

WPP
MBA Fellowship
Program

2012 Entry



Ambidextrous brains required

WPP MBA Fellowship Program

We offer the opportunity to:

- work in some of the world's best communications services companies
- gain global experience
- work with many of the world's leading companies
- develop multi-disciplinary skills
- receive competitive remuneration with excellent long-term career prospects

We want people who:

- are passionate about marketing
- take a rigorous and creative approach to problem solving
- have a fine appreciation and respect for creative work
- are intellectually curious
- take initiative
- function well in a flexible, loosely structured work environment

Eligibility:

- 2012 MBA candidates

WPP MBA Fellowship Program

WPP is the world leader in communications services.

There are more than 150 companies within the Group – and each is a distinctive brand in its own right. Each has its own identity, commands its own loyalty, and is committed to its own, specialist expertise. Clients seek their talent and their experience on a brand-by-brand basis. Between them, our companies work with 336 of the Fortune Global 500, 29 of the Dow Jones 30, 60 of the NASDAQ 100 and 32 of the Fortune e-50.

It is also of increasing value to clients that WPP companies can work together, as increasingly they do: providing a tailor-made range of communications services, centrally integrated. Some 640 clients are now served in three distinct disciplines. More than 400 clients are served in four disciplines and these clients account for over 58% of Group revenues. Group companies now work with over 326 clients across six or more countries.

Collectively, 153,000* people work for WPP companies, out of 2,400 offices in 107 countries.

WPP, as a parent company, complements the professional activities of our individual companies through initiatives and programs that provide greater value to our clients, competitive advantage to our companies, opportunities and rewards for our people, and accelerate our development in new media and technology.

To meet changing client needs, WPP has developed an MBA Fellowship Program. Its aim: to develop high-calibre management talent with experience across a range of marketing disciplines.

The Program is unique in its multidisciplinary approach and is designed to complement the recruitment activities of individual WPP companies.

Terms of the Fellowship

WPP MBA Fellowship Program positions will be awarded to applicants in 2012 who obtain an MBA.

The Fellowship is comprised of three one-year rotations through our WPP companies, with each rotation chosen on the basis of the individual's interests and the Group's needs. The multi-disciplinary rotation is unique in the industry and grooms future leaders in the range of marketing needs of our clients. A mentor is assigned to provide overall career guidance.

On completion of the Program, we work to find a position in the Group that takes advantage of the broad experience gained during the rotational Program. While most assignments are likely to be located in North America, other locations could be possible.

Those selected will be paid a competitive starting salary, joining and annual performance bonuses and reimbursement of reasonable costs for relocation to all assignment locations.

Career prospects

Career paths will vary and will depend on the particular skills and aptitude of each individual and the companies selected for the Program rotation. In some cases, there will be an opportunity to work in more than one country.

At the end of the three-year Program, WPP will place Fellowship graduates into permanent roles in the businesses. In the past, Fellows have taken permanent placements in virtually all disciplines.

Selection process

Acceptance is conditional on successful completion of an MBA.

All WPP companies are Equal Opportunity employers.

We will only accept online applications. To apply, please go to www.wpp.com/wpp/careers/marketing/mbas/ and submit an application by 19 October 2011 Midnight EST.

Interviews will be conducted with short-listed applicants in November 2011.

Program offers will be extended by December 2011 and employment will begin first week of September 2012.

* Including associates.

Apply at www.wpp.com
by 19 October 2011

WPP communications services

Our strengths

- The Group's greatest strength is its client base: a remarkable list of blue-chip businesses, ranging from packaged goods to financial services and hi-tech companies. Many client relationships span several generations.
- In its range of skills and geographical coverage, the Group is unrivalled and has achieved balance in both. We derive 35% of our revenue from North America, 12% from the UK, 26% from Western Continental Europe and 27% from Asia Pacific, Latin America, Africa & Middle East and Central & Eastern Europe. Less than half of our revenue is now derived from conventional advertising.
- As ever, the key to servicing the Group's client base lies with the talents of our 153,000 people (including associates) and the skill with which they are developed and managed.
- Through increasing investment in information technology, training, career development and incentive programs, the Group facilitates, encourages and rewards exceptional work – both within individual companies and in partnership with others.



WPP communications services

Our strengths

Advertising

Full-service advertising agency activity – provided largely by five of the world’s top agency networks: **JWT, Ogilvy & Mather, Y&R, Grey and United** – accounts for just under 50% of WPP’s communications activities and revenues. Major clients include Allianz, Dell, Ford, HSBC, Johnson & Johnson, Procter & Gamble, Shell and Vodafone.

Media Investment Management

As media fragments and media owners consolidate, Media Investment Management is increasingly critical. WPP offers four of the world’s top 10 media planning and buying companies: **Mindshare, MEC, MediaCom** and **Maxus**.

Consumer Insight

WPP’s Consumer Insight arm, **Kantar**, incorporates such well-known names as **Millward Brown, Added Value, TNS** and **The Futures Company** as well as sector specialists **Kantar Media, Kantar Retail, Kantar Healthcare** and **Kantar Worldpanel**. The company – employing 28,500 staff in over 80 countries – provides consumer and business insights to over half the Fortune Top 500 companies.

Public Relations & Public Affairs

With three of the pre-eminent global PR companies – **Burson-Marsteller, Hill & Knowlton** and **Ogilvy Public Relations**, and several other leading firms such as **Cohn & Wolfe, Public Strategies, Penn Schoen Berland** and **RLM Finsbury**, WPP’s PR/PA agencies offer a wide range of corporate, consumer, financial, government relations, issues management and brand-building services.

Branding & Identity

WPP’s Branding & Identity businesses offer specialised expertise in corporate and brand consulting, corporate reputation research, branded events, brand architecture, employee motivation and training, product identity and design, from companies such as **The Brand Union, Landor, The Partners** and **Fitch**.

Healthcare Communications

WPP’s healthcare companies, which include **Ogilvy CommonHealth Worldwide, Sudler & Hennessey** and **ghg**, provide integrated solutions – from professional and consumer healthcare advertising and marketing to medical education and the latest interactive technologies – to pharmaceutical, healthcare and life-sciences clients.

Direct, Digital, Promotion & Relationship Marketing

Includes two of the world’s largest and most recognised relationship marketing brands in **Wunderman** and **OgilvyOne**, in addition to direct, digital and promotion specialists **24/7 Real Media, Possible Worldwide, G2, OgilvyAction, A. Eicoff, RTC Relationship Marketing, VML** and **Studiocom**.

Specialist Communications

WPP offers a broad range of specialised communications services, including corporate/B2B, custom media, demographic marketing, employer branding/recruitment, event/face-to-face marketing, foodservice marketing, sports marketing, entertainment marketing, youth marketing, real estate marketing, technology marketing and media & production services.

Advertising

ADK¹
www.adk.jp

Bates 141
www.bates141.com

BrandBuzz[■]
www.brandbuzz.com

CHI & Partners¹
www.chiandpartners.com

Dentsu Y&R^{1,2}
www.yr.com

Grey
www.grey.com

HS Ad¹
www.hsad.co.kr

JWT
www.jwt.com

Ogilvy & Mather
www.ogilvy.com

Santo
www.santo.net

Scangroup¹
www.scangroup.biz

Scholz & Friends
www.s-f.com

Soho Square
www.sohosq.com

Tapsa
www.tapsa.es

TAXI[■]
www.taxi.ca

Team Detroit
www.teamdetroit.com

The Jupiter Drawing Room & Partners¹
www.jupiter.co.za

United Network
www.theunitednetwork.net

Y&R[■]
www.yr.com

Media Investment Management

GroupM:
www.groupm.com

Maxus
www.maxusglobal.com

MediaCom
www.mediacom.com

MEC
www.mecglobal.com

Mindshare
www.mindshareworld.com

Outrider
www.outrider.com

Catalyst
www.catalystsearchmarketing.com

Other media agencies

KR Media¹
www.krmedia-france.com

tenthavenue:
www.tenthavenue.com

Kinetic Worldwide
www.kineticww.com

Quisma
www.quisma.com

Spafax
www.spafax.com

Consumer Insight

Kantar:
www.kantar.com

Added Value
www.added-value.com

Center Partners
www.centerpartners.com

IMRB International
www.imrbint.com

Kantar Health
www.kantarhealth.com

Kantar Japan
www.jp.kantargroup.com

Kantar Media
www.kantarmedia.com

Kantar Operations
www.kantarooperations.com

Kantar Retail
www.kantarretail.com

Kantar Worldpanel
www.kantarworldpanel.com

Lightspeed Research
www.lightspeedresearch.com

Millward Brown
www.millwardbrown.com

The Futures Company
www.thefuturescompany.com

TNS
www.tnsglobal.com

Other marketing consultancies

Everstone[▲]
www.everstonegroup.com

ohal
www.ohal-group.com

Public Relations & Public Affairs

Blanc & Otus[▲]
www.blancandotus.com

Buchanan Communications
www.buchanan.uk.com

Burson-Marsteller[■]
www.bm.com

Chime Communications PLC¹
www.chime.plc.uk

Clarion Communications
www.clarioncomms.co.uk

Cohn & Wolfe[■]
www.cohnwolfe.com

Dewey Square Group
www.deweysquare.com

Hill & Knowlton
www.hillandknowlton.com

Ogilvy Government Relations
www.ogilvygr.com

Ogilvy Public Relations Worldwide
www.ogilvypr.com

The PBN Company¹
www.pbnco.com

Penn Schoen Berland[■]
www.psbresearch.com

Prime Policy Group
www.prime-policy.com

Public Strategies[▲]
www.pstrategies.com

Quinn Gillespie
www.quinn-gillespie.com

RLM Finsbury[■]
www.finsbury.com

www.rlmet.com

Wexler & Walker Public Policy Associates[■]
www.wexlergroup.com

Branding & Identity

Addison Corporate Marketing[●]
www.addison.co.uk

BDGMcCull
www.bdg-mccoll.com

BDGworkfutures
www.bdgworkfutures.com

Coley Porter Bell
www.cpb.co.uk

Dovetail
www.dovetailfurniture.com

FITCH[■]
www.fitchw.com

Lambie-Nairn[●]
www.lambie-nairn.com

Landor Associates^{■●}
www.landor.com

PeclersParis[●]
www.peclersparis.com

The Brand Union[■]
www.thebrandunion.com

The Partners[●]
www.thepartners.co.uk

VBAT[●]
www.vbat.nl

Healthcare Communications

Feinstein Kean Healthcare¹
www.fkhealth.com

GCI Health
www.gcihealth.com

ghg
www.ghgroup.com

Ogilvy CommonHealth Worldwide
www.ogilvychw.com

Sudler & Hennessey[■]
www.sudler.com

Direct, Digital, Relationship Marketing

A. Eicoff & Co
www.eicoff.com

Actis Systems⁺
www.actis.ru

AGENDA⁺
www.agenda-asia.com

Aqua Online⁺
www.aquaonline.com

Blast Radius⁺
www.blastradius.com

Brierley & Partners¹
www.brierley.com

deepblue networks
www.deepblue-networks.com

Designkitchen⁺
www.designkitchen.com

Dialogue 141
www.dialmkg.com

Digit
www.digitlondon.com

EWA
www.ewa.ltd.uk

FULLSIX³
www.fullsix.com

gkk DialogGroup
www.gkk.de

Grass Roots¹
www.grg.com

G2
www.g2.com

- G2 Branding & Design
- G2 Interactive
- G2 Direct & Digital
- G2 Promotional Marketing

Headcount Worldwide Field Marketing
www.headcount.co.uk

High Co¹
www.highco.fr

Kassius⁺
www.kassius.fr

KBM Group⁺
www.kbmg.com

Mando
www.mando.co.uk

Maxx Marketing
www.maxx-marketing.com

OgilvyAction
www.ogilvyaction.com

OgilvyOne Worldwide
www.ogilvy.com

OgilvyAction Sports & Entertainment Marketing
www.ogilvyaction.com

OOT²
www.oot.it

RTCM[■]
www.rtrcm.com

Smollan Group¹
www.smollan.co.za

Studiocom[■]
www.studiocom.com

These Days⁺
www.thesedays.com

Vice Media³
www.viceland.com

VML[■]
www.vml.com

Wunderman[■]
www.wunderman.com

ZAAZ⁺
www.zaaz.com

Specialist Communications

Corporate/B2B
Ogilvy Primary Contact
www.primary.co.uk

Custom media
Forward
www.theforwardgroup.com

Demographic marketing
The Bravo Group[■]
www.thinkbravo.com

Kang & Lee[■]
www.kanglee.com

MosaicaMD
www.mosaicamd.com

UniWorld¹
www.uniworldgroup.com

WING[■]
www.insidewing.com

Employer branding/recruitment
JWT Inside
www.jwtinside.com

Event/face-to-face marketing
MJM
www.mjmcreative.com

Metro
www.metrobroadcast.com

Foodservice marketing

The Food Group
www.thefoodgroup.com

Sports marketing
9ine Sports & Entertainment²
www.9ine.com.br

PRISM Group
www.prissteam.com

Entertainment marketing
Alliance
www.alliance-agency.com

Youth marketing
The Geppetto Group
www.geppetogroup.com

Real estate marketing
Pace
www.paceadv.com

Technology marketing
Banner Corporation[■]
www.b1.com

Media & production services
The Farm Group
www.farmgroup.tv

Hogarth Worldwide²
www.hogarthww.com

Imagina³
www.mediapro.es

MRC³
www.mrcstudios.com

United Visions
www.united-visions.com

The Weinstein Company³
www.weinsteinco.com

WPP Digital

24/7 Real Media
www.247realmedia.com

Blue State Digital
www.bluestatedigital.com

Deliver
www.deliveroffshoring.com

Fabric Worldwide³
www.fabricvw.com

iconmobile¹
www.iconmobile.com

Johannes Leonardo³
www.johannesleonardo.com

Possible Worldwide
www.possibleworldwide.com

Szygy¹
www.szygy.net

The Media Innovation Group
www.thernig.com

True Worldwide²
www.true-ww.com

WPP Digital partner companies

Ace Metrix³
www.acemetrix.com

Buddy Media²
www.buddymedia.com

eCommera³
www.ecommerca.com

HDT Holdings Technology³
www.hdtmedia.com

In Game Ad Interactive³
www.ingamead.cn

Invidi³
www.invidi.com

JumpTap³
www.jumptap.com

Moment Systems³
www.miaozhen.com

nPario²
www.npario.com

Proclivity Systems³
www.proclivitysystems.com

Say Media²
www.saymedia.com

Visible Technologies¹
www.visibletechnologies.com

Visible World³
www.visibleworld.com

WildTangent³
www.wildtangent.com

Yield Software³
www.yieldsoftware.com

WPP knowledge communities

The Store
droth@wpp.com
gmorrison@wpp.com

Key

- ¹ Associate
- ² Joint venture
- ³ Investment
- [▲] A Brand Union company
- [■] A Hill & Knowlton company
- [●] An Ogilvy company
- ⁺ A Young & Rubicam Brands company
- [■] A member of B to D Group
- ⁻ Part of the Wunderman network

As at August 2011.