



COMMUNITIES

We aim to use the power of our creativity and voice to create healthy and vibrant communities

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CANCER RESEARCH UK

The power of data

OFFER DATA

AGENCY
GROUPM NEXUS,
ESSENCEDIACOM, UK

CLIENT
CANCER RESEARCH UK

THE QUESTION

When Cancer Research UK relaunched its biggest fundraising drive, Race for Life, two key questions drove the campaign: how to better target men, and how to be locally relevant - most participants don't travel more than 10 miles for a race.

THE ANSWER

Data. And the cross-channel platform from GroupM Nexus, Unmissable. By overlaying location-based data, audience insights, YouGov data and client first-party data, Unmissable powered hyper-local ads on a national scale, supported by fluid budget allocation in real time.

This guaranteed that ads were seen at the right frequency at each race location, no matter the channel or device. To minimise wastage, media across all channels was switched off just before each race took place. Spend was then redistributed to continue supporting active races. The client's real-time sign-up data was used to identify which events needed further support, boosting sign-up performance.

THE IMPACT

Two-thirds of those exposed to an ad took action, with one in five making a donation. This granular, data-driven approach to media and messaging is set to transform how Cancer Research supports future fundraising events.

6x
uplift in sign-up intent amongst males

75%
uplift in audience engagement



Scan the QR code



COMMUNITIES

We use our scale, skills and voice to support healthy, vibrant communities

We are committed to inspiring widespread change through powerful communications and investment in communities.

We are proud of the contribution we make to the communities we live and work in – from the US, where the Detroit Experience Studio breaks down barriers to Black creatives entering the advertising industry (see page 39), to India where our award-winning WPP India Foundation is helping transform the lives of school children (see page 38).

LIFE-CHANGING CLIENT WORK

We use our creativity to rethink the status quo. In 2023 campaigns included Ogilvy's Heaven Fish, which turned a 'miracle' of fish falling from the sky into a source of income for residents of Yoro, Honduras. In China, a campaign for Corona supported local farmers with the tools, seeds and training they needed to establish a new source of sustainable income.

In Kenya, Scanad and fashion brand ZEVA launched Stain Not Shame, a campaign that prompted the government to make period shaming a punishable offence. And in Argentina, Grey's The Postponed Day brought cancer charities together to delay their usual publicity around Breast Cancer Awareness Day. The campaign highlighted the fact that 40% of women postpone their annual breast check-ups, while creatively raising awareness and inspiring action.



HEAVEN FISH

Helping to create a source of income for a Honduran community



WE WANT TO CREATE AN ENVIRONMENT WHERE PEOPLE CAN BE FEARLESS IN SUPPORT OF THE THINGS THEY CARE ABOUT"

Rob Reilly
Chief Creative Officer, WPP

A VOICE FOR CHANGE

We believe that good communications can help bring about the shift in attitudes and behaviour needed to tackle extreme poverty, inequality and climate change, and contribute towards the UN Sustainable Development Goals.

We help amplify the impact of charities and non-governmental organisations by providing marketing and creative services, often on a pro bono basis.

This work is mutually rewarding and often worth more than an equivalent cash donation, helping to improve fundraising efforts, recruit new members, change behaviour or achieve campaign goals. It also gives WPP people the chance to work on fulfilling, impactful and sometimes award-winning campaigns that build their skills and knowledge and raise the profile of our agencies.

ELIMINATING HARMFUL STEREOTYPES

As a founding member of the Unstereotype Alliance, we partner with UN Women to work towards eradicating harmful stereotypes from all advertising and media, and to drive positive social change.

UNSTEREOTYPE ALLIANCE

In 2023 WPP teams across the world contributed their time and skills to support the Unstereotype Alliance:

-  We partnered **globally** with Diageo, Mars, Mastercard and Omnicom to create the Alliance's first Inclusive Media Toolkit, so that the media we buy reaches a diverse audience, supports diverse creators and publishers, and avoids unintentionally excluding people
-  In **India**, where 87% of women in ads are shown in traditional roles, we created and helped launch the first public outreach campaign for Unstereotype Alliance India, #YouDontSeeMe
-  Our **Australia** and **New Zealand** teams were involved in the inaugural research project to uncover stereotypes in the region. The resulting report was launched at the Media Federation of Australia
-  In the **UK**, Unstereotype Alliance, supported by Ogilvy UK, launched its first campaign to mobilise public action. Spearheaded by award-winning playwright, actor and UN Women Ambassador, Danai Gurira, 'Say Nothing, Change Nothing' raised awareness of the pervasive role harmful stereotypes play in society. The launch was accompanied by three films covering issues of stereotyping linked to race, gender and disability

COMMUNITIES CONTINUED

ACTION IN LOCAL COMMUNITIES

We encourage our people to use their creativity and expertise to contribute to issues they are passionate about. We have a long tradition of pro bono work covering a range of issues from the arts to conservation, health and human rights, and we support employees to volunteer their time and skills. Our established Foundations and active network of Green Teams around the world provide a platform for people to act.

→ See page 14

In India, our multi-award-winning WPP India Foundation is transforming the lives and livelihoods of young people and their families through a targeted programme of interventions. The Foundation, which is both a grant-giving and employee volunteering platform, aims to increase secondary school retention, improve learning outcomes, and enhance job readiness with a focus on digital and creative transformation skills. And it's driving real impact: 96% secondary school retention and 70% enhanced job readiness.

In Australia, our REFLECT RAP (reconciliation and action plan) outlines our commitment to a more diverse, equitable and inclusive future – with reconciliation at its heart. The plan increases awareness of Aboriginal and Torres Strait Islander cultures, histories, knowledge and leadership across all sectors of Australian society.

→ See page 44

In France, our We Care We Act employee volunteering programme matches the talent, skills and interests of our people with requests for volunteer support, enabling positive action in the community. Our people completed 60 individual missions supporting local NGOs in 2023, as well as multiple agency-wide volunteering initiatives.

INVESTING IN FUTURE CREATIVES

We believe that AI is fundamental to the future of our industry (and of many others). To inspire young people and build their confidence in data and AI, in 2023 we launched the Creative Data School in partnership with leading non-profit and educational organisations. Delivered both online and in schools, the course has already taught essential technical skills to over 6,000 young people across the UK.

Following the programme, eligible candidates were invited to apply for work experience and internships within the WPP network.

VML: INNOVATIVE COMMUNITY SPIRIT

The VML Foundation is an employee-funded and led giving programme that supports and celebrates the causes important to VML's employees. The Foundation provides a range of support to non-profit organisations and individual causes chosen by employees.

In 2023, the Foundation proudly surpassed the \$3 million mark in collective charitable giving on behalf of employees since it began.

\$3m

in 2023 the Foundation proudly surpassed \$3 million in charitable giving on behalf of employees

Every year, VML closes more than 80 offices around the world for a day so that employees can donate their time and talents to dozens of non-profit and community organisations. In 2023, causes ranged from reading and recording bedtime stories in China to planting trees and cleaning up the Río de los Remedios forest in Mexico City.



EMPLOYEE GIVING

In addition to encouraging our people to volunteer their time, we provide donations and match funding.

WPP employees around the world donated generously in 2023 to emergency relief appeals set up to support those affected by the devastating earthquakes in Turkey and Syria and then in Morocco, which we matched. In October, in response to the terrible events in Israel and Gaza, employees once again gave generously; with matched funding we raised a total of £60,000 in partnership with the British Red Cross. We will continue to run employee matched funding appeals for disaster relief.

WHAT WE GAVE IN 2023

PRO BONO WORK

(£m)



CASH DONATIONS

(£m)



TOTAL SOCIAL INVESTMENT

(£m)



Our pro bono work was worth £9.0 million (2022: £9.6 million), for causes including the Stephen Lawrence Day Foundation in the UK and gun safety in the US. We also made cash donations to charities of £3.6 million (2022: £5.2 million).

Our pro bono work, combined with cash donations, resulted in a total social investment of £12.6 million (2022: £14.8 million), equivalent to 0.8% of headline profit before tax (2022: 1.3%).

£36.1m

total social contribution

(2022: £35.5 million)¹

WPP media agencies negotiated free media space worth £19.5 million on behalf of pro bono clients (2022: £20.8 million).

Our total social contribution, taking into account cash donations, pro bono work, in kind contributions, free media space, and investments in inclusion initiatives through Pillar 3 of our Racial Equity Programme, was £36.1 million (2022: £35.5 million).¹

¹ 2022 figure excludes investments in Racial Equity initiatives

ADVANCING RACIAL EQUITY

In June 2020, as part of a set of commitments to help combat racial injustice and support Black and ethnically marginalised talent, we committed to invest \$30 million over three years in inclusion programmes and to support external organisations.

\$21.1m

invested in inclusion programmes since 2020 as part of our commitment to invest \$30 million over three years

We designed the programme to deliver immediate impact while also establishing the foundation for meaningful and sustainable change. We invested across three pillars:

- **Investment in equity and inclusion initiatives within WPP** to ensure that our employees reflect the diversity of the communities and markets we work in. Initiatives range from partnerships to diversify our candidate pool, to designing programmes such as Summit, focused on developing and retaining under-represented talent. We also invested in WPP Australia's reconciliation journey with the first step, Reflect, of its Reconciliation Action Plan – which aims to develop respectful relationships and create meaningful opportunities with Aboriginal and Torres Strait Islander people (see page 46)
- **Creative use of media value and pro bono work** to support non-profit organisations and charities with anti-racist objectives, such as the #ExtraordinaryOrdinary campaign in support of the Stephen Lawrence Day Foundation to mark Stephen's legacy on the 30th anniversary of his death. We also match employee donations to a number of non-profit organisations up to \$1,000 per person per year to a total of \$1 million
- **Funding for 'bold, audacious and creative' initiatives** proposed by WPP employees that will create measurable impact in advancing racial equity around the world (see examples, right)

To date, we have invested \$21.1 million and committed a further \$1.9 million to projects kicking off from 2024. We will continue to invest to reach our \$30 million commitment.

➔ See more at wpp.com/racialequityprogramme

DETROIT EXPERIENCE STUDIO

US

Funded by WPP's Racial Equity Programme and VML, in partnership with UniWorld Group and Makerhouse, Detroit Experience Studio aims to break down barriers preventing Black creatives from entering the industry.

Detroit is considered one of the blackest cities in the US, with almost 90% of its BIPOC residents identifying as Black. Yet very few are entering the advertising industry. Detroit Experience Studio is a space for Black and Brown young people to maximise their potential through a free 10-week immersive programme. Students can build their skills in marketing, advertising and design while gaining real-life experience. To help remove barriers to accessing the programme, all expenses are paid and laptops and software are provided free of charge.



THE ONE SCHOOL

UK

We partnered with The One Club for Creativity to launch ONE School UK, a free 16-week online portfolio programme designed to open doors to a career in advertising for talented UK-based Black creatives from all walks of life.

ONE School teaches students how to navigate the industry as a Black person. Courses are taught by Black tutors – including some from WPP agencies – and are designed to help students bring their authentic voice into their work. The first cohort graduated in July.

Originally launched in the US in 2020 as a free alternative to ad schools, the results-oriented school has already made a tangible difference: an 80% hire rate at top agencies and brands for its 128 graduates to date, 65% of whom are women.



AUGMENTAL'S MOUTHPAD^

Changing the game in assistive technology

OFFER
TECHNOLOGY

AGENCY
WUNDERMAN THOMPSON (VML), PERU

CLIENT
AUGMENTAL

THE QUESTION

According to the World Health Organization, in Peru an estimated 250,000 to 500,000 people suffer a spinal cord injury every year. Despite advancements in assistive technologies, many struggle with restricted computer control and access to web-based services. As a result, they often experience reduced autonomy and the sense of frustration that goes with it.

THE ANSWER

Augmental's Mouthpad^ is an inspiring, inclusive design innovation opening up a new way for people with disabilities to interact with the world. The simple device sits comfortably in the mouth, allowing users to control a wide range of Bluetooth-linked devices with their tongue.

The tongue offers an alternative for interacting with digital platforms. Its dexterity and sensitivity can generate a wide range of movements, enabling control of computers, smartphones, tablets and other electronics in the same way as a fingertip touchpad.

Wunderman Thompson provided brand support and brand experience for Augmental's MouthPad^, led by the team in Peru and working with the agency's inclusive experience practice.

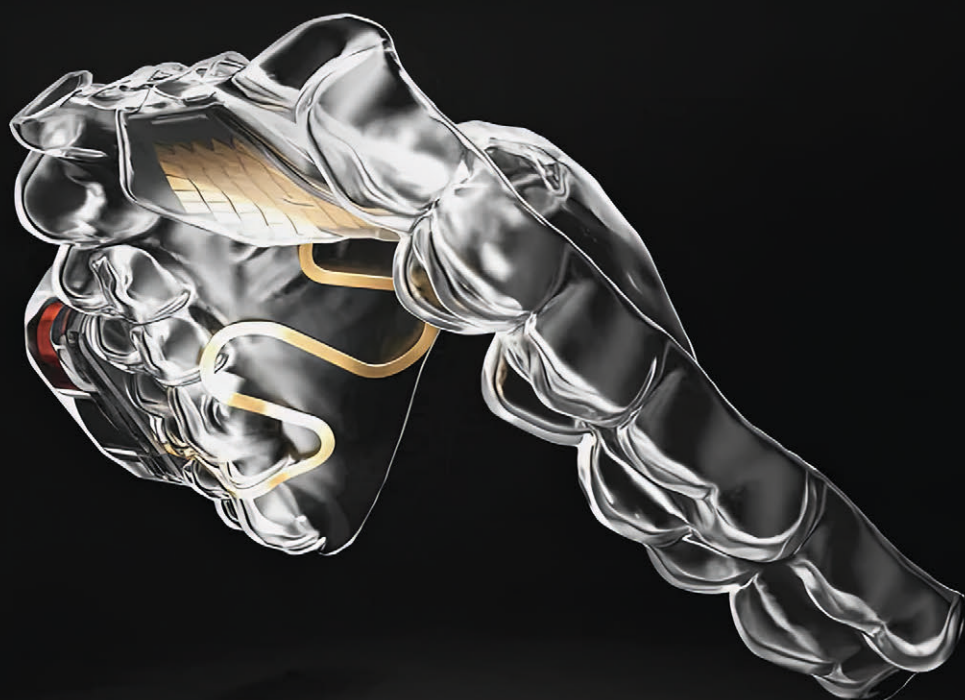
THE IMPACT

1.3bn
media impressions

1k
pre-orders in the first week

188k
organic impressions in one week

Awards
Grand Prix & Silver Cannes Lions 2023



Scan the QR code