OUR OFFER TO CLIENTS

As announced at our investor day on 11 December 2018, our new offer comprises four areas – each of which is critical to success for modern clients. This more contemporary and future-facing offer better serves clients’ needs as they react to the changing marketplace, and expands our own business in high-growth sectors.

- Focuses on advertising, branding and identity, content, media investment, public relations and public affairs, and healthcare. From page 8
- Reflects the growing need of clients to create new brand, product and service experiences. From page 16
- Allows WPP to expand its growing omni-channel commerce business and its work with brands to help them succeed in marketplaces such as Alibaba and Amazon. From page 22
- Underpins WPP’s work with both CMOs and CIOs to build and operate marketing technology that supports their consumer- and customer-facing activities. From page 28

The areas of experience, commerce and technology already represent approximately one quarter of WPP’s revenue.

Importantly, this is our offer to clients, not our organisational structure.
COMMUNICATIONS

Our capabilities in advertising, branding and identity, content, media investment, public relations and public affairs, and healthcare give us unmatched breadth and depth in the world of communications.
We apply vision, imagination and creativity to the task of solving business problems. Our ideas – and the many different ways in which we share them – inspire audiences, build brands and deliver transformative results for our clients.

**WHAT WE OFFER**
Advertising/branding & identity/content/media investment/public relations & public affairs/healthcare

**OPPORTUNITY**
Growth is expected to be driven by media (programmatic, search and innovation), content creation, social media/influence and healthcare

$1tn market in 2018 +/- 3% growth in 2018

Source: GroupM – This Year Next Year Worldwide Media Forecast

**CLIENTS INCLUDE**
- BT
- Bumble
- Burger King
- Coca-Cola
- Colgate
- Ford
- Google
- IAG
- IBM
- J&J
- Lenovo
- Microsoft
- P&G
- Pfizer
- Tramontina
- Unilever
- Via Varejo
- Vodafone
- Volkswagen
- Xiaomi
Bumble is a women-first social networking app built around kindness, respect and equality that challenges antiquated social norms by empowering women to make the first move.

Bumble wanted to position themselves as not just a dating app, but a network that connects people worldwide, from dating and friendship to professional networking. And they wanted to do it during one of the largest televised events in the US – the Super Bowl.

VMLY&R was given the task of creating a commercial that focused on changing the conversation of gender norms. Bumble’s agency of record, FlyteVu, secured a woman known for making bold moves on and off the court, Serena Williams, as the voice for this empowering message.

The ad was made by a female-led team, and women everywhere heard the message loud and clear as it became the single most engaged-with commercial on Facebook for Super Bowl 2019.

7.2bn
earned media impressions
January 2019 – February 2019

11.8m
views on social
February 2019
BOO000!
JUST KIDDING, WE STILL
FLAME GRILL OUR BURGERS
HAPPY HALLOWEEN
CREATIVITY TO DIFFERENTIATE

AGENCY
DAVID (OGILVY)

CLIENT
BURGER KING

The Quick Service Restaurants industry in the US is one of the most competitive in the world. In a sector dominated by McDonald’s, DAVID helps Burger King find creative ways to punch above its weight and budget.

With a challenger mindset born out of Burger King’s brand DNA and position in the marketplace, DAVID takes an unconventional approach designed to generate conversation – from a Google Home hijack to posters of Burger King stores in the process of burning down and the first Super Bowl spot for more than a decade.

With campaigns such as Burger King Crown, Proud Whopper, Google Home of the Whopper, Burning Stores, Whopper Sign and Scariest BK, DAVID’s leftfield and contemporary work has consistently delivered value for the client.

50+ Cannes Lions for Burger King and DAVID 2015-2018

4 including four Grand Prix
Essence is part of GroupM, the world’s leading media investment company. Its 13-year relationship with Google began with a small engagement and has grown to include the full spectrum of the agency’s offering.

As Google’s global digital agency of record, Essence has scaled with Google to meet demand in offline media, creative, data science and experiential innovation. At the same time, it has continued to expand its foundation in data-driven, end-to-end campaigns management – from media strategy and planning through buying, ad operations and advanced analytics.

Essence is the largest user of Google’s marketing platforms, and partners with its marketing, product and sales teams to realise Google’s ambition of being the world’s greatest digital marketer. Essence has supported each generation launch of the Pixel phone, and driven awareness and sales of products like Home and Assistant from inception.

Essence’s work touches virtually every corner of Google, leading campaigns for 48 products in 2018, including core brand services (Search, Chrome, Assistant), hardware brands (Pixel, Home, Nest, Chromebook), entertainment platforms (YouTube, Google Play), B2B (AdWords, Cloud) and several new growth-oriented business lines.

The agency has delivered 833 campaigns for Google across 106 countries, representing hundreds of millions in media spend – a figure that continues to rise every year as Essence drives quantifiable results for its client.

833 campaigns supporting 48 products in 2018
EXPERIENCE

Expertise in UX, service design, platforms and applications allows us to create vivid and compelling brand experiences for clients.
We bring brands to life through engaging, unexpected and interactive experiences. Whether it’s a mobile app, an augmented reality solution or a retailer’s Christmas journey, we design experiences that forge closer and more enduring relationships between companies and their customers.

**WHAT WE OFFER**
Customer experience design/ platforms and websites/ mobile applications/ innovation, eg voice, augmented reality

**OPPORTUNITY**
Growth is expected to be driven by integration of online and offline experience, innovation (particularly in devices) and experiences, eg in-car, product, voice

$c.100bn$ market by 2022

5-10% compound annual growth rate 2017-2022

Source: Exane BNP Paribas

**CLIENTS INCLUDE**
- adidas
- Amazon
- Alibaba
- Delta
- Dyson
- EY
- Google
- Netflix
- Nike
- TataSky
- Verizon
A UNIQUE ROUTE TO MARKET

AGENCY
POSSIBLE

CLIENT
ADIDAS GLITCH

adidas GLITCH is a new football boot concept aimed at a new generation of players. To connect with this audience of football creators, POSSIBLE set out to disrupt the category by launching a fully mobile experience and a unique route to market.

The GLITCH app is designed to reach young players where they spend most of their time – on their phones, on the move – and connect them to the GLITCH product and the influencers who launched the boot.

Now live in London, Berlin and Paris, the GLITCH app houses everything in the customer journey from first interaction with the product, booking test sessions and purchasing, right through to delivery in four hours. The GLITCH boots can only be bought through the app.

Customer service (from the influencers themselves) is built into the app, and users come back again and again post-purchase for entertaining user-generated content.

GLITCH is now adidas’ second biggest-selling football franchise online behind Predator, a boot that has over two decades’ history and budgets that are well over 10 times those for GLITCH.

Achieved without the usual big budgets, big-name online stores and Premier League football stars, GLITCH has turned the industry upside-down and created a completely new relationship between brand and consumer.

>60k downloads in first 30 days (across London, Berlin, Paris)
68% average conversion of invite to download, with peak of 73% in London
20 Awards
5 Cannes Lions
ONLY YOUR VOICE WILL SET YOU FREE

AGENCY
AKQA

CLIENT
AMAZON

Millennials are the biggest adopters of technology, but even they overlook the thousands of capabilities that come with voice-first interfaces. Amazon wanted to expose Alexa to this advertising-resistant audience by creating an immersive experience that required an active exploration of its wide range of skills.

As the top attraction at New York Comic Con, Amazon Echo Escape gamified the smart home by creating the world’s first escape experience powered by voice. Set in the world of Tom Clancy’s Jack Ryan, players exploited Alexa’s capabilities to gain intel, crack codes, control smart-home devices, interact with live actors and ultimately set themselves free.

The experience culminated in a Twitch broadcast featuring top gaming personalities CaptainSparklez, Swiftor and OMGitsfirefoxx. Each tested their wits live while over one million online participants intervened – choosing either to help or hinder their progress.

During four days at New York Comic Con, hundreds of attendees used Alexa to escape, while more than 5,000 queued for a chance to play, with reservations claimed within the first hour of opening.

1.5m+ online participants during the three-hour broadcast
43,000+ gameplay engagements during the three-hour broadcast
5,000+ queued for a chance to play at New York Comic Con
With deep retail experience, including creating direct-to-consumer platforms and helping clients navigate marketplaces such as Amazon and Alibaba, we deliver cutting-edge commerce solutions.
Today every major business is an ecommerce business – because that’s where consumer spending growth is coming from. We help companies drive sales growth and customer acquisition across all channels, providing everything from site builds to strategic consultancy.

WHAT WE OFFER
Direct-to-consumer/omni-channel retail/ marketplaces, eg Amazon, Mercado Libre

OPPORTUNITY
Growth is expected to be driven by grocery, direct-to-consumer, non-retail (eg airlines, banks etc) and marketplaces

$9.5bn 15%
platform spend by 2021
growth FY 2017-FY 2018

Source: Forrester – Data Commerce Platform Technology Forecast

OUR STRATEGIC PARTNERS INCLUDE
Adobe
Alibaba
Amazon
Commercetools
Google
IBM
Intershop
Salesforce
SAP
Shopify

CLIENTS INCLUDE
Amazon
Alibaba
Asian Paints
Audi
Bank of China
Coca-Cola
DFS
Diageo
Illy
Oreo
P&G
Sainsbury’s
Unilever
YOOX NET-A-PORTER GROUP
DFS, the UK’s leading upholstery retailer, wanted to offer a smarter shopping experience that was seamless and integrated across all customer touchpoints. DFS approached Wunderman Thompson Commerce with this challenge, which centred on building and extending its digital platform.

Wunderman Thompson’s solution included moving DFS to a new customisable, scalable platform that was responsive across devices and offered improved efficiencies alongside exceptional customer experience.

Innovative digital signage in-store helped DFS maximise available store space, while a new dynamic routing system and mobile app optimised the routes and schedules of thousands of orders every day. The solution has improved delivery efficiency and arrival time accuracy, as well as creating substantial cost savings.

Wunderman Thompson Commerce also helped DFS to become the first UK furniture retailer to offer augmented reality (AR) on its website, allowing iPhone and iPad users to place a piece of furniture in their home and visualise how it looks and fits before purchase. Results show that users of the AR feature are significantly more likely to go on and make a purchase.

The platform built by Wunderman Thompson Commerce continues to underpin the client’s digital transformation and drive strong growth in online sales.

**Awards**

- Delivery Initiative of the Year at the Retail Systems Awards 2018
- Digital Experience, Best Use of Cloud/Virtual Agents and Best Omnichannel Experience at the UK Digital Experience Awards
Oreo needed to grow its brand equity and sales in China. To help it do that, VMLY&R created a whole new ecommerce brand experience.

The Oreo Music Box is a mini turntable that plays music when an Oreo cookie is placed on it. The music changes with every bite. VMLY&R led the design, prototyping and commercialising of the Oreo Music Box for scale production, and worked with Oreo to develop a special-edition ecommerce bundle pack.

The agency also worked with Alibaba Tmall – the world’s largest ecommerce site – to create a unique user journey for consumers, allowing them to order and personalise their own Oreo Music Box.

For launch, VMLY&R targeted Oreo lovers on the Alibaba media ecosystem (social, video and ecommerce) to drive up anticipation, and debuted the product on Tmall Super Brand Day.

The Music Box sold out in half a day, successfully elevated the Oreo experience above fierce category competition, and set a new standard for ecommerce product development in China.

¥1m of sales in first hour 46m social impressions gained over Super Brand Day period, ~1 week
Our data management, marketing technology consulting and systems integration services, alongside our unique partnerships with the world’s leading technology companies, deliver value and growth for our clients.
Companies increasingly use technology at the centre of their marketing to create closer connections between their brands and consumers. We consult on, architect, build, integrate and run platforms and applications for clients, and use our relationships with technology companies to offer efficient, effective and scalable solutions.

WHAT WE OFFER
Data management/marketing technology consulting/systems integration

OPPORTUNITY
Growth is expected to be driven by Adobe and Salesforce practices, agnostic consulting on technology choice and CMO/CIO alignment

$300bn market by 2022

5-10% compound annual growth rate 2017-2022
Source: Exane BNP Paribas

OUR STRATEGIC PARTNERS INCLUDE
Acquia
Adobe
Google
IBM
Microsoft
Oracle
Salesforce
SAP
Sitecore

CLIENTS INCLUDE
adidas
DELL
Ford
H&M
HSBC
LinkedIn
Mahindra Holidays
Microsoft
Unilever
Volvo
When LinkedIn needed a partner to implement its marketing technology vision, they turned to Verticurl. LinkedIn was seeking brand consistency across a diverse business portfolio, the ability to scale marketing operations globally and help managing a high volume of campaigns. Verticurl's approach curated a suite of marketing solutions, providing a fully centralised operating model, a marketing operations partner with global scale, unified processes and workflows, systems integration, campaign operations for email and web, and in-region support across approximately 30 markets.

The solution, which enables LinkedIn to deliver 2,640 campaigns annually worldwide, has produced an increase in global campaign deployments and a reduction in costs through process automation and platform governance.

17% increase in global campaign deployments January-September 2018

22% reduction in costs January-September 2018
PERSONALISATION AT SCALE

AGENCY
Cognifide

CLIENT
Ford

Ford tasked Cognifide with the delivery of a seamless global customer experience and the capability to talk to customers individually, but at scale.

The initial technical vision was to take the model of flexible, scalable vehicle production and apply it to web development. Cognifide created a single platform to equip all European markets with the foundation on which to build their local sites, in their own language, featuring their own vehicles, ensuring the correct specification, legal compliance, consistency across all devices and a joined-up user journey across the sites. All with a globally consistent look and feel.

However, web is just one channel in Ford's mix. The greater challenge was to provide Ford with a single view of the customer across multiple channels to enable them to automatically personalise messaging at scale. Working with Adobe, Wunderman Thompson and GTB, Cognifide achieved a world first in integrating Adobe Experience Manager, Campaign, Target, Audience Manager and Analytics, stitching together the data and capability required to automate a personalised approach.

This innovation, applied to a campaign targeting prospects known to be in the market for new vehicles, saw significant growth in clicks to leads (test drive requests, brochure requests, contact dealer requests) and reduced cost per lead due to platform efficiencies.

76% rise in clicks to leads in the first half of 2018

16% reduction in cost per lead in the first half of 2018
MUSTANG BULLITT