



The Government & Public Sector Practice

FOR IMMEDIATE RELEASE

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WPP launches Government & Public Sector Practice

WPP has today launched a global Government & Public Sector Practice to drive excellence in government communications.

WPP agencies have worked with governments for decades, helping them to tackle critical policy issues through effective communication with citizens.

Key areas of activity include: communications for development; communications for public policy and services; public sector recruitment; country branding and tourism, trade and investment marketing; and digital government.

The Practice will give public sector organisations a single point of access to WPP's combined resources, bringing together multidisciplinary teams of agencies to meet clients' needs.

It will also be a hub for WPP's best thinking on government communications and our companies' experience of "what works." It will partner with leading academics and innovators on research and development.

Sir Martin Sorrell, CEO of WPP, said: "Government policies rarely succeed if the communication fails. I am proud of our agencies' role in supporting governments around the world, providing the communications that make public policy and public services work. The new practice builds on our long track record of world-class work for the public sector."

The Practice will be led by Dr Michelle Harrison, who is also CEO of TNS BMRB, the UK's leading social research agency.

Harrison said: "This practice is timely because we are seeing a paradigm shift in the way governments think about the role of communications in delivering public policy. Some of the most pressing problems of the 21st century will be best solved by government working in partnership with citizens to help them make the right choices. That puts deep citizen insight, human understanding and creativity at the heart of successful policymaking."

WPP agencies currently work for governments in over 60 countries, as well as for numerous multilateral organisations, public organisations, and regional and local governments.

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Note to editors

The Government & Public Sector Practice only covers WPP companies' work for government departments and their agencies. It does not include work for politicians, political parties or political causes, nor does it include government relations and advocacy work on behalf of third parties.

Further information

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