

## **WPP most creatively-awarded global group in Cannes**

### **Based on creative excellence of its agencies, WPP named Holding Company of the Year at 2011 Cannes Lions International Festival of Creativity**

WPP (NASDAQ:WPPGY), the global communications services group, was recognized at the weekend as Holding Company of the Year by judges at the 2011 Cannes Lions International Festival of Creativity, the world's premier showcase for excellence in communications. This marks the first time the Cannes Lions have measured and recognised creative performance at the parent company level.

Based on the collective number of Cannes Lions awarded to WPP agencies for creative excellence, WPP accumulated 1,219 points in the competition, followed by Omnicom second with 1,152 points and Publicis with 744 points.

WPP Chief Executive Sir Martin Sorrell said, "On Saturday in Cannes, WPP was given a special award as the number one Holding Company in the industry by a considerable margin. This is the first time that the award has been made. We are proud of this industry-leading achievement. Thanks to all our clients and to every one of the 146,000 WPP people for making this happen. Congratulations to our family of companies on this great achievement."

Cannes Lions were awarded to agencies across the Group and across the marketing disciplines: Ogilvy, JWT, Y&R and Grey, but Bates 141, Senora Rushmore, Santo, Monday, TAXI, LDV United, CHI & Partners, Campaign Palace, Johannes Leonardo, Scholz & Friends, Ikon Communications, Mindshare, MEC, Mediacom, Maxus, Burson-Marsteller, Hill & Knowlton, Landor, The Partners and Possible Worldwide.

Awards were won by WPP agencies from more than 30 countries across all continents, including most notably a prestigious Grand Prix awarded to JWT Shanghai, the first time a Chinese agency has ever won this top prize.

Commenting on this industry recognition, WPP Worldwide Creative Director, John O'Keeffe said: "Cannes is the only global, cross discipline show, covering advertising, design, digital, media, promo, effectiveness, and everything else besides. It doesn't aggregate the scores of other shows, so you can't inflate your ranking on the back of just one or two pieces of work. If you are number one at Cannes, you've done it the hard way, the proper way, the only way. Congratulations to all my colleagues and all WPP clients around the world. Cannes 2012 starts today! "

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**For full announcement, click here:**

[http://www.canneslions.com/work/special/index.cfm?entry\\_type=112](http://www.canneslions.com/work/special/index.cfm?entry_type=112)

### **Background on Cannes Lions**

The Cannes Lions International Festival of Creativity, also known as Cannes Lions, is the world's biggest and most prestigious celebration of creativity in communications. This year a record 28,828 entries from all over the world across 13 categories were showcased and judged at the Festival. Full information about the 2011 Awards, winners and full credits can be found at: [www.canneslions.com](http://www.canneslions.com)

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