

## **Three WPP agencies named a Leader in independent report on US interactive agencies**

### **OgilvyInteractive, VML and Wunderman recognised for their strategy and execution capabilities**

Three WPP agencies have been identified as a Leader in the **Forrester Wave™: US Interactive Agencies - Strategy and Execution, Q3 2009**. The independent report, administered and written by Forrester Research Inc. analysts, assessed the state of the interactive agency market to see how the top US digital agencies compare. The report evaluates the strategy and execution capabilities of the top 11 digital agencies against 39 criteria. On this basis, VML, OgilvyInteractive and Wunderman were each recognised as a Leader.

OgilvyInteractive received full marks in three of the five Strategy criteria (Product/Services road map, Discovery and Innovation, and Focus and Reach) and a top score for Account Management. The report said, "With traditional powerhouse Ogilvy as its parent company, OgilvyInteractive is able to offer marketers a holistic agency that can work across both online and offline marketing and manage a brand under a single agency umbrella. Moreover marketers in need of more advanced analytics will find that OgilvyInteractive rivals any other competitor."

VML was recognised as a Leader with the comment: "VML performs at high levels across all major criteria including digital strategy, development and execution, measurement and analytics, social and emerging media and a unique vision with a clear road map." VML was ranked number one in the Current Offering category, including the top score for the Strategy of its current offering.

Wunderman earned the highest scores for Measurement and Analytics, Account Measurement, as well as Development and Execution. In addition, Wunderman earned perfect scores for its Focus and Reach and Product/Services road map. The report commented: "Overall, the Wunderman network makes sense for marketers looking to leverage a network of holistic agency capabilities founded in direct marketing." The Wunderman network of digital agencies in the US includes ZAAZ, Blast Radius, DesignKitchen and Wunderman.

To conduct the review, Forrester Research fielded surveys from more than 30 agencies included in *Advertising Age's* Top 50 Digital Agencies Report. The review group was narrowed to 11, with each of the agencies having annual interactive revenue of at least \$100million in 2008, at least 5 new client engagements in that year (with a retention rate of 90% or more) and at least 7 of the following 9 leading service offerings: digital strategy, web development, technology architecture and support, creative (advertising)

services, email/CRM, analytics, media planning and buying, search marketing and emerging media.

For access to the complete report and more information on the individual agencies, please go to [www.wpp.com](http://www.wpp.com) <<http://www.wpp.com>>

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