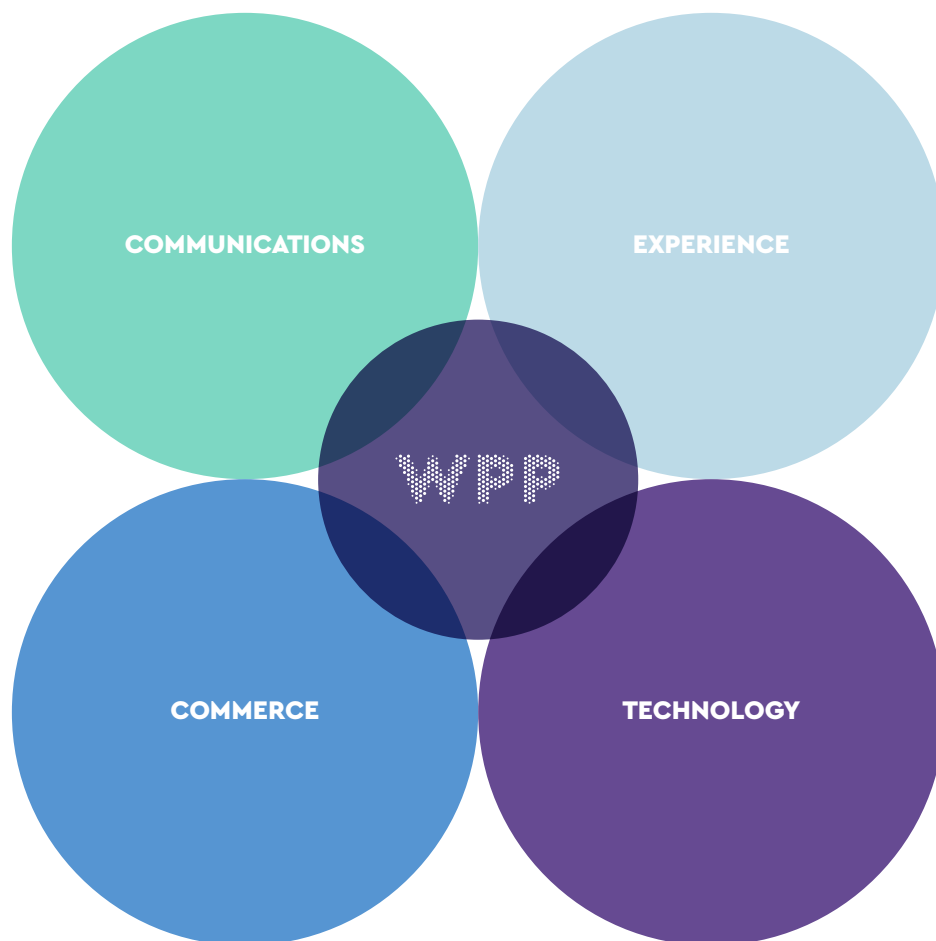


OUR OFFER TO CLIENTS

As announced at our investor day on 11 December 2018, our new offer comprises four areas – each of which is critical to success for modern clients. This more contemporary and future-facing offer better serves clients' needs as they react to the changing marketplace, and expands our own business in high-growth sectors.



- Focuses on advertising, branding and identity, content, media investment, public relations and public affairs, and healthcare. **From page 8**
- Reflects the growing need of clients to create new brand, product and service experiences. **From page 16**
- Allows WPP to expand its growing omni-channel commerce business and its work with brands to help them succeed in marketplaces such as Alibaba and Amazon. **From page 22**
- Underpins WPP's work with both CMOs and CIOs to build and operate marketing technology that supports their consumer- and customer-facing activities. **From page 28**

The areas of experience, commerce and technology already represent approximately one quarter of WPP's revenue.

Importantly, this is our offer to clients, not our organisational structure.

COMMUNICATIONS

Our capabilities in advertising, branding and identity, content, media investment, public relations and public affairs, and healthcare give us unmatched breadth and depth in the world of communications.

We apply vision, imagination and creativity to the task of solving business problems. Our ideas – and the many different ways in which we share them – inspire audiences, build brands and deliver transformative results for our clients.

WHAT WE OFFER

Advertising/branding & identity/content/ media investment/public relations & public affairs/healthcare

OPPORTUNITY

Growth is expected to be driven by media (programmatic, search and innovation), content creation, social media/influence and healthcare



Source: GroupM – This Year Next Year Worldwide Media Forecast

CLIENTS INCLUDE

BT	Lenovo
Bumble	Microsoft
Burger King	P&G
Coca-Cola	Pfizer
Colgate	Tramontina
Ford	Unilever
Google	Via Varejo
IAG	Vodafone
IBM	Volkswagen
J&J	Xiaomi

A WOMEN-FIRST PLAYING FIELD

AGENCY
VMLY&R

CLIENT
BUMBLE

Bumble is a women-first social networking app built around kindness, respect and equality that challenges antiquated social norms by empowering women to make the first move.

Bumble wanted to position themselves as not just a dating app, but a network that connects people worldwide, from dating and friendship to professional networking. And they wanted to do it during one of the largest televised events in the US – the Super Bowl.

VMLY&R was given the task of creating a commercial that focused on changing the conversation of gender norms. Bumble's agency of record, FlyteVu, secured a woman known for making bold moves on and off the court, Serena Williams, as the voice for this empowering message.

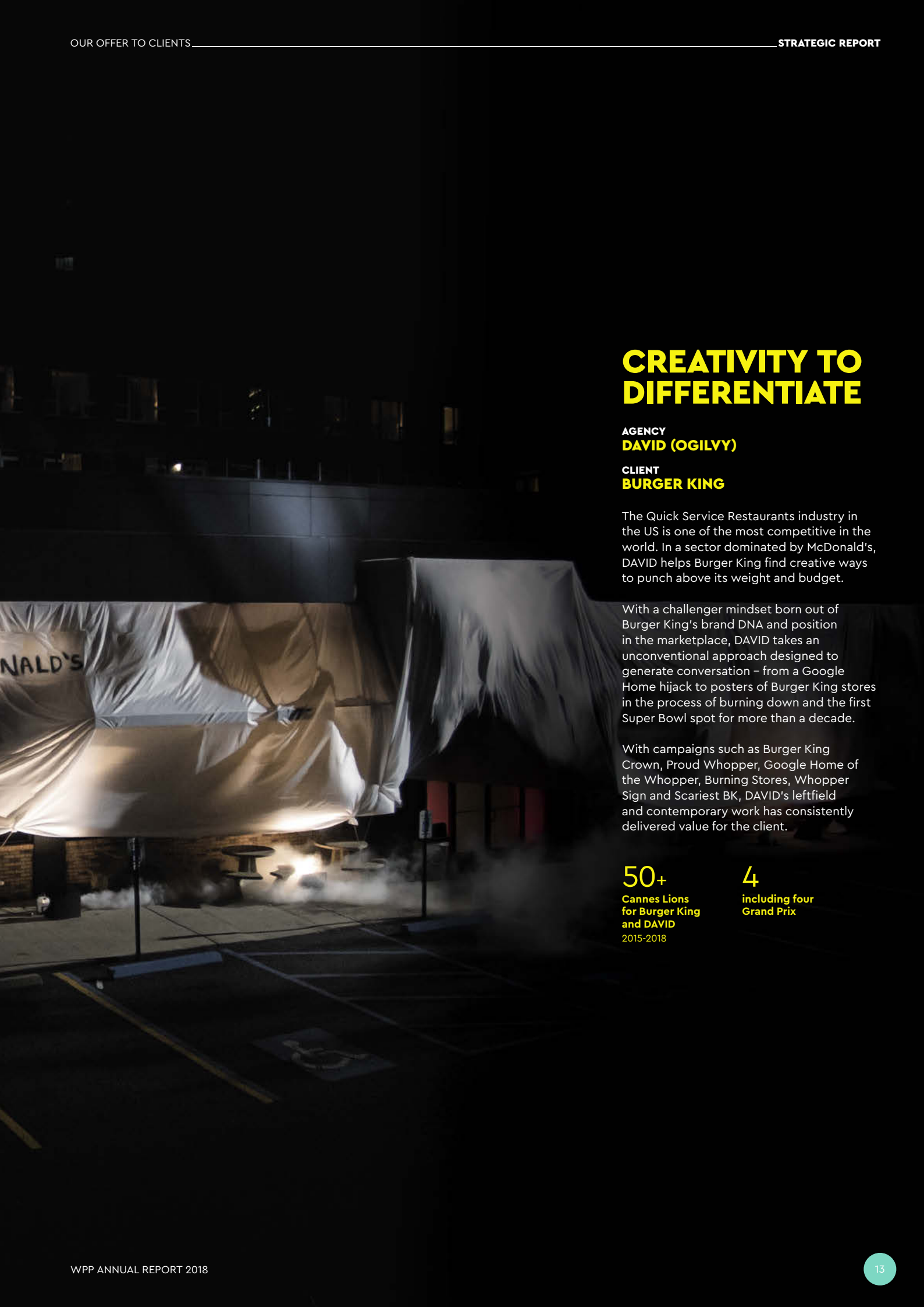
The ad was made by a female-led team, and women everywhere heard the message loud and clear as it became the single most engaged-with commercial on Facebook for Super Bowl 2019.

7.2bn
earned media
impressions
January 2019-
February 2019

11.8m
views on social
February 2019







CREATIVITY TO DIFFERENTIATE

AGENCY
DAVID (OGILVY)

CLIENT
BURGER KING

The Quick Service Restaurants industry in the US is one of the most competitive in the world. In a sector dominated by McDonald's, DAVID helps Burger King find creative ways to punch above its weight and budget.

With a challenger mindset born out of Burger King's brand DNA and position in the marketplace, DAVID takes an unconventional approach designed to generate conversation – from a Google Home hijack to posters of Burger King stores in the process of burning down and the first Super Bowl spot for more than a decade.

With campaigns such as Burger King Crown, Proud Whopper, Google Home of the Whopper, Burning Stores, Whopper Sign and Scariest BK, DAVID's leftfield and contemporary work has consistently delivered value for the client.

50+
Cannes Lions
for Burger King
and DAVID
2015-2018

4
including four
Grand Prix



GOOGLE'S AGENCY OF RECORD

AGENCY
ESSENCE

CLIENT
GOOGLE

Essence is part of GroupM, the world's leading media investment company. Its 13-year relationship with Google began with a small engagement and has grown to include the full spectrum of the agency's offering.

As Google's global digital agency of record, Essence has scaled with Google to meet demand in offline media, creative, data science and experiential innovation. At the same time, it has continued to expand its foundation in data-driven, end-to-end campaigns management – from media strategy and planning through buying, ad operations and advanced analytics.

Essence is the largest user of Google's marketing platforms, and partners with its marketing, product and sales teams to realise Google's ambition of being the world's greatest digital marketer. Essence has supported each generation launch of the Pixel phone, and driven awareness and sales of products like Home and Assistant from inception.

Essence's work touches virtually every corner of Google, leading campaigns for 48 products in 2018, including core brand services (Search, Chrome, Assistant), hardware brands (Pixel, Home, Nest, Chromebook), entertainment platforms (YouTube, Google Play), B2B (AdWords, Cloud) and several new growth-oriented business lines.

The agency has delivered 833 campaigns for Google across 106 countries, representing hundreds of millions in media spend – a figure that continues to rise every year as Essence drives quantifiable results for its client.

833
campaigns
supporting

48
products
in 2018

EXPERIENCE

Expertise in UX, service design, platforms and applications allows us to create vivid and compelling brand experiences for clients.

We bring brands to life through engaging, unexpected and interactive experiences. Whether it's a mobile app, an augmented reality solution or a retailer's Christmas journey, we design experiences that forge closer and more enduring relationships between companies and their customers.

WHAT WE OFFER

Customer experience design/
platforms and websites/
mobile applications/
innovation, eg voice, augmented reality

OPPORTUNITY

Growth is expected to be driven by integration of online and offline experience, innovation (particularly in devices) and experiences, eg in-car, product, voice

c.\$100bn
market by 2022

5-10%
compound annual
growth rate 2017-2022

Source: Exane BNP Paribas

CLIENTS INCLUDE

adidas

Amazon

Alibaba

Delta

Dyson

EY

Google

Netflix

Nike

TataSky

Verizon

A UNIQUE ROUTE TO MARKET

AGENCY
POSSIBLE

CLIENT
ADIDAS GLITCH

adidas GLITCH is a new football boot concept aimed at a new generation of players. To connect with this audience of football creators, POSSIBLE set out to disrupt the category by launching a fully mobile experience and a unique route to market.

The GLITCH app is designed to reach young players where they spend most of their time – on their phones, on the move – and connect them to the GLITCH product and the influencers who launched the boot.

Now live in London, Berlin and Paris, the GLITCH app houses everything in the customer journey from first interaction with the product, booking test sessions and purchasing, right through to delivery in four hours. The GLITCH boots can only be bought through the app.

Customer service (from the influencers themselves) is built into the app, and users come back again and again post-purchase for entertaining user-generated content.

GLITCH is now adidas' second biggest-selling football franchise online behind Predator, a boot that has over two decades' history and budgets that are well over 10 times those for GLITCH.

Achieved without the usual big budgets, big-name online stores and Premier League football stars, GLITCH has turned the industry upside-down and created a completely new relationship between brand and consumer.

>60k

downloads in first
30 days (across
London, Berlin, Paris)

68%

average conversion of
invite to download, with
peak of 73% in London

20

Awards

5

Cannes Lions





ONLY YOUR VOICE WILL SET YOU FREE

AGENCY
AKQA

CLIENT
AMAZON

Millennials are the biggest adopters of technology, but even they overlook the thousands of capabilities that come with voice-first interfaces. Amazon wanted to expose Alexa to this advertising-resistant audience by creating an immersive experience that required an active exploration of its wide range of skills.

As the top attraction at New York Comic Con, Amazon Echo Escape gamified the smart home by creating the world's first escape experience powered by voice. Set in the world of Tom Clancy's Jack Ryan, players exploited Alexa's capabilities to gain intel, crack codes, control smart-home devices, interact with live actors and ultimately set themselves free.

The experience culminated in a Twitch broadcast featuring top gaming personalities CaptainSparklez, Swiftor and OMGitsfirefoxx. Each tested their wits live while over one million online participants intervened – choosing either to help or hinder their progress.

During four days at New York Comic Con, hundreds of attendees used Alexa to escape, while more than 5,000 queued for a chance to play, with reservations claimed within the first hour of opening.

1.5m+

online participants during the three-hour broadcast

43,000+

gameplay engagements during the three-hour broadcast

5,000+

queued for a chance to play at New York Comic Con





COMMERCE

With deep retail experience, including creating direct-to-consumer platforms and helping clients navigate marketplaces such as Amazon and Alibaba, we deliver cutting-edge commerce solutions.

Today every major business is an ecommerce business – because that's where consumer spending growth is coming from. We help companies drive sales growth and customer acquisition across all channels, providing everything from site builds to strategic consultancy.

WHAT WE OFFER

Direct-to-consumer/omni-channel retail/ marketplaces, eg Amazon, Mercado Libre

OPPORTUNITY

Growth is expected to be driven by grocery, direct-to-consumer, non-retail (eg airlines, banks etc) and marketplaces

\$9.5bn platform spend by 2021 **15%** growth FY 2017-FY 2018

Source: Forrester – Data Commerce Platform Technology Forecast

OUR STRATEGIC PARTNERS INCLUDE

- Adobe
- Alibaba
- Amazon
- Commercetools
- Google
- IBM
- Intershop
- Salesforce
- SAP
- Shopify

CLIENTS INCLUDE

- Amazon
- Alibaba
- Asian Paints
- Audi
- Bank of China
- Coca-Cola
- DFS
- Diageo
- Illy
- Oreo
- P&G
- Sainsbury's
- Unilever
- YOOX NET-A-PORTER GROUP

AN ENHANCED ONLINE EXPERIENCE

AGENCY
WUNDERMAN THOMPSON
COMMERCE

CLIENT
DFS

DFS, the UK's leading upholstery retailer, wanted to offer a smarter shopping experience that was seamless and integrated across all customer touchpoints. DFS approached Wunderman Thompson Commerce with this challenge, which centred on building and extending its digital platform.

Wunderman Thompson's solution included moving DFS to a new customisable, scalable platform that was responsive across devices and offered improved efficiencies alongside exceptional customer experience.

Innovative digital signage in-store helped DFS maximise available store space, while a new dynamic routing system and mobile app optimised the routes and schedules of thousands of orders every day. The solution has improved delivery efficiency and arrival time accuracy, as well as creating substantial cost savings.

Wunderman Thompson Commerce also helped DFS to become the first UK furniture retailer to offer augmented reality (AR) on its website, allowing iPhone and iPad users to place a piece of furniture in their home and visualise how it looks and fits before purchase. Results show that users of the AR feature are significantly more likely to go on and make a purchase.

The platform built by Wunderman Thompson Commerce continues to underpin the client's digital transformation and drive strong growth in online sales.

Awards

**Delivery Initiative
of the Year at the
Retail Systems
Awards 2018**

**Digital Experience,
Best Use of Cloud/
Virtual Agents and Best
Omnichannel Experience
at the UK Digital
Experience Awards**





OREO MUSIC BOX



奥利奥缤纷音乐盒

INNOVATING WITH ALIBABA

AGENCY
VMLY&R

CLIENT
OREO

Oreo needed to grow its brand equity and sales in China. To help it do that, VMLY&R created a whole new ecommerce brand experience.

The Oreo Music Box is a mini turntable that plays music when an Oreo cookie is placed on it. The music changes with every bite. VMLY&R led the design, prototyping and commercialising of the Oreo Music Box for scale production, and worked with Oreo to develop a special-edition ecommerce bundle pack.

The agency also worked with Alibaba Tmall – the world's largest ecommerce site – to create a unique user journey for consumers, allowing them to order and personalise their own Oreo Music Box.

For launch, VMLY&R targeted Oreo lovers on the Alibaba media ecosystem (social, video and ecommerce) to drive up anticipation, and debuted the product on Tmall Super Brand Day.

The Music Box sold out in half a day, successfully elevated the Oreo experience above fierce category competition, and set a new standard for ecommerce product development in China.

¥1m
of sales in
first hour

46m
social impressions
gained
over Super Brand Day
period, ~1 week

TECHNOLOGY

Our data management, marketing technology consulting and systems integration services, alongside our unique partnerships with the world's leading technology companies, deliver value and growth for our clients.

Companies increasingly use technology at the centre of their marketing to create closer connections between their brands and consumers. We consult on, architect, build, integrate and run platforms and applications for clients, and use our relationships with technology companies to offer efficient, effective and scalable solutions.

WHAT WE OFFER

Data management/marketing technology consulting/systems integration

OPPORTUNITY

Growth is expected to be driven by Adobe and Salesforce practices, agnostic consulting on technology choice and CMO/CIO alignment

\$300bn
market by 2022

5-10%
compound annual growth rate 2017-2022

Source: Exane BNP Paribas

OUR STRATEGIC PARTNERS INCLUDE

- Acquia
- Adobe
- Google
- IBM
- Microsoft
- Oracle
- Salesforce
- SAP
- Sitecore

CLIENTS INCLUDE

- adidas
- DELL
- Ford
- H&M
- HSBC
- LinkedIn
- Mahindra Holidays
- Microsoft
- Unilever
- Volvo

CURATING MARKETING SOLUTIONS

AGENCY
VERTICURL

CLIENT
LINKEDIN

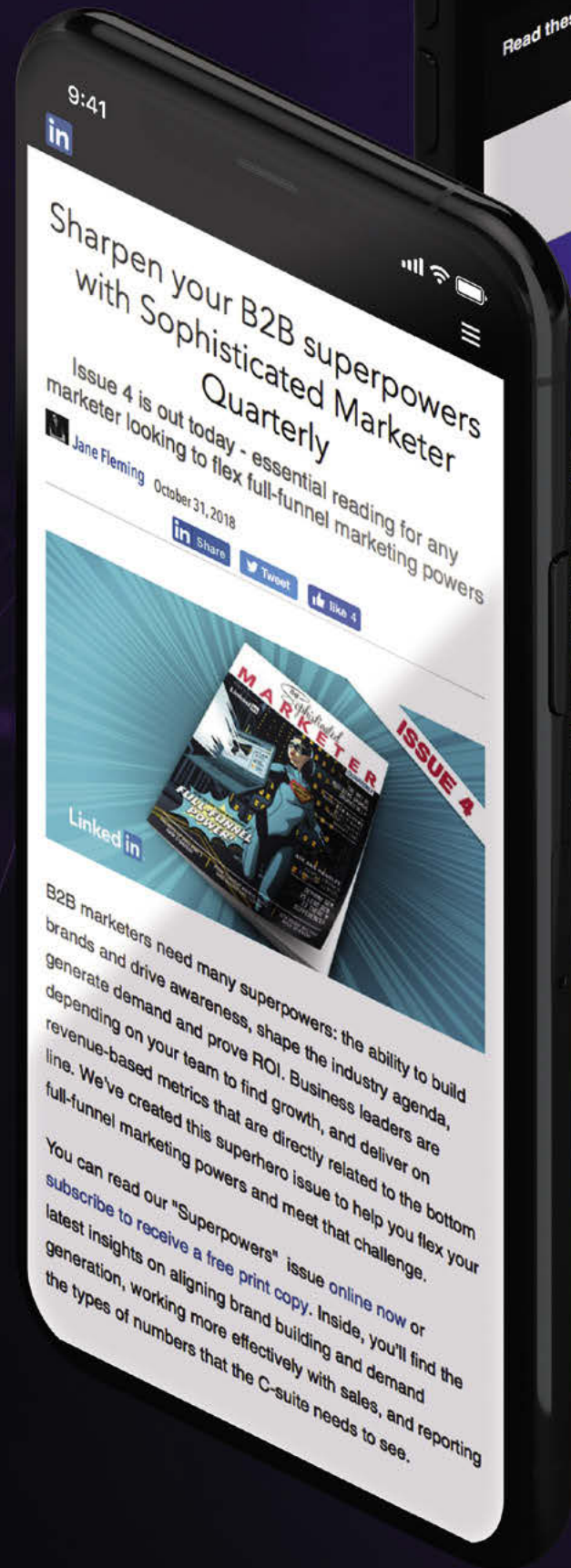
When LinkedIn needed a partner to implement its marketing technology vision, they turned to Verticurl. LinkedIn was seeking brand consistency across a diverse business portfolio, the ability to scale marketing operations globally and help managing a high volume of campaigns.

Verticurl's approach curated a suite of marketing solutions, providing a fully centralised operating model, a marketing operations partner with global scale, unified processes and workflows, systems integration, campaign operations for email and web, and in-region support across approximately 30 markets.

The solution, which enables LinkedIn to deliver 2,640 campaigns annually worldwide, has produced an increase in global campaign deployments and a reduction in costs through process automation and platform governance.

17%
increase in
global campaign
deployments
January-September 2018

22%
reduction in costs
January-September 2018



READ ME IF YOU WANT TO ADVERTISE BETTER ON LINKEDIN
READ ME IF YOU WANT TO DRIVE MORE LEADS USING LINKEDIN
READ ME IF YOU WANT TO DRIVE BRAND AWARENESS USING LINKEDIN

Recent posts

disruption that brands need

even principles of self-disruption that established brand needs

March 22, 2019

the greatest challenges in business is for established leaders to find the ability to disrupt themselves. On my last week, I was thrilled to host an event with Kantar and LinkedIn's London offices that brought together innovators and business leaders from across different sectors, to debate what's possible. When the Harvard professor...

Content Marketing, B2B Marketing, Advertising Week Europe

future of marketing at Advertising Week Europe

9:41

LinkedIn

AI in B2B: Going beyond the hype

Four real-world stories of B2B marketers unlocking growth through AI

828 Marketing

Real life case studies showing how artificial intelligence is transforming B2B

9:41

LinkedIn Goes All-In on B2B Video

Marketers and brands can leverage video for Sponsored Content and Company Pages to reach and engage the right audiences, the right way

March 29, 2018

Jennifer Bunting

Share Tweet Like 32

INTRODUCING VIDEO ADS

attention has

9:41

LinkedIn

The crucial content...

Why content m...

Jason Miller

When you're a B...

demand and filling...

marketing, it's su...

pundits who claim...

marketing strateg...

write several colu...

Marketing, The D...

with this point of...

trying to set the is...

I can see the poi...

marketing are try...

strategy gets use...

attacking the val...

PERSONALISATION AT SCALE

AGENCY
COGNIFIDE

CLIENT
FORD

Ford tasked Cognifide with the delivery of a seamless global customer experience and the capability to talk to customers individually, but at scale.

The initial technical vision was to take the model of flexible, scalable vehicle production and apply it to web development. Cognifide created a single platform to equip all European markets with the foundation on which to build their local sites, in their own language, featuring their own vehicles, ensuring the correct specification, legal compliance, consistency across all devices and a joined-up user journey across the sites. All with a globally consistent look and feel.

However, web is just one channel in Ford's mix. The greater challenge was to provide Ford with a single view of the customer across multiple channels to enable them to automatically personalise messaging at scale. Working with Adobe, Wunderman Thompson and GTB, Cognifide achieved a world first in integrating Adobe Experience Manager, Campaign, Target, Audience Manager and Analytics, stitching together the data and capability required to automate a personalised approach.

This innovation, applied to a campaign targeting prospects known to be in the market for new vehicles, saw significant growth in clicks to leads (test drive requests, brochure requests, contact dealer requests) and reduced cost per lead due to platform efficiencies.

76%

rise in clicks to leads in the first half of 2018

16%

reduction in cost per lead in the first half of 2018





MUSTANG BULLITT