

# KEY EVENTS OF THE YEAR

2021 was a year of success and momentum for WPP.



**JANUARY**

- WPP appoints Rob Reilly as Global Chief Creative Officer



**MARCH**

- Forrester Research, Inc. names WPP a leader among commerce services providers



**APRIL**

- WPP makes industry-leading net zero commitment

Watch video here [wpp.com/sustainability/wpp-net-zero](https://wpp.com/sustainability/wpp-net-zero)



- WPP launches global data company: Choreograph
- WPP publishes US and UK workforce ethnic diversity data for the first time



**JUNE**

- WPP wins most creative company of the year at Cannes Lions

**FEBRUARY**

- WPP and TikTok announce strategic partnership



- WPP acquires DTI Digital
- Sam's Club names VMLY&R as its first Agency of Record



**MARCH**

- AKQA achieves highest position in Gartner's Magic Quadrant
- WPP acquires mobile technology provider NN4M



**MAY**

- AnnaMaria DeSalva, Chairman and CEO, Hill+Knowlton, appointed to WPP Executive Committee



- Jane Geraghty, Global CEO, Landor & Fitch, appointed to WPP Executive Committee



- WPP launches Mental Health Allies programme in the UK
- WPP acquires minority interests in WPP AUNZ, moving to 100% ownership

**JUNE**

190 Cannes Lions won:

- 1 Titanium
- 12 Grand Prix
- 28 Gold
- 57 Silver
- 92 Bronze



**JULY**

- WPP receives Sitecore's Global Excellence in Solution Delivery award
- WPP's second NextGen Leaders programme for early-career talent



Unilever

**SEPTEMBER**

- Mindshare retains Unilever's global media account



- WPP and Snap Inc. launch Augmented Reality partnership



- TD Bank awards its North American creative accounts to Ogilvy and DAVID



**NOVEMBER**

- WPP appointed as The Coca-Cola Company's Global Marketing Network Partner



- Google consolidates its entire global media account with Essence and MediaCom
- WPP tops the WARC rankings for creativity, effectiveness and media
- WPP acquires Cloud Commerce Group



**AUGUST**

- WPP acquires AI technology company Satalia



L'ORÉAL

- Wavemaker wins L'Oréal's global media account

**SEPTEMBER**

- Ogilvy wins Sainsbury's digital creative account

Sainsbury's

- Bayer names MediaCom as global media agency



- WPP announces first successful applications to its Racial Equity Programme



**OCTOBER**

- Finsbury Glover Hering and Sard Verbinen & Co merger



- WPP appoints Jennifer Remling as Global Chief People Officer



- Wavemaker wins Beiersdorf's global media planning and strategy account

**DECEMBER**

- #1 in R3's creative new business rankings
- WPP and WHO launch the \$5 Vaccine campaign



- WPP achieves leading A- rating in the CDP sustainability rankings



- Creative studio Made Thought joins WPP