



# CLIENTS

The work we do for our clients presents our greatest opportunity to create positive change

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# PRE-LOVED ISLAND

A new campaign to make second-hand clothes desirable

**OFFER**  
**BRAND EXPERIENCE COMMUNICATIONS**

**AGENCY**  
**ESSENCEMEDIACOM, UK**

**CLIENT**  
**EBAY**



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## THE QUESTION

Many clothes are cheap; often worn only a few times, then binned. eBay, which has been selling pre-loved clothes since 1995, offers the perfect antidote to clothing waste. How could EssenceMediacom ignite a second-hand revolution, showing that used clothes could be on-trend and desirable?

## THE ANSWER

ITV's Love Island. One of the UK's biggest and most talked-about fashion influencers, this show makes and breaks fashion trends amongst the Gen Z and Millennial audience eBay wanted to target. The items islanders were wearing were selling out in minutes.

Using product placement throughout the show, islanders were dressed in stylish pre-loved clothes, with viewers able to bid on shoppable edits of the looks seen on screen.

Co-branded TV and video ads and X (Twitter) content celebrated the looks and embedded pre-loved fashion into the conversation of the moment.

## THE IMPACT

Over 1,700 pieces of positive press coverage, and a significant increase in searches for 'pre-loved fashion' on eBay.

**1.7k**  
 pieces of positive press coverage





# CLIENTS

We work for and with clients to bring about change

**Through a unique blend of sustainability capabilities, we support our clients to meet their commitments, address consumer needs, and thrive in a changing economic climate.**

Our clients are navigating a complex landscape, facing pressure to drive down emissions, satisfy demand for low-emission goods and services, and inspire consumer behaviour change. Investors, consumers and employees alike are demanding bold action from brands to innovate meaningful change.

At the same time, consumer research by Kantar found that while 97% of people say they want to live a more sustainable life, only 13% are actively changing their behaviours to do so. Closing this gap could open up new business opportunities of nearly \$1 trillion for companies in the consumer packaged goods sector alone.<sup>1</sup>

We help our clients deliver sustainability work that is creative, credible and actionable – whether through strategic expertise, low-carbon production and media distribution, products and services that are sustainable or inclusive by design, or work that drives consumer behaviour towards a sustainable future.

**SUSTAINABLE AND INCLUSIVE INNOVATION**

By fostering a culture of innovation within our own company, we can help to amplify innovation for our clients. For example, Landor’s employee-led Good Squad encourages every Landor employee to dedicate up to 10% of their time to sustainability.

In 2023 this global community of creative problem-solvers invented {access}ories, a new standard for accessible design, using innovation in technology and manufacturing to make oral health accessible to all. This one-of-a-kind solution, whose business potential is estimated at \$620 million,<sup>2</sup> has been recognised by *Dezeen*, *Fast Company* and *Design Week*, and named one of the Best Inventions of 2023 by *TIME Magazine*.



**LANDOR'S {ACCESS}ORIES**

➔ See page 8

**DRIVING EMISSIONS REDUCTION**

Our carbon reduction commitment is unique in our industry: we are the first marketing communications company to include the emissions from media placement (more than half of our total carbon footprint) in our targets.

Carbon emissions are an increasing factor in the placement of media on behalf of our clients, and we expect this to grow as the urgency and financial imperative to deliver on net zero pledges increases across all businesses.

Our new omnichannel media carbon calculator enables clients, for the first time, to factor channel-level carbon emissions data into their media planning. In 2023, we measured the footprint of around 2,800 campaigns. Our client coalition of leading advertisers, worth \$10 billion in global advertising investment, is driving support for greater transparency and standardisation of emissions measurement.

We’re also reducing emissions through cutting-edge virtual production technology. For example reducing production emissions by 40% for Ford while doubling the content we could deliver by allowing both left- and right-hand drive scenes to be captured at the touch of a button.

**CREATIVITY INSPIRING ACTION**

We were proud to win six awards, including both Grands Prix, at the 2023 *Campaign Ad Net Zero Awards*, which recognise creative work and organisations driving behaviour change for a sustainable future.

The Grands Prix were won by EssenceMediacom’s Pre-Loved Island for eBay, and Grey Colombia’s Life Extending Stickers for Makro.

Both were recognised for their innovative approach and behaviour-changing results.



**EBAY: LOVE ISLAND**

Inspiring a love of second-hand clothes



➔ See page 28



**LIFE EXTENDING STICKERS**

A simple solution to food waste



➔ See page 18

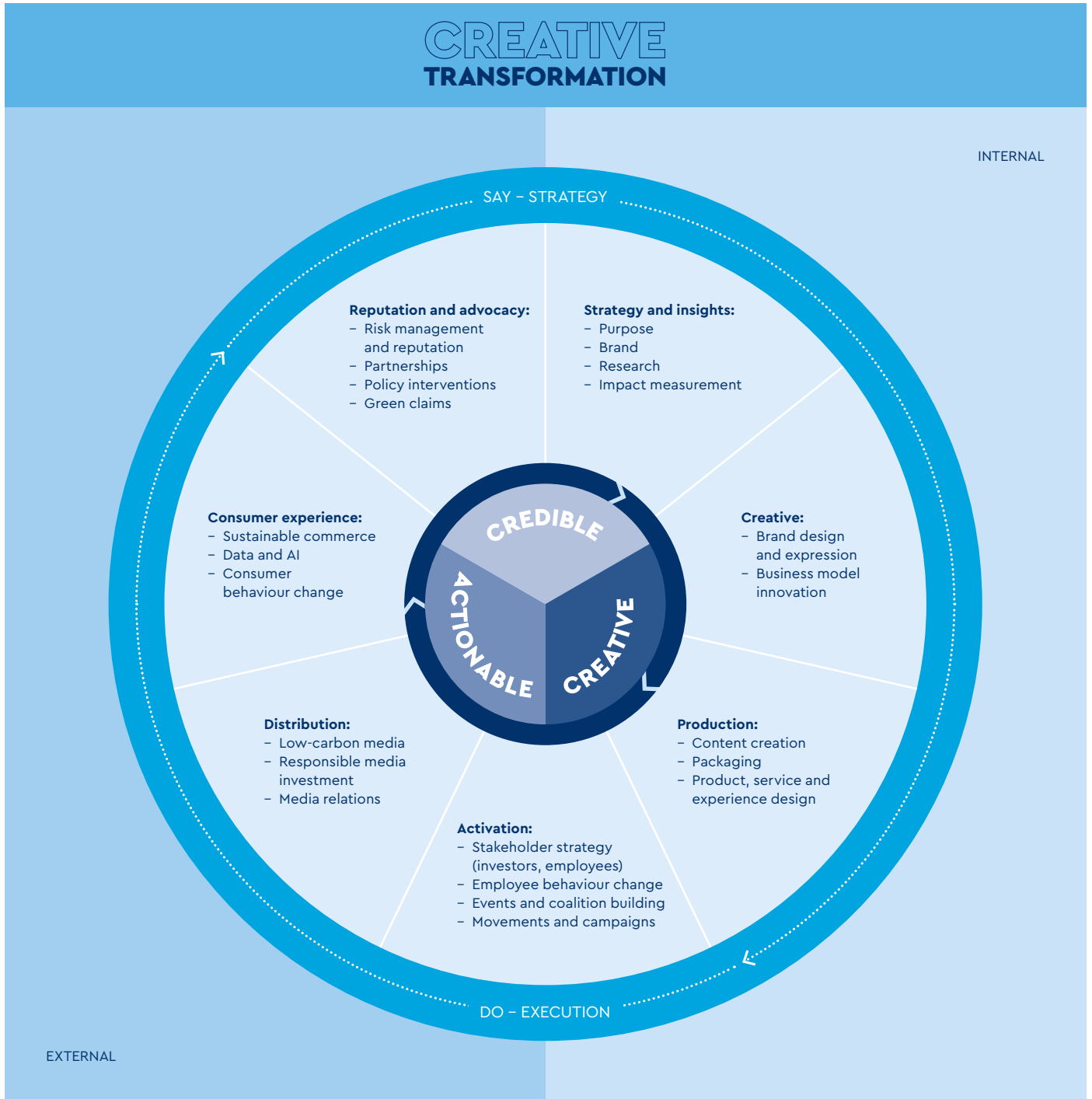
<sup>1</sup> Kantar, *Who Cares, Who Does 2023*  
<sup>2</sup> Landor analytics

## SUSTAINABILITY CAPABILITIES

From strategy and consulting to delivery and execution, we continue to provide clients with the support and expertise they need to deliver against their sustainability and diversity, equity and inclusion goals.

Throughout this report we demonstrate how we deploy these skills to help clients find solutions not only to commercial problems, but also to some of society's biggest and most complex challenges.

Examples include: challenging toxic beauty standards online, a beer that bears fruit for Chinese farmers, and an accessibility-focused consumer-first toothbrush design.



## CLIENTS CONTINUED

### SCALING IMPACT THROUGH INDUSTRY ALLIANCES

WPP is a founding member of Ad Net Zero, an industry initiative tackling the climate emergency by decarbonising advertising operations and supporting every industry to accurately promote sustainable products and services.

In 2023 we convened our agencies to launch Ad Net Zero in the US, exploring how to drive engagement on Ad Net Zero's five action areas to tackle emissions from business operations, production, media planning and buying, awards and events, and behaviour change.

Our network of sustainable production practitioners, from across 22 WPP agencies, continued their active use and promotion of the AdGreen carbon calculator, which works out the carbon footprint of motion, stills and audio projects within advertising campaigns. This helps our teams assess and drive down emissions across production, and landed both Makerhouse and Hogarth AdGreen 'Superuser' status. Wunderman Thompson and Vodafone won an Ad Net Zero award for their campaign 'Vodafone, Home of the Trade-In', coupling best practice use of AdGreen with a creative campaign to drive mobile recycling in Ireland.

### WORK WITH INTEGRITY

We are committed to maintaining the highest standards of honesty and integrity in our work and will not undertake assignments that are intended or designed to mislead or deceive.

We work hard to maintain strong compliance in areas including ethics, human rights, privacy and data security. All of this is covered in our Code of Business Conduct and in our mandatory online ethics training.

We require that all client work complies with all relevant legal requirements, codes of practice and marketing standards. Our agencies have policies and processes in place to mitigate against online advertising appearing on sites with illegal, illicit or unsuitable content.

Our agencies are required to comply with copy checking and clearance processes with our legal teams before publication of their work. These processes have strict requirements in highly-regulated sectors such as pharmaceutical marketing.

In 2024 we will harness the latest in AI and technology to help clients navigate rapidly evolving regulations and consumer expectations through the development of an AI compliance tool.

There are occasional complaints made about campaigns we have worked on, and some of these are upheld by marketing standards authorities. Our agencies take action where needed to prevent a recurrence.

### ACCEPTING NEW ASSIGNMENTS

We have a process in place to review new assignments and clients. Each of our agencies has a global risk committee, chaired by its respective CEO, to ensure that leadership has a full understanding of the risks across businesses and markets (see Risk Governance Framework on page 93 of our 2023 Annual Report).

WPP agencies are required to follow our Assignment Acceptance Policy and Framework when taking on new business. This applies to all client sectors and provides guidance on how to conduct additional due diligence in relation to clients and any work they are asked to undertake. It requires various categories of work to be considered by our agencies' risk committees, or escalated to WPP for review.

### WORKING WITH ENERGY CLIENTS

We work with a number of clients in the energy sector.<sup>1</sup> We believe it is essential that the communications of energy companies are truthful, fair and accurate. We require that rigorous standards are applied to all content we produce for our energy clients, as we do for all clients, and seek to fairly represent their actions and commitments at all times. Our policy is not to take on any client work, including lobbying, designed to frustrate the objectives of the Paris Agreement.

When considering assignments for energy clients, we give particular attention to whether:

- The proposed work is truthful, fair and accurate
- The proposed assignment is designed to influence public policy decision-makers such as government officials
- The client has made a public commitment to a transition to net zero, and is seen to be developing transition plans
- The work relates to the approval or development of new greenfield oil and gas fields
- The work relates to the extension or development of particularly high-emission forms of energy, such as coal, or forms of extraction that have a higher environmental impact

We keep this under ongoing review, as we continuously evaluate the nature of the work we perform for clients and the context in which it occurs.

<sup>1</sup> 'Energy companies' in this context refers to those involved in the extraction, production, sales or distribution of oil, natural gas, coal or other fossil fuels, utility companies making use of such fuels and any relevant trade associations or organisations

# CLIENTS CONTINUED

## AVOIDING GREENWASHING

2023 research by Ogilvy found that 63% of people across the world are cynical about the motivations behind brands' sustainability actions.<sup>1</sup> It is more important than ever that any sustainability claims we make on behalf of clients are authentic, material and matched by real action.

WPP's Green Claims Guide contains principles and practical tips for making effective green claims that are not misleading in any way. It is informed by guidance from regulators such as the UK Competition & Markets Authority and US Federal Trade Commission, and complemented by a legal toolkit that has been incorporated into our legal clearance process.

In 2023 we launched a client version of the guide and ran training for employees in Europe, North America and Asia Pacific, and for clients in potentially higher-risk and higher-emissions sectors, including automotive, energy and financial services.

To support clients as they navigate rapidly evolving regulation, in 2023 we held an event in London in partnership with the Advertising Standards Authority, hosting a fireside chat with Guy Parker, Advertising Standards Authority CEO, on the UK green claims landscape, followed by three agency-led sessions showcasing our broad capabilities in this area. Hill & Knowlton, Design Bridge and Partners and Ogilvy each brought different expertise and perspectives, from risk and reputation, to design and brand attribution to behaviour change.

In early 2024, we hosted an event for clients in partnership with the European Union and Hill & Knowlton in Brussels to explore the new EU Green Claims Directive and its implications for marketers, alongside Green Claims training for employees and clients.

## BRAND SAFETY

As a founding member of the Global Alliance for Responsible Media, GroupM sits at the centre of ongoing collaboration among clients, agencies, publishers and ad tech suppliers to address old and new brand safety concerns, shepherding digital media investment and delivering appropriate matches between brand values, risk tolerance, consumers and media environments.

In 2023, GroupM's brand safety team published client guides on areas including political advertising, advertising to children, TikTok, YouTube, Google and brand safety in gaming. They also hosted internal training for over 2,000 WPP people and supported a new WPP global Brand Safety University.

In addition, Better V2, a tool allowing clients to score the responsibility of their media investment, choose their proprieties and get recommendations on how to make their investment better, was rolled out in 2023.

This was complemented by GroupM's Back to News, a responsible journalism initiative providing clients with access to high-quality ad environments on sites vetted against standards of responsible journalism. In 2023, Back to News was rolled out in over 20 countries.

## RESPONSIBLE AI

We are committed to employing AI systems that align with human rights and freedoms. All AI models and platforms used by WPP are reviewed by a multidisciplinary team to assess them from a legal, ethical and technical perspective. We have been training WPP users of AI since 2019 to ensure they effectively take into account the use of personal data, data privacy laws and confidentiality.

In 2023 we launched our AI Toolkit, offering guidance to all WPP agencies on topics including intellectual property and deep fakes. We updated our acceptable use and data ethics policies to supplement the Toolkit.

We also published our Generative AI Principles:

1. We acknowledge our responsibility to understand the limitations and possibilities of generative AI
2. Generative AI supports and complements our creativity; it is not a substitute
3. We understand the provenance and models used in the learning data of our chosen generative AI platforms
4. We are transparent to our clients, our people and the wider community about how we use generative AI
5. Our people are encouraged to speak up when they have concerns about AI
6. We recognise this technology is evolving and the evaluation of these principles is an ongoing task

<sup>1</sup> Ogilvy, *Sustainability Communications Need to Get Real 2023*

## GREEN CLAIMS PRINCIPLES



**BE TRUTHFUL & ACCURATE**



**DO NOT OMIT OR HIDE IMPORTANT INFORMATION**



**ONLY MAKE FAIR & MEANINGFUL COMPARISONS**



**CONSIDER THE FULL LIFECYCLE OF THE PRODUCT**



**SUBSTANTIATE THE CLAIMS**



**BE SPECIFIC**



**BE CLEAR & UNAMBIGUOUS**



**USE PLAIN LANGUAGE**



**DO NOT OVERSTATE THE BENEFIT**



**AVOID SWEEPING OR UNQUALIFIED CLAIMS**



**CAREFULLY CONSIDER IMAGERY**



**BE SOCIALLY RESPONSIBLE**

## AI AND DATA ETHICS, PRIVACY AND SECURITY

A strong approach to governance, privacy and security

**A transparent and accountable approach to data, privacy and AI is important for clients, consumers and WPP. We go beyond the legal minimum to maintain the highest ethical standards.**

### OUR APPROACH TO DATA

We have well-established and robust governance in place for data privacy and risk management. The end of third-party cookies, evolving data privacy laws and increased regulation mean adaptation and agility are a key tenet of our approach.

Advertising should respect privacy while delivering exceptional value for consumers and advertisers. That's why Choreograph, our data product, service and technology company, was specifically designed to help clients get more out of their data while taking an ethical approach.

In 2023 GroupM, in partnership with Google Chrome, launched the first global post-cookie readiness programme, helping create technologies to reduce tracking and protect people's online privacy.

### USING AI SAFELY

We are dedicated to employing systems that align with fundamental principles in the responsible development and use of AI. All AI models and platforms used by WPP are reviewed by a multidisciplinary team to

assess them from a legal, ethical and technical perspective. We have been training WPP people since 2019 to ensure they use AI responsibly and effectively, taking into account the use of personal data, privacy and intellectual property (IP) laws, and confidentiality.

In 2023 we launched our AI Toolkit, offering guidance to all WPP agencies on topics including IP and deep fakes. We updated our acceptable use and data ethics policies to supplement the toolkit.

We also published our Generative AI Principles, acknowledging our responsibility to understand, monitor and evaluate this evolving technology on an ongoing basis.

### SKILLS DEVELOPMENT

We dedicate considerable time and resources to providing our people – and emerging talent – with the tools and skills to excel in AI. In 2023, WPP people earned more than 34,000 accreditations and certifications from leading technology partners including Adobe, Google, Meta, Microsoft and TikTok.

New online learning programmes as part of our Future Readiness Academies included a Demystifying Data & AI Academy, developed by WPP experts in partnership with Circus Street and the Open Data Institute.

We also set up and run Creative Tech Apprenticeships and a Creative Data School, aimed at educating and inspiring future champions of AI. Since its launch, the School has provided technical training to over 6,000 young people across the UK.

In 2023, we sponsored a cohort of senior WPP leaders through a postgraduate Diploma in AI for Business at Oxford University's Saïd Business School.

### AI GOVERNANCE

We established an AI Governance Committee to oversee the application, adoption and risks associated with AI across WPP. This Committee includes the CEO, CTO and Chief Privacy Officer and other senior stakeholders in the business with responsibility for the safe and responsible use of AI within the Company.

### WORKING WITH INDUSTRY

WPP welcomes government guidance and regulatory frameworks that set guardrails for responsible stewardship of AI, data and technology, while recognising the need to highlight the possibilities they offer. Through active engagement with industry bodies, including the Advertising Association in the UK and the Network Advertising Initiative in the US, we are able to monitor and influence the changing regulatory landscape.

### PRIVACY AND SECURITY

We have strong systems in place to ensure privacy and security for ourselves, our clients and our suppliers.

- The Risk Subcommittee regularly reviews and monitors our data ethics, privacy and security risk, as well as our approach to regulatory and legal compliance
- Our Chief Privacy Officer leads our work on privacy, supported by our Data Protection Officer. Alongside the WPP privacy team, they provide practical support to our agencies, promote best practices and ensure that privacy risks are well understood

- The WPP Data Privacy and Security Charter (reviewed and updated throughout the year) sets out core principles for responsible data management through our Data Code of Conduct, our technology, privacy and social media policies, and our security standards
- Safer Data training, which includes content on data protection, security and privacy, must be completed by all new and current employees, as well as consultants. Throughout the year, agency and subject matter-specific training is provided across WPP. This has included sessions focused on new regulations such as the Digital Personal Data Protection Act in India

- Our privacy teams establish direct relationships with their client counterparts to ensure engagement and alignment, as well as organising training across WPP and client teams
- Our annual Data Health Checker provides insight into how data is used, stored and transferred and helps us to identify any parts of the business that need further support. In 2023, the average risk score was 1.6 (2022: 1.6), where five indicates maximum risk



# CORONA EXTRA LIME

A beer that bears fruit

OFFER  
COMMUNICATIONS  
PR

AGENCY  
DAVID, COLOMBIA

CLIENT  
AB INBEV



Scan the QR code

## THE QUESTION

The best way to enjoy Corona is with lime. While China drinks the most beer in the world, not many local farmers were growing limes. So, Corona should just import limes, right?

## THE ANSWER

There was a better answer. Instead of importing, Corona and Ogilvy's DAVID thought - why not start a new business? So Corona partnered with local governments and industry leaders to provide local farmers with the knowledge and tools they needed to grow lots of high-quality limes. It's the biggest commitment the company has ever made in a single market.

After a thousand days of learning, growing and making, Corona Extra Lime - made exclusively with Chinese-grown limes - hit the shelves. Corona's lime supply problem was solved, while local farmers had a new economic opportunity.

## THE IMPACT

Corona beer sales were boosted by 29%, while farmers' incomes rose 21%. Profits are being reinvested in farming, and Corona's commitment in 2024 is to increase farmers' incomes by 30%.

2m  
limes sold in first year

1bn+  
impressions

\$11m+  
earned media

Awards  
Titanium  
Cannes Lions 2023

