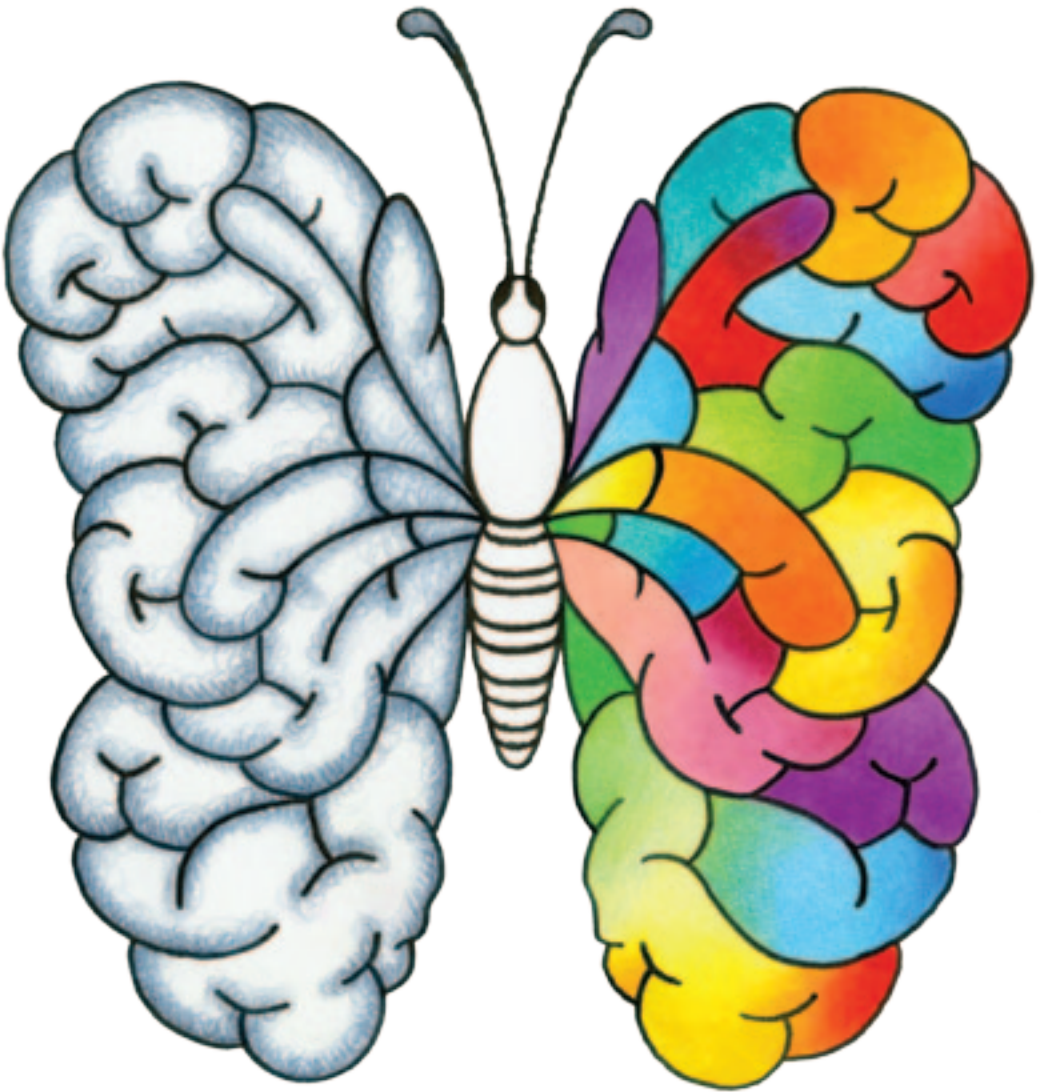


WPP

Marketing Fellowships



Ambidextrous brains required

2012 Entry

WPP Marketing Fellowships

Hello, and welcome to the WPP Marketing Fellowship.

This unique program was established, some 16 years ago, to create future generations of leaders for our operating companies. The aim was to attract the best graduates, from the world's top universities, and give them both a multidisciplinary and international introduction to the marketing communications business. In the course of three years, WPP Fellows work in three different companies, learning three different disciplines, and many do so across three continents.

This isn't simply an exercise in allowing people to fulfil their Gap Year fantasies at WPP's expense. As business becomes more global and the traditional boundaries between marketing communications disciplines become less distinct, our clients are demanding that the people responsible for their marketing dollars be fluent in the language of advertising, media, branding, digital, research and public relations, and also be able to move seamlessly between cultures. The Fellowship promotes such fluency and flexibility, and as I write we have current and former Fellows working on every continent, in every part of our business. Many now occupy senior management positions.

Some of our current and former Fellows tell their stories on the following pages, and you'll see that no two people follow the same route. The good thing is that the majority stay with us, and continue to grow within WPP as new opportunities open up before them.

Over the last two or three years, in the face of difficult economic conditions, many companies decided to suspend, or to substantially reduce, their graduate recruitment activities. We have continued to support the Fellowship, and to move our existing Fellows around the world, because a challenging economy makes the recruitment, training and nurturing of good people more important than ever. We are manufacturers of ideas, and without constantly improving the talent in our

company, the quality of those ideas will suffer. To stop recruiting during the financial crisis might have helped the bottom line in the short term, but in the long term it would have undermined our ability to compete, and to solve our clients' problems.

It's not easy to get a place on the Fellowship. Most years, we attract between 1,500 and 2,000 applications from around the world, and hire between 8 and 12 Fellows. The application itself requires a great deal of time and thought, and there are two stages of interviews – the second requiring candidates to spend two days in London – before the final offers are made. Many of those we hire tell us that they were intimidated by the odds when they first submitted their applications, were surprised to get a first interview, and shocked to be invited for final selection. I mention this because those people who are most intimidated by the odds might be the very ones we want to employ. So please don't be deterred by the numbers, and know that regardless of the outcome, there is much to be learned about our business and about yourself by applying to the Fellowship.

There's no ideal model for a WPP Fellow. Each year we hire people who are very different from previous Fellows and from each other. While we insist on a certain level of academic achievement (minimum 2:1 degree or equivalent), the subject itself doesn't matter. We're just looking for interesting, interested people who, whatever they have done so far, have done it with enthusiasm and done it to a high standard. So if and when you complete our online application, please don't just list achievements, but give us a real sense of the person behind them. Have a conversation with us. Tell us a good story. Make us want to meet you, to talk some more.

If you choose to apply, I wish you the best of luck. And I hope to meet you early in 2012.



Best wishes

Jon Steel
Fellowship Director

WPP Marketing Fellowships

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 a Marketing 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

The Fellowship comprises three one-year rotations with 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. Senior executive mentors, many of whom are members of the WPP Board of Directors, are 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 three years of the Fellowship.

Career prospects

Fellows are most likely to work in a client management or strategic planning role, although some work on the creative side of an agency. 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.

Successful applicants

Acceptance is conditional on completion of an undergraduate degree (class 2:1 or above or equivalent). Other than that, there are no set qualifications and we welcome applications from candidates irrespective of age, gender or background.

We are looking for people who are intellectually curious and motivated by the prospect of delivering high-quality communications services to their clients.

All WPP companies are Equal Opportunity employers.

Selection process

We will only accept online applications. To apply, please go to www.wpp.com and submit an application by 10 November 2011. Interviews will be conducted during January 2012.

Successful applicants will begin work in September 2012.

* Including associates.

**Apply at www.wpp.com
by 10 November 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 Bayer, Colgate, Danone, Dell, Ford, HSBC, Johnson & Johnson, Kimberly-Clark, Mazda, 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 100 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, 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, Lambie-Nairn, 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.

Some of the people on the Program



Alex Steer

When I started my career, my job was to be right about things. I was a dictionary editor, and when I started, I thought that being right about things was about the most important thing a dictionary editor could do. Right about what words mean, right about where they come from, right about how to use them. It seemed like all my friends went into jobs where you had to be right about things too. Lawyers were right about law, accountants were right about accounts, management consultants were right about... whatever it was they did. But after a few years of writing definitions (and answering letters from confused users of the English language), I learned that being right was only half the job. You had to be clear, and interesting, and persuasive too, or being right wouldn't matter. And that can be tough to take in, because a lot of us have spent years being taught to be the smartest people in the room.

So when I decided to move on from writing dictionaries, I knew I didn't want to work in any industry where sounding smart got in the way of solving problems. After a short spell in charity consulting (where sounding smart is useless and solving problems is hard), I was introduced to WPP and the Fellowship. Given that I thought advertising and marketing was an industry made up of people trying to sound smarter than each other, I was impressed by the thoughtfulness and humility of the people I met, and at how much emphasis they put on clarity, interestingness, and persuasion.

Since then, the Fellowship has more than lived up to its promise. I've spent two years so far in different parts of the industry and in different markets – as an account planner at Ogilvy in Cape Town, and a consultant at The Futures Company in New York, and with another new challenge and a new location on the horizon. I've learned a lot about brands, businesses and marketing. But mainly I've learned about people and about ideas. That you get the best results by getting the most curious people in the room, not just the smartest. That ideas are only big when they're shared. And that being helpful matters more than sounding right.



Arwa Mahdawi

I decided to apply for the WPP Fellowship after spending several interminable months in Brussels working as a lawyer on a case about ice-cream distribution. The case had been going on for 19 years and I'd started having nightmares about myself 20 years down the line, still stuck in a black suit in a grey office frantically sorting through piles of litigation on ice cream. It scared me.

What appealed to me about the Fellowship, on the other hand, is that it's not a linear, ladder-climbing exercise. At no point on the Fellowship can you know exactly what you expect to be doing X years in the future. Instead, you get three years of very different experiences in very different markets. And the best thing is that those years are designed around you. The Fellowship is not a one-size-fits-all program, but is tailored to fit each individual's strengths, goals, and personality.

I'm coming to the end of a Fellowship that has spanned London, Sydney and New York and taken me across planning, social media and branded entertainment. I've run groups quizzing Aussie men about their underwear, brainstormed new shampoo formulations and helped think up reality TV show formats. I've also had the chance to work on a diverse range of clients, from DuPont (super-smart science) to the RSCPA (super-cute kittens). As for what's coming next – who knows? It's an adventure and I wouldn't have it any other way.

Some of the people on the Program



Laura Pearlstein

It never ceases to amaze me the number of opportunities the Fellowship offers up. First, there's the obvious freedom to dabble, over the course of three years, in disparate disciplines within marketing communications. The international mobility doesn't hurt either. Nor does the mentorship by industry luminaries, providing guidance and support throughout the Program and beyond. And there's the warm, fuzzy feeling that comes from being a part of a global community of genuinely clever, lovely people who share an insatiable interest in the world around them. It's a pretty great gig.

My own journey through the Fellowship began with a role as a planner at Ogilvy New York. I got hooked on the fact that one day is never the same as the next, and that being curious, collaborative and creative are requisite parts of the job.

I then hopped the pond to Landor London, a leading global branding and design consultancy, to develop my strategic skills further. From packaging design to brand architecture, from positioning to naming, I enjoyed a never-ending stream of challenges that pushed my skill set – and my interests – beyond all expectations.

During my third year, I split my time between Digit and Coley Porter Bell, developing brands and bringing them to life in beautiful, engaging ways, both on screen and off.

I returned to Landor after the Fellowship, to a role supporting our CEO and Global President of Client Relationships. I partner with them to devise and execute strategic projects around the network to improve both our own business and our clients'. It's a role that taps into my strategic background, my network of WPP relationships, and the leadership skills that the Fellowship helped to develop in me. I don't think I'd have had the opportunity, or the confidence, to tackle the job had it not been for the Fellowship.

Like I said, it's a pretty great gig.



Jonathan Cloonan

Within two weeks of joining the Fellowship last September, I found myself in an upmarket London hotel, suited and booted (well... wearing a rented tuxedo), clutching a microphone and walking towards a podium to the beat of an indistinguishable Lady Gaga song. The Fellowship had been announced as a winner at the British Graduate 100 Awards and I, inexplicably, was making the acceptance speech.

The audience was a sea of rather intimidating CEO figures and various head honchos. Directly in my eye line? One of the angrier Dragons from Dragon's Den. Lovely. This might represent a lot of people's worst nightmares – including mine, at the time – but it also sums up the respect and accountability that WPP gives to Fellows from day one.

I can attest to this level of responsibility through my current role as an account planner with JWT London. In the past nine months, I've worked on a global advertising strategy for a major Unilever hair brand, navigated the digital world for a luxury mobile phone company (yes, they still exist post-recession!), helped to pitch for two new business prospects and, oddly, spent the majority of one week sifting through erectile dysfunction decks... yep, I'm on the Viagra account. Hmm, that makes a fun topic of conversation over dinner with my Mum!

But most importantly, I'm learning. Every single day. And that is exactly why I wanted to join the Fellowship – to learn and add real value to some of the world's best brands, while having the support and training opportunities that WPP provides.

As I prepare to move to Asia for my next rotation in media, I'm still excited that I get to enter the oh-so-scary, 'big bad working world' in such a dynamic, unique (and let's be honest... fun!) way. And I'm pleased to report that it's really not that scary after all.



David Stocks

What Fellows tend to have in common, is they come from very different places and are all looking for very different things. What they also have in common is they tend to find what they're looking for. WPP has the scale and diversity to give you anything you want, except maybe being an astronaut, but that could be just an acquisition away.

My pre-Fellowship life was in industrial design. I designed toys, medical equipment, house wares, baby bottles and even fire-proof safes! I brought my passion for innovation and invention to WPP, and WPP gave me opportunities to explore and create in three different agencies, three different locations and in three very different ways.

My first year saw me jump from being a product designer of things, to being a Digital Account Manager of integrated healthcare campaigns at Ogilvy. I helped design, build and manage websites, e-learning platforms, digital experiences and even recorded some music videos (I got to be the clapperboard guy).

My second year has been based in Paris, developing my brand development and innovation skills, in a new agency and in a new language. Working for ABSOLUT vodka, I have travelled alone through the wilds of Scandinavia and Eastern Europe searching for brand truths from the heartland of real vodka. I have helped re-design how Added Value manage innovation and have written a conference paper on 'design empowered innovation' which will be published this summer.

Now approaching my third year, I'm finalising plans to move to New York and try my hand at cutting-edge digital innovation with the guys who digitised the Chinese Olympics, and who crafted Tom Cruise's motion sensor computer interface from Minority Report. Not bad eh!

I'm confident that these opportunities would not have been made available to me outside the Fellowship, and for that reason I feel very fortunate to be involved.



Yewande Sokan

When I started university, a career in advertising and communications was not on my radar. However, once I found out about the industry, and more specifically the Fellowship, I knew it was something I wanted to be a part of.

My first year was spent at OgilvyOne London as an Account Executive. Working mainly on Yahoo! and IBM, I got a solid foundation in client handling and learned how to take an idea from a creative concept to execution.

I currently work at Maxus on the regional team, based out of Singapore. Regional media across APAC has been fascinating as the markets are very different from one another. Working on new business has given me an insight into consumers and media across the region. Day-to-day handling of clients has allowed me to build on my OgilvyOne knowledge while developing media planning skills.

For my third year, I'm headed to The Futures Company in New York where I hope to build on what I've learned in the area of consumer insights.

This Program is not for the faint hearted. Three jobs, in three years, in three countries takes a certain type of personality. However, if you love change, adapting, constantly learning, being thrown in the deep end and the thrill that comes from learning to swim – this could be for you. I can't think of another program in this industry, or beyond, that gives you this type of experience.

Some of the people on the Program



Tom Richardson

When I was at primary school, our Chaplain stood at the lectern once a month and told us stories about a fictional character called Harry. Harry was a cheeky chap with a heart of gold but a knack for mischief – you know the sort. As soon as we realised a Harry story was on the way, a hiss of appreciation would fill the hall, as we'd nudge each other and smile. Harry stories were really simple morality tales, nutritious

fables designed to teach us right from wrong. But looking back, it's amazing how much influence the stories could exert. We wanted to be like Harry!

This was a very valuable lesson to learn at a young age. The more I see of marketing, the more I'm convinced that story-telling is the best buffer against a rising tide of indifference. The WPP Fellowship is exceptional because it gives you experience of different ways of approaching the story you want to tell. If you work in Media Planning, you'll learn about context. If you work in Branding, you'll come to understand character and meaning. And if you work in Advertising, you'll learn about dialogue and precision. At the end of three years, you'll be able to bring a wide range of different skills to your work.

As a Fellow, you'll also be given responsibility. Before joining the Fellowship I'd studied history at University and spent two years in Tokyo, working at the Tokyo 2016 Olympic Bid Committee; I had relevant experience, but not much. During my first year with WPP at The Futures Company, I've been sent out to Shanghai on my own to present to client Board members, I've presented to fifty of our clients at a 'breakfast briefing', and I've been mentored by Sir Martin Sorrell, Founder and CEO of WPP.

Two years ago, I was feeling much like I imagine you may be now. Daunted by the number of applicants per place, fearing my application would be lost in a giant database, and wondering what to expect at interview. But know this: if you are right for the Fellowship, you will be hired. The application process means it's impossible that we won't know you, one way or another, by the end. We will read every single application, we will talk to you, not test you, and we will want you to do well.

Our companies and associates

Advertising

ADK¹
www.adk.jp

Bates 141
www.bates141.com

BrandBuzz²
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

Scangroup³
www.scangroup.biz

Scholz & Friends
www.s-f.com

Soho Square
www.sohosq.com

Tapsc
www.tapsc.es

TAXI¹
www.taxi.ca

Team Detroit
www.teamdetroit.com

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

United Network
www.theunitednetwork.net

Y&R¹
www.yr.com

Media Investment Management

GroupM:
www.groupm.com

Maxus
www.maxusglobal.com

MediaCom
www.media.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.kantaroperations.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

Everystone¹
www.everystonegroup.com

ohal
www.ohal-group.com

Public Relations & Public Affairs

Blanc & Otus¹
www.blancandotus.com

Buchanan Communications
www.buchanan.uk.com

Burson-Marsteller¹
www.bm.com

Chime Communications PLC¹
www.chime.plc.uk

Clarion Communications
www.clarioncomms.co.uk

Cohn & Wolfe¹
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 Berland¹
www.psbresearch.com

Prime Policy Group
www.prime-policy.com

Public Strategies¹
www.pstrategies.com

Quinn Gillespie
www.quinn-gillespie.com

RLM Finsbury¹
www.finsbury.com

www.ilmnet.com

Wexler & Walker Public Policy Associates¹
www.wexlergroup.com

Branding & Identity

Addison Corporate Marketing¹
www.addison.co.uk

BDGMcCoy
www.bdg-mccoll.com

BDGworkfutures
www.bdgworkfutures.com

Coley Porter Bell
www.cpb.co.uk

Dovetail
www.dovetailfurniture.com

FITCH¹
www.fitchww.com

Lambie-Nairn¹
www.lambie-nairn.com

Landor Associates^{1,2}
www.landor.com

PeclersParis¹
www.peclersparis.com

The Brand Union¹
www.thebrandunion.com

The Partners¹
www.thepartners.co.uk

VBA¹
www.vbat.nl

Healthcare Communications

Feinstein Kean Healthcare¹
www.fkhealth.com

GCI Health
www.gcihealth.com

ghg
www.ghgroup.com

Ogilvy Common Health Worldwide
www.ogilvychw.com

Sudler & Hennessey¹
www.sudler.com

Direct, Digital, Promotion & Relationship Marketing

A. Eicoff & Co
www.eicoff.com

Actis Systems¹
www.actis.ru

AGENDA¹
www.agenda-asia.com

Aqua Online¹
www.aquaonline.com

Blast Radius¹
www.blastradius.com

Brierley & Partners¹
www.brierley.com

deepblue networks
www.deepblue-networks.com

Designkitchen¹
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

Kassius¹
www.kassius.fr

KBM Group¹
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

RTCM¹
www.rtrcm.com

Smollan Group¹
www.smollan.co.za

Studiocom¹
www.studiocom.com

These Days¹
www.thesedays.com

Vice Media²
www.viceand.com

VML¹
www.vml.com

Wunderman¹
www.wunderman.com

ZAAZ¹
www.zaz.com

Specialist Communications

Corporate/B2B

Ogilvy Primary Contact
www.primary.co.uk

Custom media

Forward
www.theforwardgroup.com

Demographic marketing

The Bravo Group¹
www.thinkbravo.com

Kang & Lee¹
www.kanglee.com

MoscaicaMD
www.moscaicamd.com

UniWorld¹
www.uniworldgroup.com

WING¹
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 Corporation¹
www.bl.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.fabricww.com

iconmobile¹
www.iconmobile.com

Johannes Leonardo³
www.johannesleonardo.com

Possible Worldwide
www.possibleworldwide.com

Szyzygy¹
www.szyzygy.net

The Media Innovation Group
www.themig.com

True Worldwide³
www.true-ww.com

WPP Digital partner companies

Ace Metrix³
www.acemetrix.com

Buddy Media²
www.buddymedia.com

eCommer³
www.ecommerra.com

HDT Holdings Technology³
www.hdtmedia.com

In Game Ad Interactive³
www.ingamead.cn

Invidi¹
www.invidi.com

JumpTap¹
www.jumptap.com

Moment Systems³
www.miaozhen.com

nPario³
www.npario.com

Proclivity Systems³
www.proclivitysystems.com

Say Media³
www.saymedia.com

Visible Technologies¹
www.visibletechnologies.com

Visible World³
www.visibleworld.com

WildTangent³
www.wildtangent.com

Yield Software³
www.yieldsoftware.com

WPP knowledge community

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.



WPP

Advertising
Media Investment Management
Consumer Insight
Public Relations & Public Affairs
Branding & Identity
Healthcare Communications
Direct, Digital, Promotion & Relationship Marketing
Specialist Communications

www.wpp.com