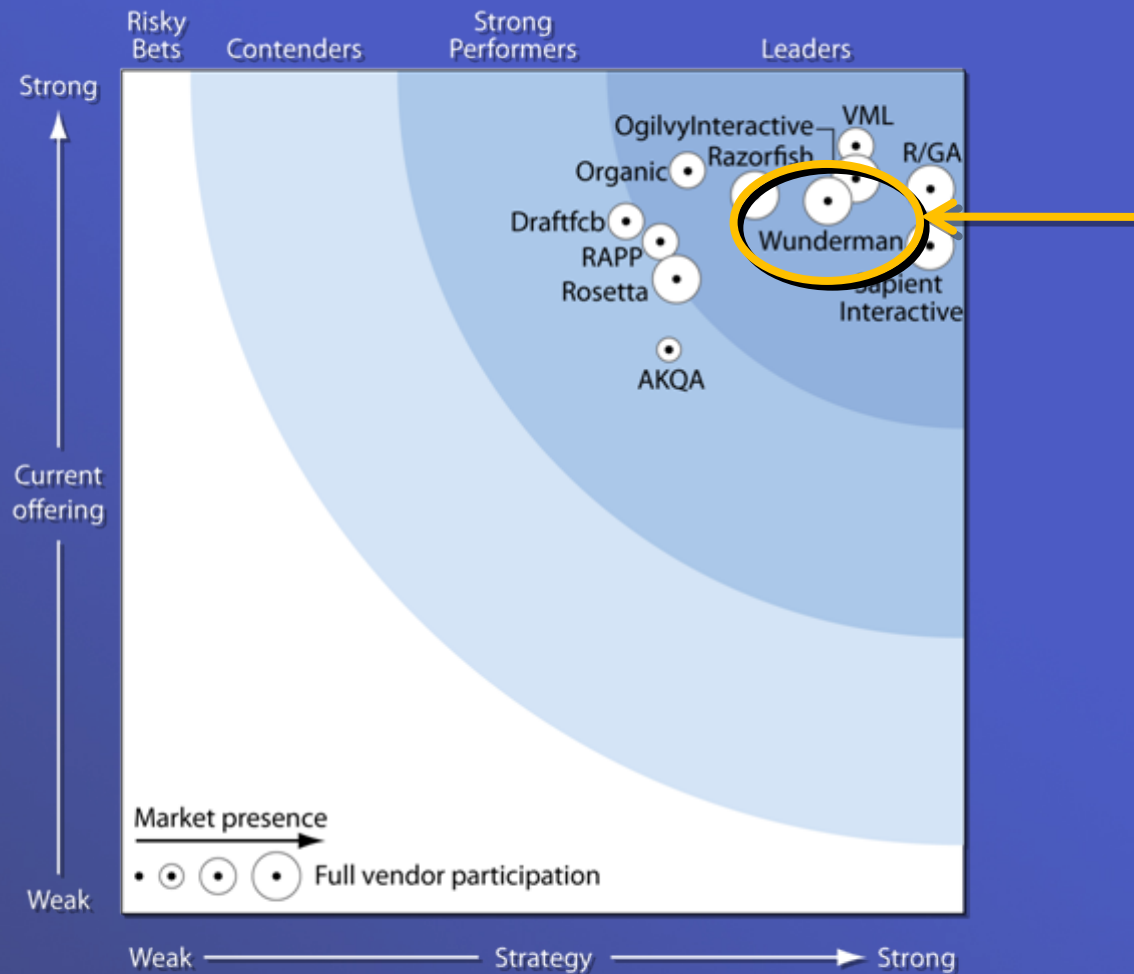
A computer can know and select such **personal details** as who prefers strong coffee, imported beer, new fashions, bright colors...

New marketing forms which will link these facts to advertising and selling must evolve – where **advertising and buying** become a **single action**.

Those marketers who ignore the implications of our new individualized information society **will be left behind...**”

*November 29, 1967
American Marketing Association, MIT*

Forrester Wave US Interactive Agencies, Q3 2009



Source: Forrester Research Inc



**There is
no Digital
without
data**

All Digital is Direct



ALL RELATIONSHIPS ARE LOCAL™



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Agencies
17, 2009

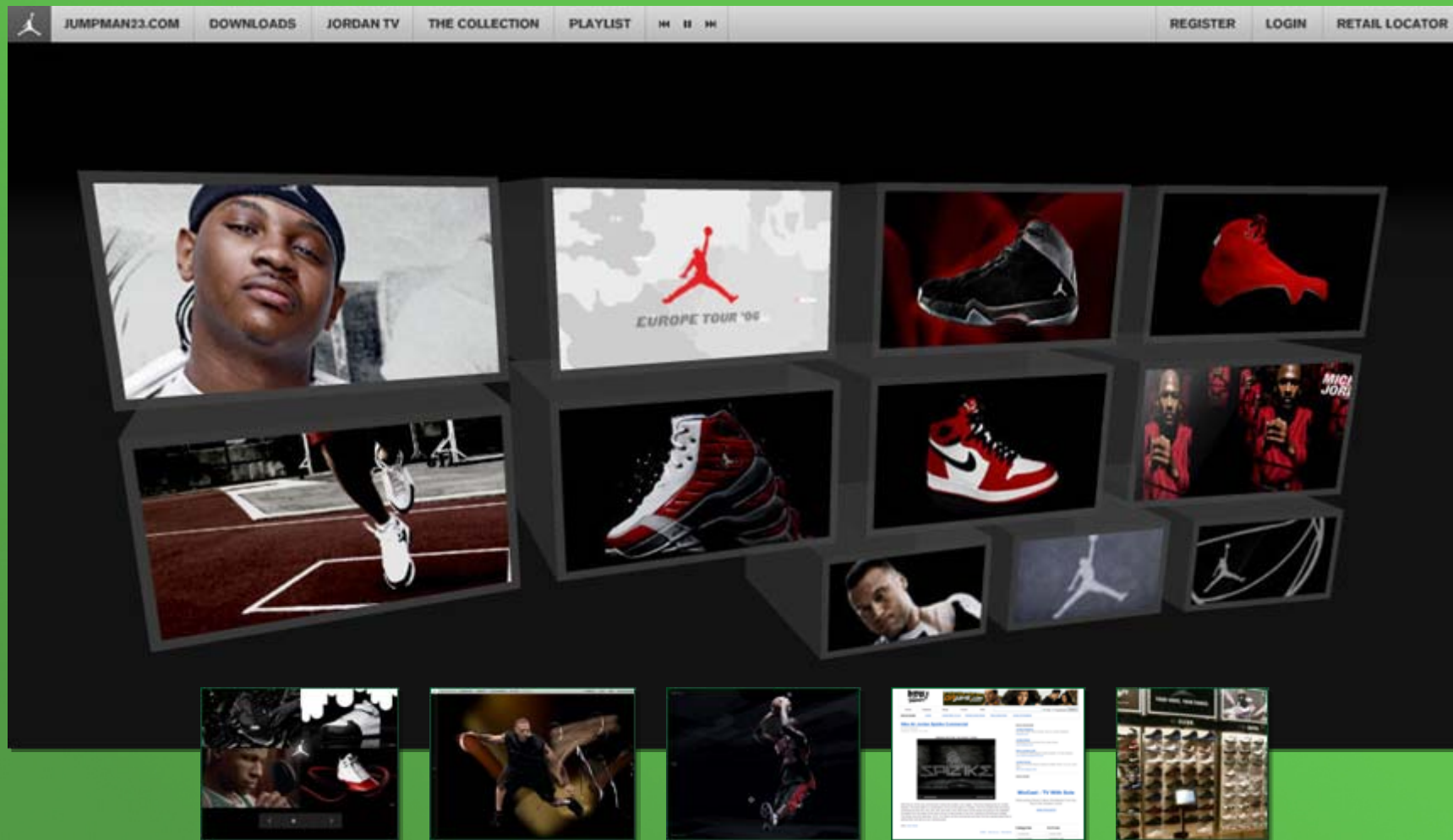
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THE LISTENING PLATFORM



The Air Jordan Brand



The screenshot shows the Xbox Live website interface. At the top, there's a navigation bar with 'United States' and 'International' options, 'Forums', and 'Sign in'. Below that is the Xbox logo and a search bar. A secondary navigation bar lists 'Xbox 360', 'Games', 'Accessories', 'Xbox LIVE', 'Support', and 'Community'. The main content area features a large banner for 'XBOX LIVE MORE FUN WITH GOLD' with a 'JOIN FOR FREE' button and an 'UPGRADE NOW' button. Below the banner is a 'WHAT'S NEW GOLD FEATURES' section with five categories: 'MORE MOVIES' (HD Netflix), 'MORE MUSIC' (lost.fm), 'MORE GAMES' (100), 'MORE SOCIAL' (Twitter and Facebook), and 'MORE DEALS' (Deal of the Week). A cartoon woman character is on the left, and a smaller version of the website is shown on the right. At the bottom, a button says 'Not on Xbox LIVE? JOIN FOR FREE TODAY! >'.



Club BK®

[Play Now](#) [Register](#) [About](#) [Parents](#) [Help](#) [Toys](#) [Food](#)

Hey kids, this is advertising

PLAY NOW

JELLYFISH ROUNDUP
PLAY THE NEW GAME!

LAST STAIR

club BK

Parents **What's New** **Toys** **Food**

Tune in Thursday, April 22nd, at 8pm ET/7pm CT only on Nickelodeon

BK POSITIVE STEPS
Our program for promoting a healthy lifestyle, balanced diet and exercise.



Toddler toys for children under 3 years of age are available upon request.
BK® SpongeBob SquarePants™ toys are not intended or recommended for children under 3 years of age.

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TM and © The Little Tikes Company, an MGA Entertainment company. All Rights Reserved.
© 2010 The Coca-Cola Company. "Minute Maid" is a registered trademark of the Coca-Cola Company. All Rights Reserved.
The HERSHEY'S trademark and trade dress are used under license. KRAFT is a registered trademark of Kraft Foods.

© 2010 The American National Red Cross. All Rights Reserved.

© 2010 Viacom International Inc. All Rights Reserved. Nickelodeon, SpongeBob SquarePants and all related titles, logos and characters are trademarks of Viacom International Inc. Created by Stephen Hillenburg

© 2010 MLV Film Finance LLC. Marvel, Iron Man, all character names and their distinctive likenesses: TM & © 2010 Marvel Entertainment, LLC and its subsidiaries. All Rights Reserved.

[Terms of Use](#) [Children's Privacy](#)

Club BK

BK® Kids Meal Toys

THE PINK PANTHER 2
NOW IN THEATERS | RATED PG

PLAY THE NEW GAME!

With every BK® Kids Meal purchase, you can get a Pink Panther™ 2 toy. Participation required. Limited time only. While supplies last.

OFFER: PINK PANTHER 2 MEAL TOY

Sand League Sluggers

Play Now

PERFECT RUN
DRIVE BEHIND THE SCENE!

You Won!
Here's 100 Crowns!

[Play Again](#) [Quit Game](#)



Starbucks.com

Sign In Customer Service Select Location Find a Store

[COFFEE](#) Beans Blends Brewing |
 [MENU](#) Drinks Food Nutrition |
 [COFFEEHOUSE](#) Music Wi-Fi Community |
 [RESPONSIBILITY](#) Ethical Local Global |
 [CARD](#) Buy Reload Earn |
 [SHOP](#) Search Compare Buy

Whole Bean Coffee

- Latin America
- Africa/Arabia
- Asia/Pacific
- Multi-Region Blends
- Dark & Specialty Roast


Starbucks VIA® Instant Coffee

- Colombia
- Italian Roast
- Decaf Italian Roast
- Starbucks VIA® In Action

Learn More

- Flavors in Your Cup
- Clover® Brewed Coffee
- My Starbucks Idea
- Coffee FAQs

Peru Chanchamayo




A great-tasting coffee that gives back.

Looking for Coffee Beverages?
[Brewed Coffee](#) · [Espresso Beverages](#) · [Frappuccino® Blended Beverages](#)

BOLD
WHEN IT COUNTS?

Results

As you might have guessed, one of the benefits of working here at Starbucks is free coffee.




READY TO WORK
A stack of aprons promises before the first coffee cup.

Menus Catalog

Handcrafted beverages. Delicious food. It's all in the neighborhood menu. Find all your favorites - and discover new ones along the way.

Salads





Starbucks Via

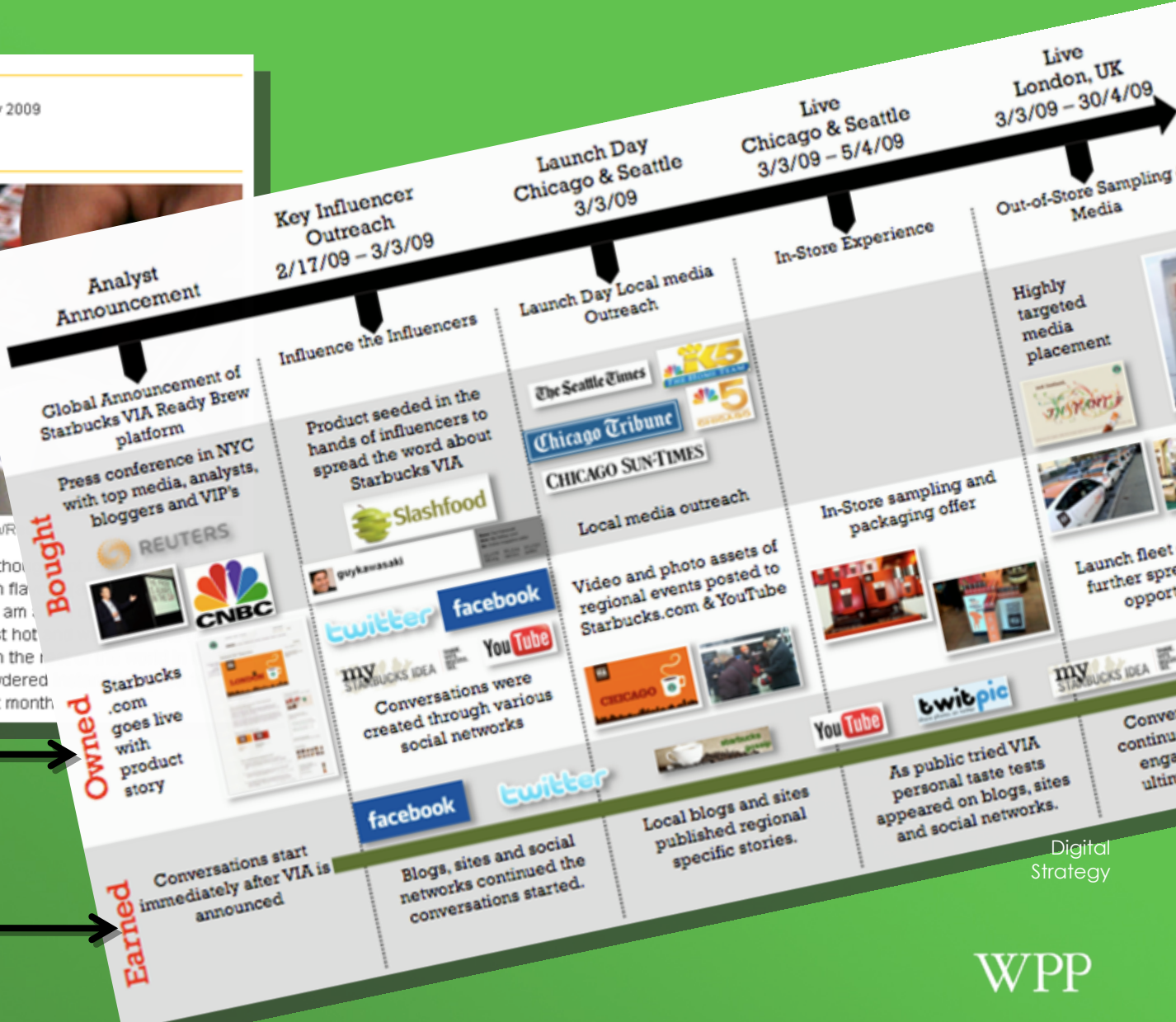


Zoe Williams
The Guardian, Thursday 19 February 2009
Article history



Just add water ... Photograph: Shannon Stapleton/REUTERS

I'm not a snob about coffee - I like instant, though more like a caffeinated drink, related to it in flavor (so Nescafé is to Illy). Unfashionably, also, I am a fan of its consistency (not, like, texture - that's just too fact that it's always the same). But I am with the sceptical about its new launch, a finely powdered home consumption and available from next month





Rapid Rewards

Southwest Airlines Rapid Rewards - Windows Internet Explorer

http://www.southwest.com/rapid_rewards/

Southwest Airlines Rapid Rewards

SOUTHWEST.COM

The Southwest Difference | Sign Up 'n Save | Help | Travel Tools

Special Offers
Last Minute Deals & Packages

Air Car Hotel Vacations

Travel Guide
Forums & Destination Suggestions

Rapid Rewards®
Earn Flights Faster

RAPID REWARDS

- MYSOUTHWEST LOGIN
- ABOUT RAPID REWARDS
- HOW TO ENROLL
- AWARDS
- PARTNERS
- RAPID REWARDS VISA
- PROMOTIONS
- RULES
- RR A-LIST MEMBERSHIP

Southwest Airlines Rapid Rewards

About Rapid Rewards

Earning a free flight with Southwest Airlines Rapid Rewards isn't just fast; it's easy. Simply fly just eight roundtrips in 24 consecutive months, and get one free. There are tons of partners that let you earn credits toward a free flight and plenty of useful benefits to take advantage of. So have a look around—see how simple it is to get rewarded with Southwest Airlines Rapid Rewards.

ENROLL NOW | LEARN MORE

LOGIN TO MY SOUTHWEST

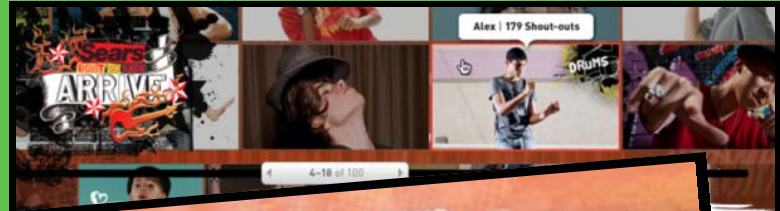
It's easy to earn a **FREE FLIGHT** with the Southwest Airlines® Rapid Rewards Card from Chase.

LEARN MORE

September 11 Security Fee applies.

Internet 100%

Sears Arrive Lounge



THE SEARS ARRIVE AIR BAND LOGO CHALLENGE

YOU DESIGN THE LOGO THE AIR BAND ROCKS YOUR LOOK

The Sears Arrive Air Band wanted a new look to rock at the MTV VMAs performance. So, they asked their biggest fans to help design a logo that was unique, fresh and totally fun. Kids from all over America created and submitted awesome designs. Luckily you can see and vote for your favorites right here. Hurry, voting end on August 11th!

GRAND PRIZE! \$5000 THAT COULD BE USED TOWARD COLLEGE

9 FINALIST PRIZES! iPod Touch \$250 SEARS GIFT CARD FOR A FRESH SEARS MAKEOVER

VOTE FOR YOUR FAVORITE AIR BAND DESIGNS!

The Sears Arrive Air Band Identity Contest LOGO SUBMISSION TERMS AND CONDITIONS

Very Important Rules

- You don't have to buy anything from Sears to audition. Buying something from Sears will not improve your chances of being selected as the 9th band member.
- Make sure you read the contest rules and terms and conditions.

YOU DESIGN THE AIR BAND'S LOOK

The Sears Arrive Air Band's performance was unique, and their look was too. Help us design a logo that was unique, fresh and totally fun. Kids from all over America submitted awesome designs. Luckily you can see and vote for your favorites right here. Hurry, voting end on August 11th!

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The Sears Arrive Air LOGO SUBMISSION TERMS AND CONDITIONS

Very Important Rules

P&G Oversharers



Some people can't stop babbling
POINTLESS RUBBISH online.
They need our help urgently.
please do your bit.

Join the campaign

Download
EXCLUSIVE facebook
functionality now



Join the campaign

Get exclusive Facebook functionality!
Download our 'Overshare' button, currently
available for Firefox and Chrome, and tell
your mates every time they're blabbing too
much in their status updates.

Download
the button
now



Twoovershares
Worst Twitter overshares

- Craig Bennet** 2 sparrows in my garden
9:07am Mar 2nd
- Anna Gibson** Gym 4 times! Go me!
9:15am Mar 2nd
- Peter Saunders** Long sleeves make my arm itch
9:23am Mar 2nd
- Graham Smith** Mike doesn't like me ironing his pants
9:35am Mar 2nd
- Suzie Simpson** JW - get out of my life! Loser!
9:51am Mar 2nd

Retweet your friends' tedious twitter overshares and include #helptheoversharers. Then watch them appear on the famous Twoovershares wall.

Login to Twitter now

These people need our help.
Get the helptheoversharers.com button



- Win prizes
- Customise the 'Share Cam' video
- Star in the press ad
- Get the free iPhone app
- Wear the overshare
- Help me stop!

Pringles.
One of the few things worth sharing.



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Our Heritage



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700+ Employees

What do clients
really need from
a global digital
network?

- ▶ **Access** to best-in-class resources
- ▶ **Unified** platform
- ▶ **Consistent** reporting and analytics
- ▶ **Ability** to trans-create/translate/localize
- ▶ **Local** insight and accountability
- ▶ **Global** standards and accountability

WPP Global Partners in Digital



JWT

GREY

Ogilvy

Y&R

Unified Global Platform

RIO &

Reporting, Insights and Optimization

GIO

Global Intelligence and Optimization



Global Marketing Service Centers

- Outsourced marketing execution
- High-skilled, low-cost regional hubs
- Built for Microsoft
- 50,000 service requests

CORE SERVICES

- List pulls
- Event Setup
- Email Execution
- Online Registration
- Newsletter Delivery
- Campaign Setup

ADV. SERVICES

- Data gauntlet
- Data visualization
- Analytics / RPS
- Global program exec, lead generation MMRP
- Platform rollouts

PEOPLE

- Centralized
- Area based
- Lower cost
- Highly skilled
- Time zone ready

PROCESS

- Consistent Process
- Privacy Compliant
- SLA driven

Buenos Aires • Cairo • Delhi • Prague • Buenos Aires • Cairo • Delhi • Prague • Buenos Aires • Cairo • Delhi • Prague

Global Digital Production

WEB

- Website development
- Microsites and sitelets
- Operations and maintenance
- Content updates

EMAIL

- HTML emails
- Templates
- Versioning
- Localization

ONLINE ADVERTISING

- Flash and rich media banners
- Resizing
- Localization
- Landing page and microsites

DIGITAL PRODUCTION MANAGEMENT

- Production scoping and staffing
- Workflow and communications development
- Production management, QA and support
- Localization

9 hubs
span all time zones

Saves Clients
20-50%

Bogotá • São Paula* • Buenos Aires* • Johannesburg* • Moscow* • New Delhi* • Singapore • Costa Rica • Bogotá •

Microsoft®

wunderman



BLAST RADIUS



AGENDA



Fortelligent®



FITCH



Landor

J W T

ICONMOBILE



mediaedge:cia

Microsoft Windows 7

Because it's everybody's business

bing

Home Events Produkte Referenten Sponsoren

Erleben Sie die **NEUE** Effizienz

Windows 7
Windows Server 2008 R2
Exchange Server 2010

Finden Sie ein Event in Ihrer Nähe >>

Besuchen Sie die Joint Launch Roadshow und erfahren Sie alles über unsere neuesten Innovationen.

Windows 7, Windows Server 2008 R2 und Exchange Server 2010 helfen Ihnen dabei, Ihre Effizienz zu steigern. Neben der Effizienz spielen aber auch Sicherheit der Systeme und die Verwaltung eine große Rolle. Aktualisierte Produkte aus der System Center und Forefront Familie ergänzen das Portfolio. Deshalb freuen wir uns, wenn Sie an einer Launch-Veranstaltung in Ihrer Nähe teilnehmen. Erfahren Sie in technischen Vorträgen, Live-Demos und Expertenrunden, wie diese Produkte Sie unterstützen.

MEHR INFOS

Das erwartet Sie

Michael Kalbe, Manager Technical Evangelism, gibt Ihnen einen Überblick.

Profizieren Sie doppelt – sich sich mit der **Teilnahme** an einer Veranstaltung Windows 7 Ultimate™ (NFR - Not for Resale) sowie einen Rabatt von 40 Prozent bei Neuabschluss auf das TechNet Plus Direct Abonnement.

* Das im Einzelpreis enthaltene Softwarepaket auf nur noch einmal kaufen, wenn das mit

Microsoft

OTTIMIZZA
SEMPLIFICA
CONDIVIDI

the **NEW** efficiency

Italy

Pour une **NOUVELLE** efficacité

TEILNEHMERS!

France

THE NEW EFFICIENCY

Efficiency Super Heroes spotted across India

India

Germany

NOKIA
Connecting People

wunderman

BLAST RADIUS

 schematic

AGENDA

 aquaonline

WPP Digital

JWT

 ZAAZ

 yea

 KANTAR

اتصل بنا - نوكيا تشارك الأوسمة والتعليقات - الصفحة الرئيسية

← بحث عن منتجات نوكيا

English | Français | عربي

NOKIA
Connecting People

My Nokia

البحث عن المنتجات | البحث عن الخدمات | البحث عن المتاجر | البحث عن نوكيا



أحصل عليه الآن
على نوكيا X6 الجديد

4 ملايين أغنية
مجاناً لك
ودائماً معك

رسائل نوكيا

الترقية والتبريد
الإلكتروني على
هاتفك من نوكيا

إبدأ الآن

لحقات مجانية من متجر DV

متعة
وأثارة

تحميل الآن

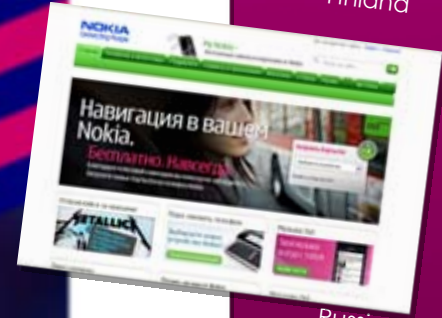
Nokia E72

تأ بعكس صورتنا

تصفح المزيد



Finland



Russia



Brazil

Tunisia Arabic

Global Campaign Deployment

NOKIA Connecting People
Ovi Cartes
Desormais, le monde vous est offert.

Индустрия в руках Nokia.
Бесплатно с Navigator Ovi.

NOKIA Connecting People
Navigation on your Nokia.
For free. Forever.

Бесплатная навигация в этом Nokia

Бénéficiez de la navigation GPS sur ce Nokia gratuitement.

NOKIA Connecting People
Con Ovi Maps navigatore satellitare sul tuo Nokia. GRATIS*.

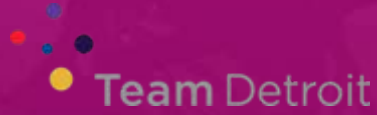
Бесплатно с Navigator Ovi

Desormais, le monde vous est offert sur votre Nokia

Con Ovi Maps navigatore satellitare sul tuo Nokia. GRATIS*.



wunderman



groupm



Fortelligent®



BLAST RADIUS





Focus

We all feel the power of attraction
That's why the Focus has Ford kinetic Design

Feel the difference



Exterior Interior Technology Drive Gallery

0:00 / 0:00

Request a test drive Configure your Focus Visit Ford Request a brochure Locate a dealer Bookmark and Share

View HTML Version Terms and Conditions Privacy Policy



Spain

Greece

France

Czech Rep.

UK



KA

Czech Rep.

France

Greece

Poland



**“Never forget that only dead
fish swim with the current”**

Malcolm Muggeridge