



CLIENTS



In this section

Sustainable innovation Includes sustainability and our clients	23
Work with integrity Includes accepting new assignments and green claims	25
AI and data ethics, privacy and security	26

The following double materiality topics are included within this section

-  Responsible marketing and communications
-  Social and environmental impact of our client work
-  Responsible AI and technology use
-   Data privacy and security



CLIENTS

We work for and with clients to bring about change

A significant amount of our work supports client efforts to achieve societal outcomes that respond to changing consumer expectations and drive growth in an economy in transition.

We help clients deliver work that is creative, credible and actionable, whether through strategic expertise in sustainability, low-carbon production and media distribution, products and services that are sustainable by design, or work that drives consumer behaviour towards a more sustainable future.

For example, at the 2024 Super Bowl, VML and Mindshare introduced Mayo Cat, inspiring people to use Hellmann's mayonnaise to revitalise leftover food. Hellmann's Big Game campaigns are helping change consumer attitudes to food waste, resulting in a 24.4% increase in #MakeTasteNotWaste conversations on social media over the last four years.

Meanwhile, our work with The Coca-Cola Company in support of the company's target of 100% recyclable packaging by 2025 resulted in the award-winning campaign Recycle Me, designed to put recycling front of mind and encourage the consumer to take positive action after consuming a can of Coke.

SUSTAINABLE INNOVATION

We continue to create innovative, impactful campaigns that are sustainable by design, and that help clients deliver on their own commitments, access new consumer markets and respond to evolving consumer and stakeholder expectations.

For example, VML worked with Ford to design the world's first seat belt accessory to keep breast cancer patients safe after a mastectomy. Ford, a global leader in automotive safety and sustainability, recognised an opportunity to make a meaningful impact with SupportBelt, developed with the input of patients, doctors, engineers and designers to ensure comfort and safety for post-operative women. In doing so, they honoured their long-standing history of supporting breast cancer research, while reaching out to a new audience.

SUSTAINABILITY ACADEMY

In September we launched WPP's Sustainability Academy, part of our Future Readiness Academies, to equip our people with the skills and confidence they need to tackle sustainability challenges and deliver smart, sustainable solutions that help clients address their own sustainability priorities and impacts.

Featuring three interactive core learning modules – climate essentials, green claims and circular economy – the Academy helps foster bold, creative thinking to support clients as they navigate sustainability issues.

Live masterclasses offer best practice, insights and practical tips on topics ranging from sustainable production to navigating sustainability trends in client briefs.

➔ [See more on Future Readiness Academies on page 11](#)

CAMPAIGN AD NET ZERO AWARDS

We were proud to win four awards at the 2024 Campaign Ad Net Zero Awards, which recognise organisations driving behaviour change for a more sustainable future.

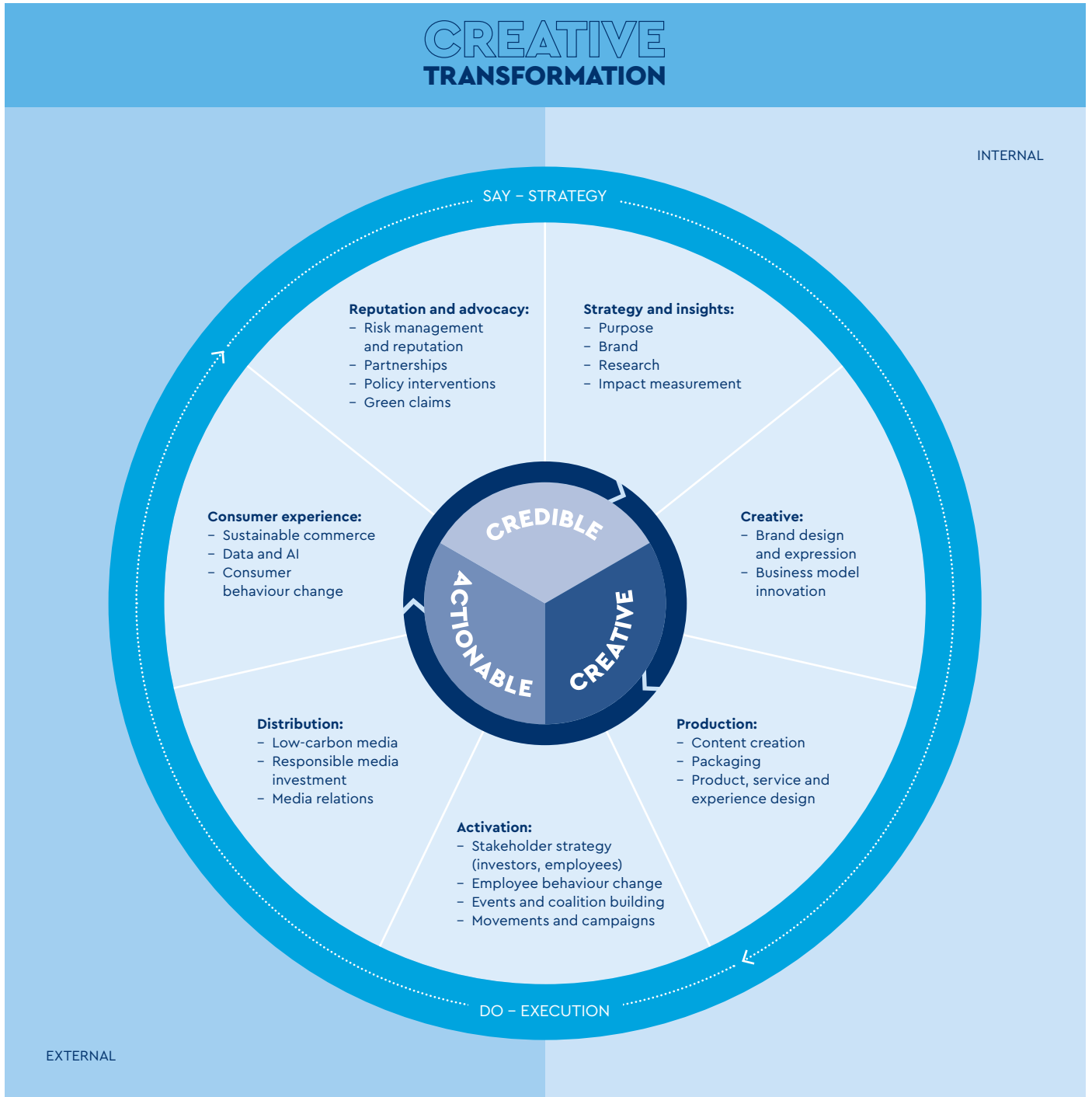
EssenceMediacom's Twiggy Full Circle for eBay, which recreated an iconic 1960s Vogue shoot with items sourced on eBay to encourage people to buy preloved clothes, won two awards.



SUSTAINABILITY AND OUR CLIENTS

From strategy and consulting to delivery and execution, we continue to provide clients with the support and expertise they need to deliver against their sustainability goals.

Throughout this report are examples of how we deploy these skills to help clients find solutions not only to commercial problems, but also to some of society's biggest and most complex challenges.



WORK WITH INTEGRITY

We are committed to honesty and integrity in our work.

We adhere to the highest regulatory standards and we will not undertake assignments that are intended or designed to mislead or deceive. We work hard to maintain strong compliance in areas including ethics, human rights, privacy and data security. These are covered in our Code of Business Conduct and mandatory online ethics training.

We require that all client work complies with all relevant legal requirements, codes of practice and marketing standards. Our agencies have policies and processes in place to mitigate against online advertising appearing on sites with illegal, illicit or unsuitable content.

Our agencies are required to comply with copy checking and clearance processes with our legal teams before publication of their work. These processes have strict requirements in highly regulated sectors, such as pharmaceutical marketing.

There are occasional complaints made about campaigns we have worked on and some of these are upheld by marketing standards authorities. Our agencies take action where needed to prevent a recurrence.

ACCEPTING NEW ASSIGNMENTS

We have a process in place to review new assignments and clients. Each of our agencies has a global risk committee, chaired by its respective CEO, to ensure that leadership has a full understanding of the risks across businesses and markets.

➔ See Risk Governance Framework on page 73 of our 2024 Annual Report

WPP agencies are required to follow our Assignment Acceptance Policy and Framework when taking on new business. This applies to all client sectors and provides guidance on how to conduct additional due diligence in relation to clients and any work they are asked to undertake. It requires various categories of work to be considered by our agencies' risk committees, or escalated to WPP for review.

GREEN CLAIMS

With continued scrutiny from consumers and regulators alike of the environmental claims made by businesses and brands, it is more important than ever that any sustainability claims we make on behalf of clients are authentic, material and matched by real action.

WPP's Green Claims Guide contains principles and practical tips for making effective green claims that are not misleading in any way. It is informed by guidance from regulators, such as the UK Competition and Markets Authority and US Federal Trade Commission, and complemented by a legal toolkit that has been incorporated into our legal clearance process.

In 2024 we continued to roll out green claims training to clients and partners:

- WPP and Burson ran a client event on the EU Green Claims Directive with the EU Commission, including green claims training with clients and partners, and a deep dive into what the Directive means for brands
- We ran tailored training for potentially higher-risk and higher-emissions clients across consumer goods, retail, energy and financial services
- We translated our green claims training into e-learning as part of our new Sustainability Academy, meaning this is now accessible to everyone at WPP on demand

WORKING WITH ENERGY CLIENTS

We work with a number of clients in the energy sector. We believe it is essential that the communications of energy companies¹ are truthful, fair and accurate. We require that rigorous standards are applied to all content we produce for our energy clients, as we do for all clients, and seek to fairly represent their actions and commitments at all times. Our policy is not to take on any client work, including lobbying, designed to frustrate the objectives of the Paris Agreement.













When considering assignments for energy clients, we give particular attention to whether:

- The proposed work is truthful, fair and accurate
- The proposed assignment is designed to influence public policy decision makers, such as government officials
- The client has made a public commitment to a transition to net zero and is seen to be developing transition plans
- The work relates to the approval or development of new greenfield oil and gas fields
- The work relates to the extension or development of particularly high-emission forms of energy, such as coal, or forms of extraction that have a higher environmental impact

We keep this under ongoing review as we continuously evaluate the nature of the work we perform for clients and the context in which it occurs.

¹ Energy companies in this context refers to those involved in the extraction, production, sale or distribution of oil, natural gas, coal or other fossil fuels, utility companies making use of such fuels and any relevant trade associations or organisations

GREEN CLAIMS PRINCIPLES

 BE TRUTHFUL & ACCURATE	 SUBSTANTIATE THE CLAIMS	 DO NOT OVERSTATE THE BENEFIT
 DO NOT OMIT OR HIDE IMPORTANT INFORMATION	 BE SPECIFIC	 AVOID SWEEPING OR UNQUALIFIED CLAIMS
 ONLY MAKE FAIR & MEANINGFUL COMPARISONS	 BE CLEAR & UNAMBIGUOUS	 CAREFULLY CONSIDER IMAGERY
 CONSIDER THE FULL LIFECYCLE OF THE PRODUCT	 USE PLAIN LANGUAGE	 BE SOCIALLY RESPONSIBLE

AI AND DATA ETHICS, PRIVACY AND SECURITY

A strong approach to governance, privacy and security

A transparent and accountable approach to data, privacy and AI is important for clients, consumers and WPP. We go beyond the legal minimum to maintain the highest ethical standards.

OUR APPROACH TO DATA

We have well-established and robust governance in place for data privacy and risk management. A continued focus on privacy-enhancing technologies in adtech, evolving data privacy laws and increased regulation mean adaptation and agility are key tenets of our approach.

Advertising should respect privacy while delivering exceptional value for consumers and advertisers. That's why Choreograph, our data company, was specifically designed to help clients get more out of their data while taking an ethical approach.

In 2023, GroupM and Google Chrome launched a global initiative focused on Privacy Sandbox technologies. We remain committed to collaborating closely with our partners, including Google, on the development and refinement of these technologies. This ongoing collaboration will enable us to provide our clients with innovative and sustainable advertising strategies that drive continued success while respecting user privacy.

USING AI SAFELY

We are dedicated to employing systems that align with fundamental principles in the responsible development and use of AI. All AI models and platforms used by WPP are reviewed by a multidisciplinary team to assess them from a legal, ethical and technical perspective. We have been training WPP people since 2019 to ensure they use AI responsibly and effectively, taking into account the use of personal data, privacy and intellectual property (IP) laws, and confidentiality.

In 2024 we continued to develop and enhance our AI governance approach, further updating our policies and establishing our AI-vendor review process.

In addition to our Generative AI Principles, in 2024 we published our AI Principles, acknowledging our broader use of AI and with it our responsibility to understand, monitor and evaluate this evolving technology on an ongoing basis.

AI ETHICS

We recognise that the fast pace of AI innovation brings with it ethical challenges, which is why we are dedicated to employing systems that align with fundamental principles in the responsible development and use of AI.

We fully support the need for industry regulation that fosters responsible innovation while mitigating potential risks, ensuring that across the board, AI remains a force for good.

We are also committed to better understanding and managing the environmental impacts of AI.

➔ See page 20

AI GOVERNANCE

We established a Generative AI Governance Committee to oversee the application, adoption and risks associated with AI across WPP. This Committee includes the CEO, CTO and Chief Privacy Officer and other senior stakeholders in the business with responsibility for the safe and responsible use of AI within the Company.

➔ The Committee has carried out a risk assessment, which can be found on page 79 of our 2024 Annual Report

WORKING WITH INDUSTRY

WPP welcomes government guidance and regulatory frameworks that set guardrails for responsible stewardship of AI, data and technology, while recognising the need to highlight the possibilities they offer. Through active engagement with industry bodies including the Advertising Association in the UK and the Network Advertising Initiative in the US, we are able to monitor and influence the changing regulatory landscape.

PRIVACY AND SECURITY

We have strong systems in place to ensure privacy and security for ourselves, our clients and our suppliers.

- The Risk Subcommittee regularly reviews and monitors our data ethics, privacy and security risk, as well as our approach to regulatory and legal compliance
- Our Chief Privacy Officer leads our work on privacy, supported by our Data Protection Officer. Alongside the WPP privacy team, they provide practical support to our agencies, promote best practices and ensure that privacy risks are well understood

- The WPP Data Privacy and Security Charter (reviewed and updated throughout the year) sets out core principles for responsible data management through our Data Code of Conduct, our technology, privacy and social media policies, and our security standards
- Safer Data training, which includes content on data protection, security and privacy, must be completed by all new and current employees, as well as consultants. Throughout the year, agency and subject matter-specific training is provided across WPP.

- This has included sessions focused on new regulations such as the Digital Personal Data Protection Act in India
- Our privacy teams establish direct relationships with their client counterparts to ensure engagement and alignment, as well as organising training across WPP and client teams
- Our annual Data Health Checker provides insight into how data is used, stored and transferred and helps us to identify any parts of the business that need further support. In 2024, the average risk score was 1.56 (2023: 1.61), where five indicates maximum risk