

# CREATIVITY

Our most important competitive advantage is being able to respond to our clients' needs with creativity and imagination.

## How we are delivering on our strategy

### REINVENTING CREATIVITY

The creativity of our people – the power of their ideas to deliver results for clients – is what makes WPP special and what differentiates us from other professional services firms. WPP has great creative strengths, but we must continue to invest in talent and reinvent creativity on an ever-broader canvas. We also need to apply technology more effectively to enhance our creative capabilities at scale.

Last year we announced a renewed commitment to and investment in creativity and creative leadership. In the first year, this has enabled us to attract new world-class talent, with significant hires across key markets.

### Progress in 2019

- Recruitment of high-profile creative leaders, including six key hires in the United States
- Strong performance at Cannes, including five Grand Prix, one Titanium Lion, 17 Gold, 59 Silver and 107 Bronze
- Continued demonstration of creative firepower with four spots at Super Bowl 2020

### Focus for 2020

- Use the power of creativity to support clients, NGOs and governments during the Covid-19 crisis
- Recruit leading creative talent, particularly in the United States
- Develop learning programmes that keep our creative leaders innovating in a rapidly changing landscape
- Enable creative talent to move more seamlessly across the Company

## INFINITE IN MOOD AND EXPRESSION

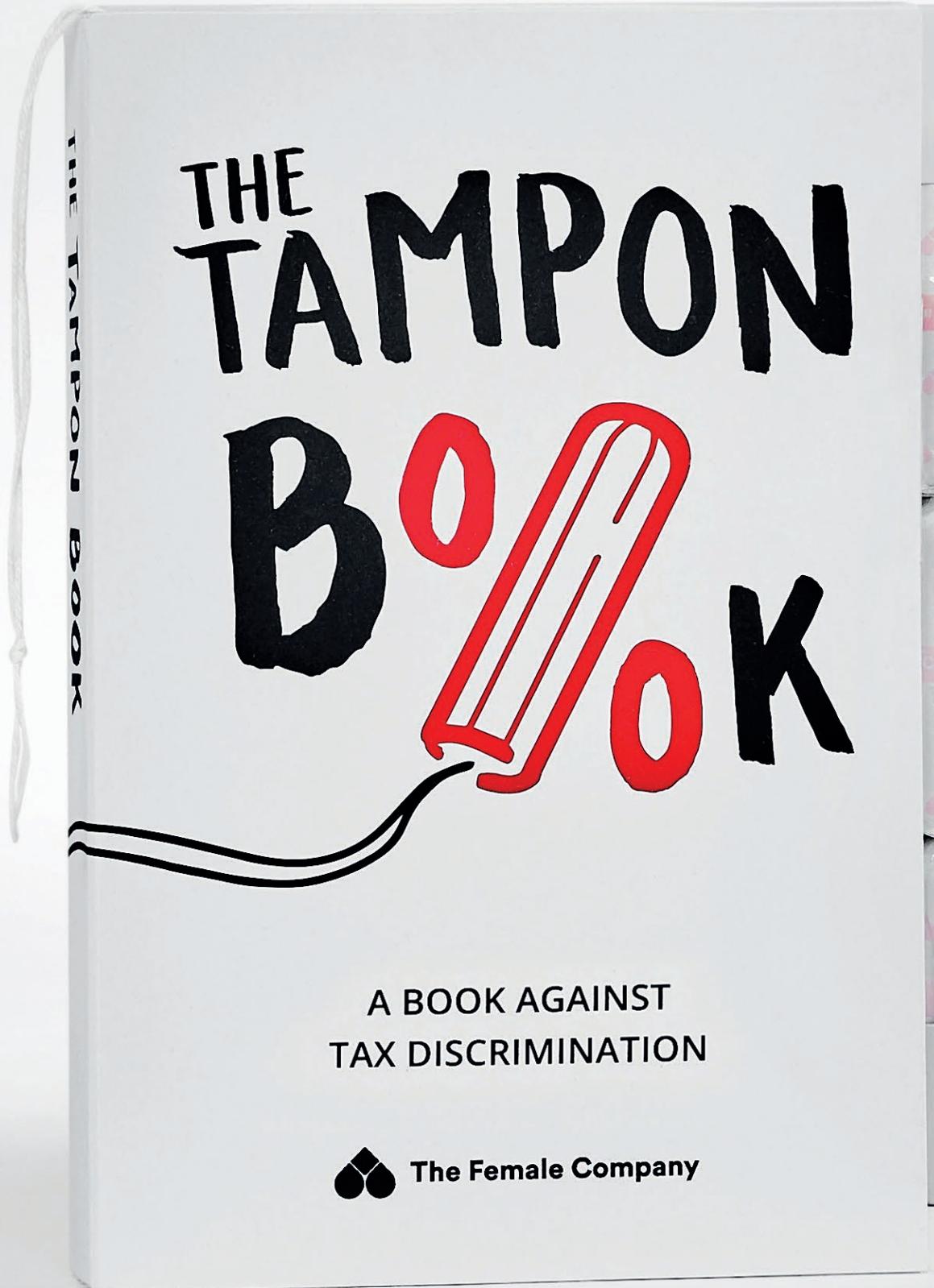
**AGENCY**  
**SUPERUNION LONDON**

**CLIENT**  
**BBC TWO**

BBC Two is a runway for the boldest and most risk-taking programming, with stories that surprise you at every turn. This brand, created in collaboration with BBC Creative and over a dozen renowned digital artists from around the world, puts diverse, contrasting emotions at the heart of the viewer's experience through dynamic animations. Infinite in mood and expression, and every bit as unpredictable as the cutting-edge content either side of it.

### Winner

Cannes Lions, D&AD, New York Festivals and Art Directors Club New York



## CREATIVE ACTIVISM

**AGENCY**  
**SCHOLZ & FRIENDS**

**CLIENT**  
**THE FEMALE COMPANY**

In Germany, tampons and other female sanitary products attract the top value added tax rate of 19% while many luxury goods – like truffles and oil paintings – are taxed with the reduced rate of 7%. The so-called tampon tax has already been abolished in some countries.

The Female Company, an online shop that sells organic female sanitary products, decided to take on the discriminatory tax. To gain attention for the tampon tax with media, influencers and politicians, Scholz & Friends outsmarted the tax law with the law itself.

The agency packaged tampons in books which are also taxed with the reduced rate of 7%. But *The Tampon Book* is much more than smart packaging that hacked the German tax system. *The Tampon Book* contains 45 pages with bold illustrations and empowering stories about menstruation, taboos and feminism and successfully promoted a petition that urged the German Parliament to discuss the abolition of the tampon tax.

It was subsequently announced that the reduced VAT rate will be charged for female sanitary products, and this became law in January 2020.

**Winner** **10,000**  
**Cannes Grand Prix** **copies of the book sold**  
**and four Lions** **April-October 2019**



# DNA DISCOUNTS

AGENCY  
**OGILVY**

CLIENT  
**AEROMEXICO**

Aeromexico wants everyone to know there are no borders within us. And while the United States is the top destination for people flying from Mexico, Mexico is far from the top destination for people flying from the United States.

Ogilvy worked with the commercial airline to change that and set out to prove, for many people, Mexico is not just a place on the other side of the border. The agency visited Wharton in Texas and interviewed people who said they would never go to Mexico. It was not their "cup of tea", with one person, Bill, saying he likes tequila and burritos – but does not like Mexico.

People with Mexican heritage in the United States are on the rise – even if many do not realise it. Ogilvy gave DNA tests to their interviewees and offered discounted flights based on their percentage of Mexican descent: the more Mexican they were, the greater the discount. The results shifted perspectives. Bill discovers he is 18% Mexican, entitling him to 18% off flights; he boasts that this is 3.6% better than his wife's result.

With limited budget, the agency focused on social media and delivered 1.6 billion impressions including media coverage in *The New York Times* and *TIME*, as well as on broadcast networks including Fox News and CNN. The campaign was a viral hit.

## 1.6bn

earned media impressions

January 2019

## 33.7%

increase in ticket sales from the United States to Mexico

In January 2019 vs average monthly revenue in 2018



