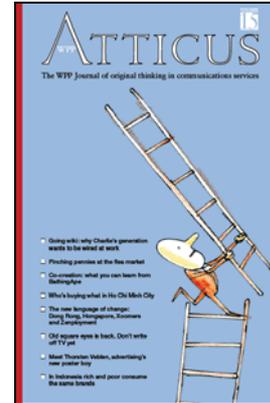


## WPP'S 2009 ATTICUS JOURNAL NOW OUT

### Recession Special!

**LONDON** — Tough times call for smart thinking. With marketing budgets stretched to the limit, fresh insights and understandings are at a premium. So this year's *Atticus Journal*, WPP's annual marketing publication of original thinking in communications services, has rarely been more pertinent. The content of the *Journal* is drawn from WPP's Atticus Awards program, the Group's global competition. The 2008 contest, open to Group companies worldwide, attracted reports, papers, books, articles, blogs, from 36 countries, across all the marketing disciplines. The winning entries, now collected and extracted in WPP's annual *Atticus Journal*, are as follows.



The **Grand Prix** went to **Frederique Covington with Guillaume Pagnoux of Bates 141 Asia Pacific**, for their inventive publication, the *Dictionary of Change*. Described as “an annual handbook to inspire new ideas on how brands can engage with people”, the *Dictionary of Change* is a collection of 137 ‘change words’ selected to capture an irreversible shift in the market place, which could be harnessed by businesses. Examples range from ABG, an abbreviation of ‘Anak Baru Gede’, which is Indonesian for a grown-up kid; to Zenployment, the quest for a more compassionate career. The terms in the book were chosen from more than 1,000 words submitted from around the globe, including terms in Chinese, Japanese, Malaysian, Indonesian and Korean as well as English.

Other notable Atticus winners include:

- **Rory Sutherland of Ogilvy London for his widely followed blog on advertising;**
- **Rohit Bhargava of Ogilvy PR, Washington DC, whose book *Personality not Included* examines how companies can endow their brands with personality;**
- **the book *BrandDigital* by Allen Adamson of Landor, New York, on managing brands in the digital world;**
- **Ogilvy London’s Tim Jones and Tom Baxter for the paper *TV is Dead, Long Live TV* - arguing that TV advertising in the UK is still highly relevant;**
- ***Ogilvy on Recession*, a collection of downturn-related marketing thought-leadership papers from Ogilvy professionals worldwide; and**
- **John Gerzema with Edward Lebar of Y&R New York for their book, *The Brand Bubble*, which identifies a looming crisis of over-valued brands.**

WPP's annual Atticus Awards have been running since 1994, the idea being to encourage thought leadership throughout the Group through the publication of original thinking in all disciplines likely to be of practical value to clients. The winners were chosen from a record number of 275 entries comprising thinking published during 2008. External judges of the Awards were Simon Clift, global chief marketing officer of Unilever; Rik Kirkland, principal and director of publishing at McKinsey & Co; and Judie Lannon, editor of *Market Leader*, the British Marketing Society's journal. They were unanimous in their view that the standard of shortlisted entries was outstanding and exceeded expectations.

The winning authors of the Atticus Awards share \$55,000 in cash prizes; winning entries are published in edited form in WPP's annual *Atticus Journal*, which is distributed to key clients and online at WPP's *Reading Room* portal for published thinking. This year, for the first time, the Atticus winners and other shortlisted entries will also be available through the online services of Warc, the marketing communications publisher, where WPP work will sit alongside Warc's other partners - industry authorities such as the IPA, the 4As, ESOMAR, Market Research Society, Advertising Research Foundation, the US and Euro Effies and related bodies in Canada, Australia and New Zealand.

**For further information, please see [www.wpp.com/readingroom](http://www.wpp.com/readingroom) or contact Feona McEwan, London: T. + (0)20 7408 2204**