
A STRONGER OFFER FOR OUR CLIENTS

Our biggest sustainability impact is through the work we do for clients, which reaches billions of people each year.

Our clients are grappling with a complex set of social and environmental challenges, changing consumer expectations, and the disruptive impact of technology. Yet at the same time, there are major opportunities they can seize from new markets for more sustainable products and services.

Marketing is a powerful tool with the potential to change people's attitudes and behaviour. So it is important that we apply high ethical standards to our work. We continue to maintain high standards and compliance procedures in areas such as business ethics, human rights, and data security and privacy.

OUR FOCUS AREAS

- Supporting clients to create brands with purpose and integrate sustainability into strategy, communications and marketing
- Meeting high ethical standards in our client work

WHO'S IN CHARGE?

Our agencies and client leads oversee our work with clients on sustainability. Our Group Chief Counsel and Head of Sustainability oversees our approach to ethics and compliance. We set clear ethical standards for our people and companies through our policy framework and training including the WPP Code of Business Conduct. In 2018, we appointed our first Global Head of Culture, Judy Jackson, to help us bring our values to life.

HOW ARE WE DOING?



13% of our revenues are from clients who engaged with us on sustainability

WORK WITH PURPOSE

Increasingly, our clients aspire to create brands with purpose and look to us to help them to integrate sustainability into brand strategy, communications and marketing.

We partner with a growing number of clients on sustainability-related briefs. Our blend of expertise means we can offer clients the latest technology alongside the creativity needed to inspire consumers and help to make behavioural shifts more desirable.

This work is of growing importance to WPP. A survey of our top client team leaders in 2018 found that over 80% had recently discussed sustainability with their clients, with almost half of these discussions relating to the development of a brand campaign.

Our work in this area includes:

- **Brand and strategy consulting:** integrating social and environmental values into brand and business strategy.
- **Technology and research:** using technology and data to understand consumer attitudes and behaviour in relation to sustainability.
- **Communications:** helping clients communicate credibly on social and environmental issues with all audiences from consumers, employees and citizens to investors, regulators, the media and NGOs. This can include social marketing campaigns that raise awareness or drive behaviour change on issues of public interest, often for government and NGOs as well as corporate clients.

Given our clients' growing focus on sustainability, during 2019 we will explore how we can further build our sustainability capabilities and facilitate collaboration on sustainability-related briefs.

Examples of our work for clients are included throughout this report.

COMPLIANCE WITH MARKETING STANDARDS

We expect our companies to comply with all relevant legal requirements and codes of practice for marketing standards in the work they produce for clients. A small number of the campaigns we produce give rise to complaints, some of which are upheld by marketing standards authorities. Our companies take action where needed to prevent a recurrence.

Our agencies have policies and processes to ensure that online advertising does not appear on sites with illegal, illicit or unsuitable content.

ETHICAL DECISIONS IN OUR WORK

Our work for clients can sometimes raise ethical issues, for example, work for government clients, work relating to sensitive products or marketing to children. We have a review and referral process for work that may present an ethical risk.

Before accepting potentially sensitive work, our people are required to elevate the decision to the most senior person in the relevant office and then to the most senior WPP executive in the country concerned, who will decide if further referral to a global WPP executive is required. This referral process is covered in our How We Behave online training.

Companies also have copy-checking and clearance processes through which campaigns are reviewed by the legal team before publication. Requirements are particularly comprehensive in sectors such as pharmaceutical marketing which are highly regulated.

£2.07bn
revenues generated through clients who engaged with us on sustainability
(2017: £2.11bn)

13%
equivalent to approximately 13% of our total revenue
(2017: 13%)

START A LITTLE GOOD

AGENCY
OGILVY

CLIENT
HINDUSTAN LEVER

"Start a little good" is a consumer campaign bringing sustainability to life for millions in India and showing how everyone can make a positive difference through small actions.

First, a series of video spots each tackled one of Hindustan Lever's sustainability priorities in an accessible and engaging way. Now a series of "Plastic becomes fantastic" events are underway, including clean-up drives in parks, beaches and other public spaces with the rubbish collected being recycled to create new, useful objects such as benches, spectacle frames and fishing nets.

NO MORE LITTER

On the occasion of his birthday, a public holiday in India, this campaign reminded everyone of how Mahatma Gandhi lived his philosophy – be the change you want to see. The spot shows actors dressed as Gandhi visiting busy streets in Mumbai, where they pick up recently dropped litter and put it in the bin – highlighting how easy it can be to change bad habits.

SAVING WATER

This emotive spot placed a shower in a poor rural village in one of the driest areas of India. It highlighted why saving water is so important and how everyone can get involved – half the village could drink the water they need in the time it takes for the average Indian city dweller to take a shower.

TACKLING PLASTIC WASTE

This spot showed a cow in danger from eating plastic waste. Though the topic is serious, the spot uses humour to make its point. It shows how the villagers come together to rescue the animal – an example of how we all need to play a part in tackling sustainability issues.

RESULTS

130m

people reached through
Saving Water video
 December 2018-
 February 2019

79m

views of **Saving
 Water video**
 December 2018-
 February 2019



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CA
No

SOCCER SONG FOR CHANGE

AGENCY
OGILVY CAPE TOWN

CLIENT
CARLING BLACK LABEL

Statistics for gender-based violence in South Africa are alarming, with some studies suggesting that up to 40% of all men have abused their partners. Research shows that abuse rates are closely linked to alcohol consumption and often spike after big football matches. Ogilvy Cape Town and Carling Black Label used the Soweto Derby, one of the most fiercely contested matches in African football, to launch this campaign reminding people that there is no excuse for violence against women. A female choir sang the national football anthem with altered lyrics to highlight the issue of domestic abuse. The campaign was discussed in the South African parliament and is now being rolled out to five other countries.

RESULTS

45m
people reached
March 2018-May 2018

86%
increase in positive
brand sentiment
March 2018-May 2018



To learn more see
wpp.com/songforchange