

DATA & TECHNOLOGY

We are using technology to harness our collective intelligence, ingenuity and scale for the benefit of our clients.

How we are delivering on our strategy

DRIVING INNOVATION

Our technology strategy came to life in 2019. We established the central WPP technology team to manage our technology partnerships, product and data portfolio, and technology skills acceleration; we created a WPP Technology Council to increase collaboration and knowledge transfer between our agency technology leaders; and we delivered technology innovation in areas as diverse as creative AI, campaign optimisation and market simulation for clients around the world.

Progress in 2019

- Established the WPP technology team and cross-agency Technology Council
- Developed 360° partner programmes with all our key technology partners (Adobe, Amazon, Facebook, Google, IBM, Microsoft and Salesforce)
- Rationalised our internal product development strategy

Focus for 2020

- Launch and drive adoption of WPP OPEN, a business platform to share the best technology and data innovations from across the Company
- Accelerate our AI and creative technology skills development
- Increase our joint go-to-market activity with partners



**"TECHNOLOGY
HELPS US SOLVE
THE COMPLEXITY
OF MODERN
MARKETING."**

Stephan Pretorius
Chief Technology Officer

OUR UNIQUE APPROACH

SCALED GLOBAL PARTNERSHIPS

Leveraging our partnerships with the world's leading technology companies to create differentiated offerings and grow our capability

WPP OPEN

The development of WPP OPEN, a business platform to make the best data and technology solutions from across WPP and our partners available to all



WPP

DISTRIBUTED INNOVATION

Stimulating innovation to occur in a structured way in all our agencies

DEEP SPECIALISATION

Continuing to enhance our specialised technical capabilities in advertising and marketing technology



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The sweet spot [Food](#)
Tamal Ray's recipe for lemon and ginger friends

These lovely, light cakes are enriched with browned butter and spiked with the kick of stem ginger



Key words relating to

Recipes



Hey Google, add ginger to my shopping list.



[Learn more](#)



Lemon and ginger friends for dessert tonight



[Learn more](#)

HUMAN CREATIVITY MEETS ARTIFICIAL INTELLIGENCE

AGENCY ESSENCE

CLIENT GOOGLE

How do you create personalised online ads that do not use personal data?

Through combining smart copywriting with AI language and image recognition, Essence and Google are pioneering a future where ads can be relevant, meaningful and helpful for consumers – free of any privacy concerns.

Essence invented a new way to target specific web pages with specific ads at scale using Google Marketing Platform. Codenamed "Project Pegasus", this approach uses machine learning to analyse page content and context, using publisher data instead of user data. An automated process powers the production of thousands of creative options, each customised to be relevant to every article on a publisher's website in a brand-safe way.

The agency's first Pegasus-powered campaign was for Google Home. It served thousands of dynamic ads that demonstrated how Google's smart speakers can be used in environments directly related to the content on the page.

In 2019, campaigns using Pegasus to promote Google products demonstrated the effectiveness of this approach, driving a 5.2% increase in purchase consideration and a 5.1% increase in category understanding where generic ads drove no uplift.

5.2%

increase in purchase consideration

5.1%

increase in category understanding





A GAME CHANGER

AGENCY
VMLY&R

CLIENT
WENDY'S

Fortnite is a global-gaming phenomenon with an estimated 250 million players and one of the largest audiences on streaming site Twitch. The potential for brands is significant, but most are left tweeting about it from the sidelines or paying significant sums for in-game sponsorships – that is until VMLY&R developed a game-changing campaign for Wendy's.

When Fortnite introduced a new game mode called Food Fight, pitting Team Burger against Team Pizza, VMLY&R picked up a controller and found an organic way into the game. The agency created a digital avatar that looked suspiciously like Wendy's namesake.

Subverting the game's objective of killing other players, this red-hooded character set out to destroy Team Burger's freezers – again and again – and through this action took Wendy's message of "fresh, never frozen beef" into the game and spread it far and wide.

By recording and streaming footage of a Wendy's-based character destroying freezers, the fast-food chain successfully penetrated not just the gaming community, but also live-streaming platforms, social media and mainstream media outlets. The success of the campaign led to it being awarded the Social & Influencer Grand Prix at the Cannes Lions Festival of Creativity.

1.5m
minutes watched

119%
increase in mentions of
Wendy's across all platforms
(Facebook, Instagram,
Twitter, YouTube)

Winner
Cannes Grand Prix and eight Lions