



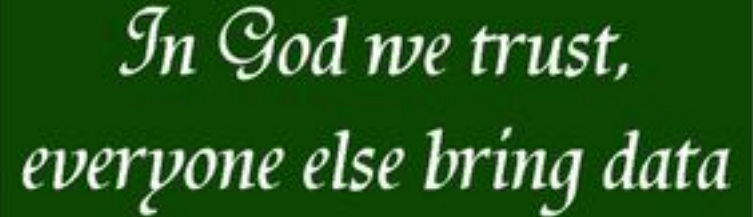
WPP Data Opportunity & Approach

Presented by David Spitz

**THE
DATA
ALLIANCE**
WPP

The WPP Data Advantage

- **136 unique data assets within WPP**
 - Both Fast and Foundational Data
 - What Consumers See, Think and Do
 - Descriptive and Predictive
- **Live multichannel marketing data management platforms in 20+ countries**
 - Crosses industry verticals and data suppliers
 - Integrates 100's of most commonly used marketing sources as well as client-specific systems
- **Connected insights: learnings feeding directly into executional systems, people and processes**



*In God we trust,
everyone else bring data*

Our “Data Accelerator”

Powering faster,
smarter marketing
through data
integration and
collaboration



**THE
DATA
ALLIANCE**
WPP



WHY DATA MATTERS TO MARKETERS

Example 1:

Reaching the Right Audience

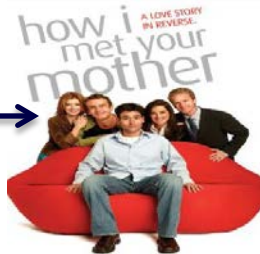
Cruise Goers



Cola Loyalists



Oral Care product
New Buyers v
Brand Switchers



Example 2:

Making Faster Decisions



facebook Search for people, places and things David Spitz Home

People Against Temptatio... Timeline Joined Facebook Like + Create Page

Now 2012 Joined Facebook

Beverly Anderson ▸ People Against Temptations by Jell-O Commercials June 18, 2011

I think these commercials are horrible and they promote child abuse. They are not a bit funny. I wonder what Bill Cosby would think of them.

Like - Comment 3

People Against Temptations by Jell-O Commercials May 19, 2011

The purpose of this page is to get a representation of people who are against the latest Jell-O advertising campaign that purposely scares children as a way to advertise thier new Temptations products made for just adults.

Like - Comment - Share 1

Susan Mobley Charles ▸ People Against Temptations by Jell-O Commercials June 14, 2011

It's a shame that a company with so many delicious products thinks its acceptable to show parents frightening children. As a mother, grandmother and elementary teacher with 30 years of experience I object to their advertising. As I stated in my emails to this company...I will never buy this product.

Like - Comment 3

Joined Facebook May 19, 2011

Sponsored Social Gaming Advertising

GLO GAMING

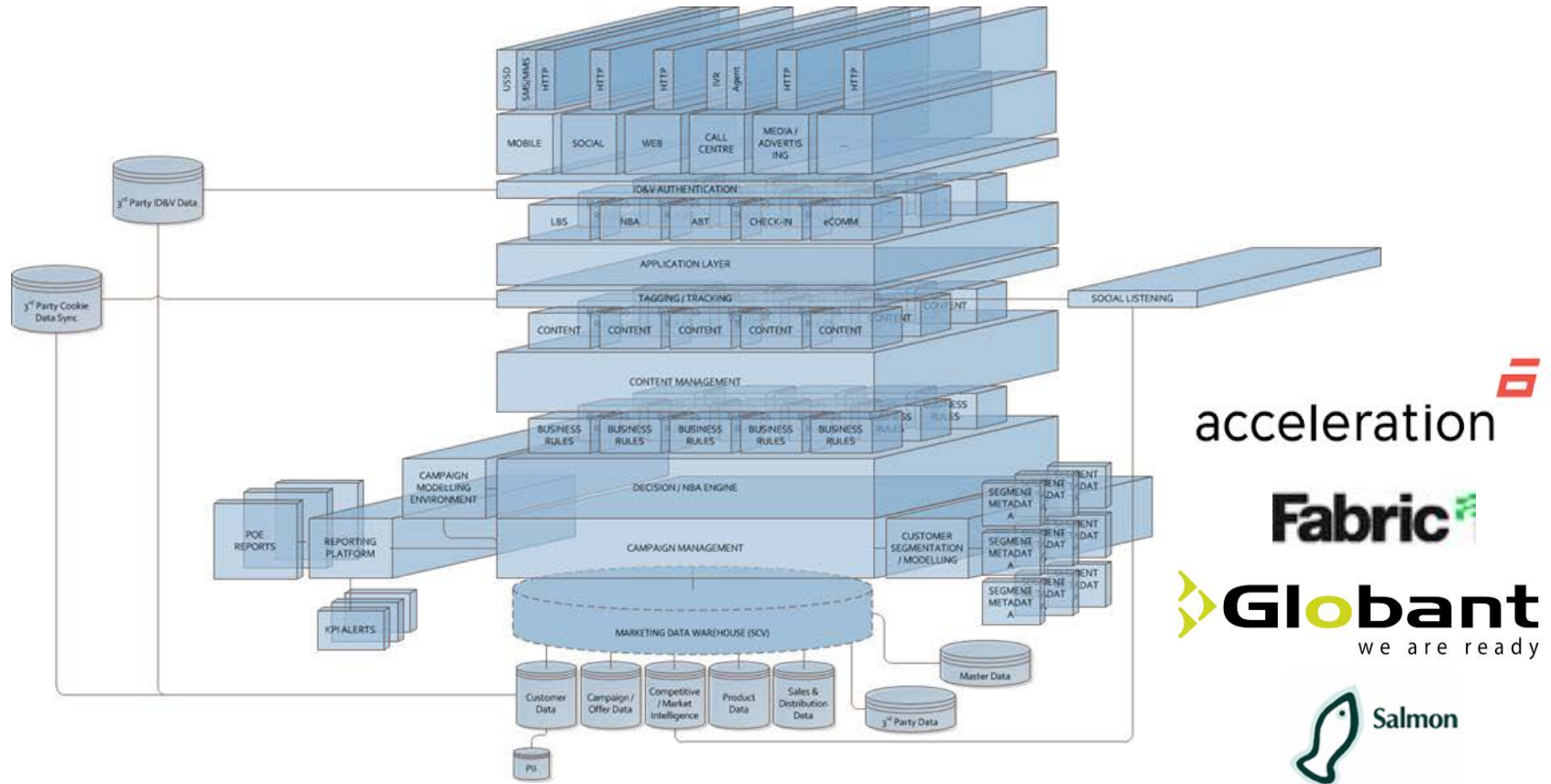
Learn more about our new in-game Branded Challenges Platform™ sales@glogaming.com 242 people like GLO Gaming.

Example 3:

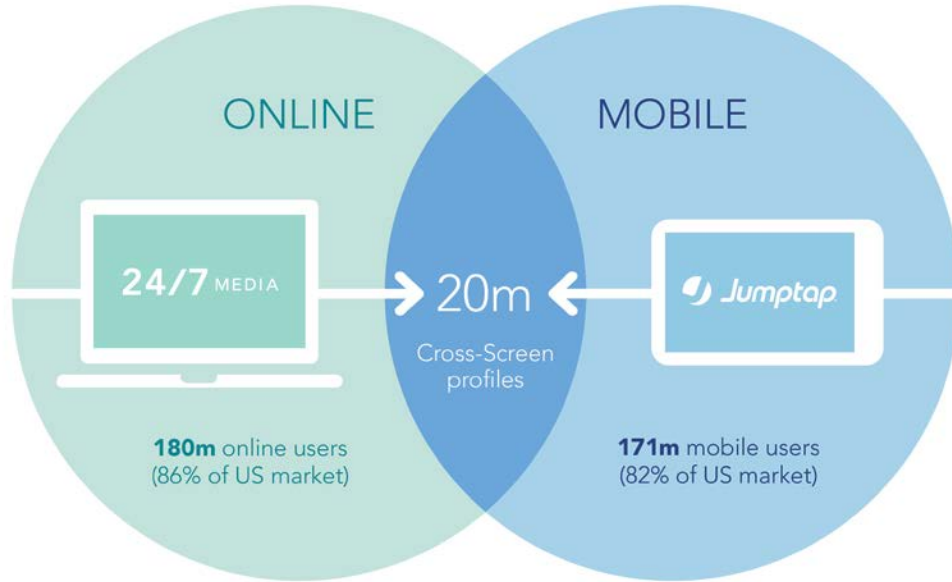
Transforming Consumer Experiences

KEY INITIATIVES: 2012-2013

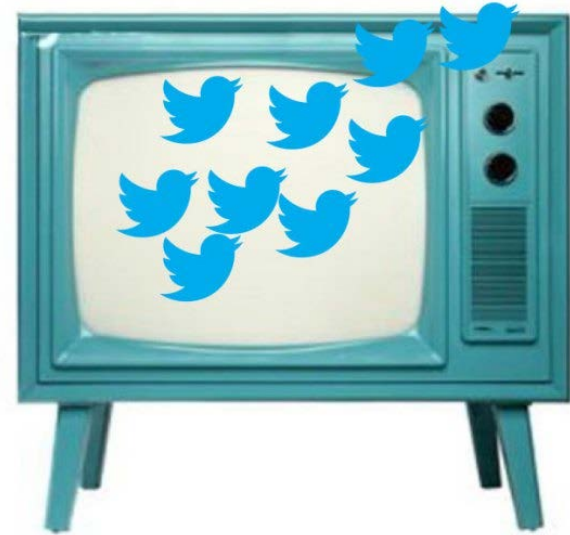
1. Client Marketing Technology Solutions



2. New Products



Cross-Device
(e.g. TV/IP, Mobile/Display)



Cross-Discipline
(e.g. Brand/Behaviors, Paid/Owned/Earned)

3. Workflow Automation

The screenshot displays the GroupM Segment Builder interface, which is used for creating and managing target audiences. The interface is divided into several sections:

- Overview:** Shows the total audience size for the selected segment, which is 58,129,369. It also displays a pie chart for gender distribution (Men and Women) and a bar chart for age distribution (13-17, 18-24, 25-35, 36-45, 46-55, 65+).
- Recent Segments:** A list of previously used segments, including "Baby Product Searchers" (597,567), "Chevrolet Buyers" (5,167,149), "Daily TV Watchers" (39,875,407), "Laundry Supply Purchasers" (2,756,710), "Heavy Internet Users" (23,834,805), "Carbonated Beverage Buyers" (6,943,977), "Economist Readers" (1,233,900), "Households with Children 0-3" (4,567,900), "Animal Cause Contributors" (6,254,967), "Newly Married Couples" (1,417,203), "Enjoy Gardening" (23,069,148), "College Graduates" (2,684,003), and "Travel Enthusiasts" (12,893,626).
- Add New Audience:** A section for configuring a new audience, showing the total audience size (58,129,369) and a "Save" button.
- Demographics:** A section for selecting demographic criteria, including Age, Gender, and Household Type.
- Media Consumption:** A section for selecting media consumption criteria, including Shopping Channel, Purchase Attitudes, and Product Usage.
- Purchase Behavior:** A section for selecting purchase behavior criteria, including Categories (e.g., Household Care, Fabric Care, All Fabric Care, Personal Care, Baby Care, Pet Care, Food and Beverage) and Lifestyle and Interests (e.g., Social Networking, All Social Networking, Personal Social Networking, Dating and Relationship Social Networking, Professional Social Networking).
- Lifestyle and Interests:** A section for selecting lifestyle and interest criteria, including Social Networking, All Social Networking, Personal Social Networking, Dating and Relationship Social Networking, Professional Social Networking, and Travel.

The interface also includes a navigation menu at the top with options for Overview, Audiences, Campaigns, and Reports. The current date range is July 24, 2012 - August 7, 2012. The user is logged in as "Usermarie".



College Graduates

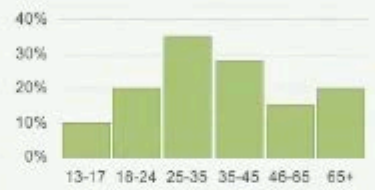
2,684,003

1.8%
of system pop.

Men Women



Age



View | Export

36% Obtained Four-Year Degrees.

40% Obtained Two-Year Degrees.

22% Work in the Public Sector.

Add New Audience

Total Audience
145,362,281

Recent Segments

Heavy Internet Users
Created: 04/19/2012
Tom Swanson

Economist Readers
Created: 04/19/2012
Devon Tighe

Baby Product Searchers
Created: 04/19/2012
Tom Swanson

Daily TV Watchers
Created: 04/19/2012
Devon Tighe

All Demographics Media Consumption Purchase Behavior Lifestyles & Interests Name Size

5,167,149
Chevrolet Buyers

4,567,900
Households with Children 0-3

39,875,407
Daily TV Watchers

6,254,967
Animal Cause Contributors

4. Culture Change & Integration

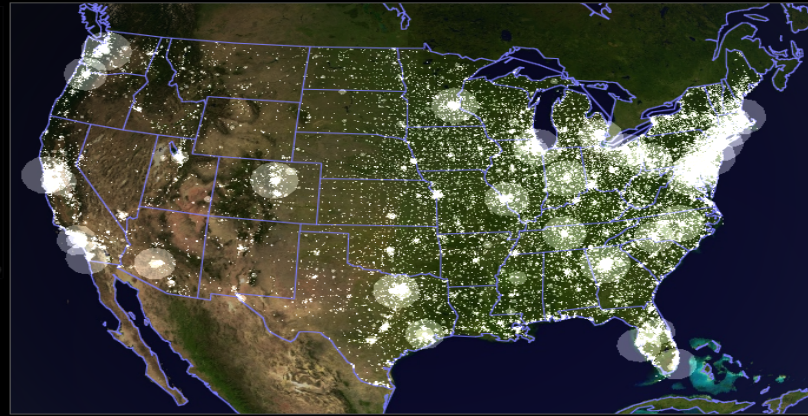
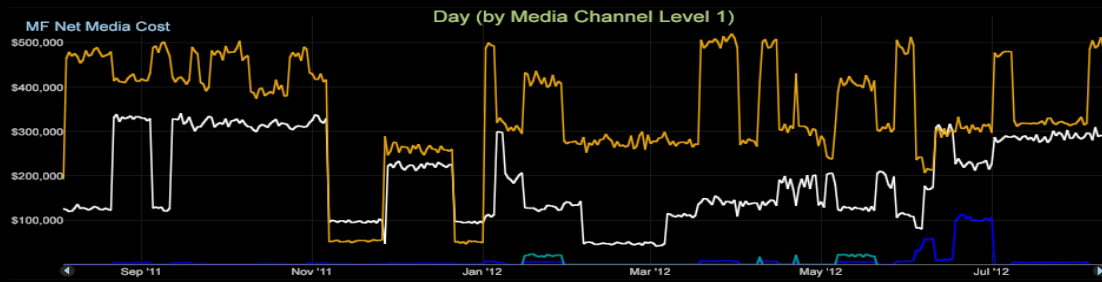
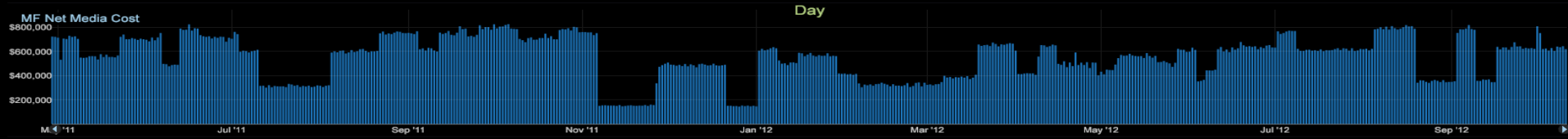


5. Data and Technology Partnerships



5. Data and Technology Partnerships - Example

Spend Report - Traditional and Digital



Brand Position	MF Net Media Cost
ABC	\$117,207,725
XYZ	\$268,699,780

Media Channel Level 1	MF Net Media Cost
Traditional	\$240,613,570
Digital	\$137,438,242
Other	\$7,164,523
PR and Cause related Market	\$691,170
Unknown Datamart Plan Plac	\$0
Unknown	\$0

Media Channel Level 2	MF Net Media Cost
TV	\$198,059,928
Online Display	\$110,550,921
Print	\$27,018,794
Online Search	\$13,504,385
Interactive TV	\$12,477,573
Cinema	\$11,871,159
Reserve	\$4,270,875
Out of Home	\$3,302,590
Production	\$2,818,007
Gaming	\$905,333
Entertainment / Event Spon	\$691,170
Radio	\$361,098
Other	\$75,641
Mobile	\$0
Unknown Datamart Plan Pl	\$0

MF Demographic	MF Net Media Cost
Men 18-24	\$100,265,686
Women 18-49	\$82,920,836
Women 25-49	\$77,191,464
Men 25-54	\$72,404,667
Women 18-34	\$20,501,289
AA 25-54	\$13,854,394

Spend Report - Traditional and Digital



Media Channel Level 1	MF Net Media Cost
Traditional	\$1,984,014
Digital	\$0
PR and Cause related Marketing	\$0

Media Channel Level 2	MF Net Media Cost
TV	\$4,922,593
Online Display	\$5,909,701
Print	\$1,984,014
Interactive TV	\$0
Online Search	\$399,719
Cinema	\$0
Reserve	\$219,789
Out of Home	\$0
Production	\$0
Entertainment / Event Sponsor	\$1,579,550
Gaming	\$0
Radio	\$0
None	\$0
Other	\$0

MF Demographic	MF Net Media Cost
Women 18-49	\$1,984,014
Women 25-49	\$1,685,277
Men 18-24	\$1,180,004
Women 25-54	\$57,654

Brand Position	MF Net Media Cost
XYZ	\$1,984,014
ABC	\$0

Closing Thoughts

- Data fuel the best marketing insight and executions (always have and will)
- WPP companies routinely analyze and act upon High Velocity, Big Data in combination with Foundational Data (sales, brand health, etc) leveraging a combination of proprietary and third-party tools
- We are continually developing more efficient ways of working and net new revenue streams from data
 - “Centers of Excellence” models and procurement initiatives (including the group’s continuing IT consolidation) that leverage WPP scale
 - Leveraging lower cost technologies (e.g. Amazon cloud, Hadoop)
 - Incremental new revenue opportunities from data and analytic products (e.g. Kantar, Wunderman), proprietary trading on data (e.g. Xaxis) and consulting offerings (e.g. OgilvyOne, Wunderman, Globant, Acceleration, Salmon)

