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## **WPP EXPANDS MARKETING TECHNOLOGY PARTNERSHIP WITH ADOBE**

WPP, the world's largest communications services group, today announced the expansion of its strategic partnership with Adobe, the global leader in digital marketing software, to provide marketing solutions to clients through a coalition of specialist WPP agencies called the WPP-Adobe Alliance.

The WPP-Adobe Alliance brings together and makes available to clients Adobe Marketing Cloud capabilities across six WPP agencies and more than 1,000 experts in over 20 locations.

Combining the breadth of WPP's digital agency network with the depth of its individual companies' expertise, it also leverages the Group's access (unique amongst its competitor set) to proprietary data through its data investment management business.

The launching members of the WPP-Adobe Alliance include Acceleration, Cognifide, KBM Group, Mirum, VML and Wunderman. Among these agencies are some of Adobe's earliest partners, and all have extensive experience of successful Adobe Marketing Cloud implementations for WPP's top global clients.

As an Adobe Premier Partner, WPP has committed to developing the skills required to design, develop, sell, deploy and operate solutions at a high level of expertise using Adobe technology throughout its network of companies.

WPP agencies hold certifications across the Adobe product portfolio. Wunderman, for example, was the first global Adobe partner to become a Specialized Partner for Adobe Campaign in both North America and EMEA. Cognifide has delivered expertise in Adobe Experience Manager for more than 10 years. Mirum Asia was named Adobe's Digital Marketing Partner of the Year for three years in a row.

The WPP-Adobe Alliance is headed by Vice President of Strategic Partnerships, Kelly Ann Bauer. It is part of WPP's Technology Partnership Program, an initiative led by Chief Digital Officer Scott Spirit to coordinate and promote the Group's relationships with key providers of marketing technology services.

Sir Martin Sorrell, CEO of WPP, said: "The joint Adobe-WPP proposition is a very powerful one: Adobe's leading marketing technology solutions alongside WPP's unique ability to leverage the collective capabilities of our agencies, and our proprietary data, for the benefit of our global client base.

"The WPP-Adobe Alliance extends our combined offering beyond the footprint of a single WPP company through the creation of bespoke teams, enabling clients to respond more strategically and more efficiently to their biggest marketing challenges."

“Through the WPP-Adobe Alliance, WPP clients can now yield the greatest return from their Adobe Marketing Cloud investments,” said Shantanu Narayen, president and CEO of Adobe. “We are excited about taking our successful digital marketing partnership with WPP to another level.”

#### **Further information**

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#### **About Adobe Marketing Cloud**

Adobe Marketing Cloud empowers companies to use big data to effectively reach and engage customers and prospects with highly personalized marketing content across devices and digital touch points. Eight tightly integrated Solutions offer marketers a complete set of marketing technologies that focus on analytics, web and app experience management, testing and targeting, advertising, video, audience management, social engagement and campaign orchestration. The tie-in with Adobe Creative Cloud makes it easy to quickly activate creative assets across all marketing channels. Thousands of brands worldwide including two thirds of Fortune 50 companies rely on Adobe Marketing Cloud.

#### **About WPP**

WPP is the world’s largest communications services group, with billings of nearly US\$76 billion and revenues of nearly US\$19 billion. Through its operating companies, the Group provides a comprehensive range of advertising and marketing services including advertising & media investment management; data investment management; public relations & public affairs; branding & identity; healthcare communications; direct, digital, promotion & relationship marketing; and specialist communications. The company employs over 188,000 people (including associates and investments) in more than 3,000 offices across 112 countries.

WPP was named Holding Company of the Year at the 2015 Cannes Lions International Festival of Creativity for the fifth year running. WPP was also named, for the fourth consecutive year, the World’s Most Effective Holding Company in the 2015 Effies, which recognise the effectiveness of marketing communications.