

VISION & OFFER

We are a creative transformation company.



"THE NEW WPP IS PURPOSEFUL, DRIVEN AND VISIBLE ON THE WORLD STAGE."

Mark Read
Chief Executive Officer

How we are delivering on our strategy

CREATIVITY POWERED BY TECHNOLOGY

WPP's vision is to be a creative transformation company, using the power of creativity to build better futures for our people, clients and communities. 2019 was the year this inspiring vision and our modern new offer was rolled out to our clients and the industry.

Our simpler, more progressive offer covers four areas: communications, experience, commerce and technology. Each of these is critical to the success of modern marketing and will expand WPP's own business in high-growth areas. The last year has seen many of our largest existing clients – including Ford, Google and Coca-Cola – and new clients asking us for new services in these future-facing areas and responding positively to our proposition of creativity powered by technology.

BUILDING OUR BRAND

A strong and visible WPP brand will complement and support our strong agency brands within the Company. For the first time, WPP hosted spaces at the Cannes Lions Festival of Creativity and the Consumer Electronics Show (CES), creating new platforms for our people, agencies and partners to showcase original thinking and extraordinary work.

As a founding partner of the Institute for Real Growth, we are offering leading marketers unique insights, plus exclusive learning and development programmes to drive the future growth of their business.

We also launched a new home for our thought leadership online. WPP iQ showcases the best thinking and industry intelligence from across the Company and its agencies.

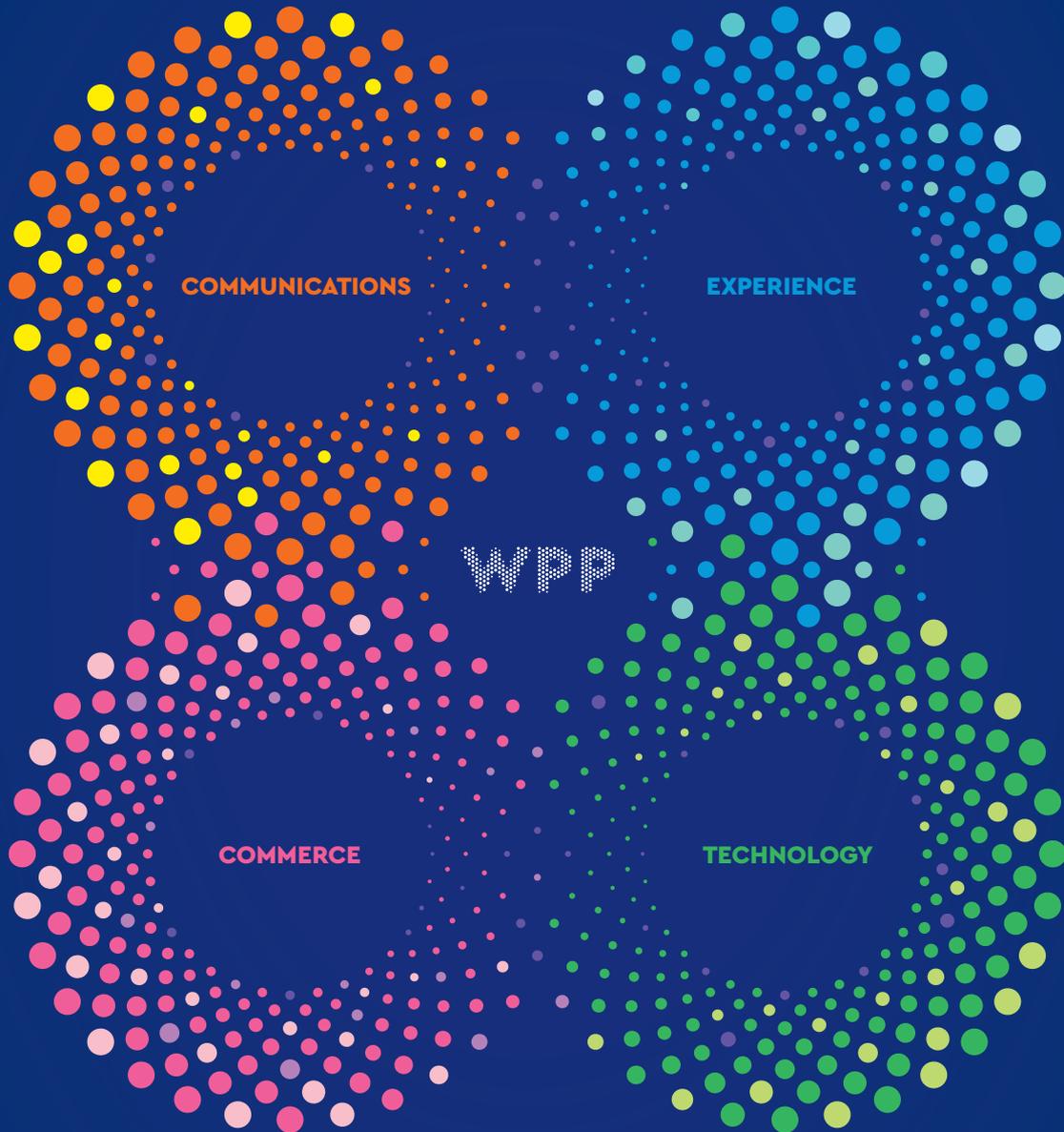
Progress in 2019

- Won significant client assignments based on new offer
- Increased investment in faster-growth areas of offer: experience, commerce and technology
- Strong presence at events celebrating creativity, innovation and technology
- Launched WPP iQ, a new online space for the best industry intelligence from across the Company

Focus for 2020

- Accelerate the delivery of our new offer
- Deliver an always-on marketing and growth model to respond in real-time to our clients
- Create a connected CMO community

OUR OFFER TO CLIENTS



● We create powerful ideas based on deep insights to connect brands' messaging with audiences in meaningful ways and channels at meaningful moments

● We build seamless experiences to make brands part of people's lives – creating more memorable engagement and driving better business results

● We make it easy for our clients to sell within the complex ecosystem of where and how their customers want to buy

● We leverage our global technology partnerships and unique scaled platforms and capabilities to build technology and data solutions fit for our clients' needs

AN OPEN, CONFIDENT AND FORWARD- LOOKING COMPANY

WPP presented its new, revitalised brand at the 2019 Cannes Lions Festival of Creativity through its first-ever physical presence at the event.

The WPP Beach provided a platform to showcase the creativity of WPP's agencies and the extraordinary work they do for clients – as well as present an open, confident and forward-looking company to the industry.

It was the place to hear from leading thinkers and business executives, with wide-ranging talks from Unilever CEO Alan Jope, Facebook's Sheryl Sandberg, Snap founder Evan Spiegel, Reddit CEO Steve Huffman, Microsoft's Corporate VP of Brand, Advertising & Research, Kathleen Hall and 21st Century Fox's Lachlan Murdoch. A packed-out Palais des Festivals also saw WPP share a stage with its client Wendy's for a discussion on how VMLY&R transformed the brand into a social media phenomenon.

WPP demonstrated its industry leadership on important issues by launching new initiatives at the festival, including committing to phasing out single-use plastics in its offices and Campuses worldwide and an industry-wide programme to address the problem of harmful content online.

The WPP Beach had as its centrepiece what *Campaign* magazine called a "stunning installation" based on the WPP logo.

51%

WPP's share of voice in Cannes vs its competitors on social media

By impressions on Twitter and LinkedIn, during 2019 Cannes Lions Festival of Creativity, 17-21 June





**"A STRONG WPP
BRAND CAN DELIVER
VALUE ACROSS THE
WHOLE COMPANY."**

Laurent Ezekiel
Chief Marketing & Growth Officer



AUTHENTIC BEAUTY

AGENCY
MINDSHARE

CLIENT
DOVE (UNILEVER)

70% of women do not feel represented in the images they see every day. Dove, long champions of real beauty, wanted advertising to depict real women. Women that would be recognisable. Dove took action to create the world's first publicly accessible photo library, created by women and non-binary individuals, designed to shatter beauty stereotypes.

Mindshare formed a ground-breaking partnership with publishing house Hearst in the United States, integrating images from Project #ShowUs into authentic, relatable content for *Cosmopolitan*, *Elle*, *Marie Claire*, *Harper's Bazaar* and more.

The mission to better represent women in media came to life as magazines replaced photoshoots with Project #ShowUs images, highlighting stories of the women in the collection and showing the importance of self-expression.

There have been over 40,000 social media mentions of the campaign which has reached more than 20 million women across the United States. A survey showed nine in ten agreed that Dove inspires women to feel more confident about the way they look – and just as many agreed Dove shows that diversity and representation is possible in media.

Project #ShowUs continues to empower women, changing how – and where – women see themselves in the world.

20m+
women reached
across the
United States

40,000+
social media posts
in response to the
campaign



