

OUR BUSINESS MODEL

WPP is the creative transformation company

OUR OFFER

WHAT WE DO

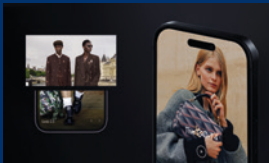

➤ We provide marketing communications services that help brands grow and transform their businesses

Our work spans the full marketing spectrum, from advertising campaigns, social media management and influencer marketing to commerce solutions, app development, CRM implementation and more

WHAT SETS US APART

➤ We have market-leading agency brands, deep relationships with major clients, unrivalled global scale and reach, award-winning creative talent and leading technology, data and AI capability

We provide an end-to-end integrated approach connecting creative, media, PR and specialist services for all client needs

	CREATIVE	MEDIA	PR	SPECIALIST
OUR OFFER	➤ Create scalable ideas and experiences that bring to life brands and their relationships with customers	Connect brands to consumers across the full range of media channels and platforms	Manage reputation and communication with key stakeholders	Branding, design and other specialist services
OUR SERVICES INCLUDE	<ul style="list-style-type: none"> - Brand experience - Commerce - Customer experience - Marketing strategy - Production - Technology implementation, eg CRM 	<ul style="list-style-type: none"> - Commerce media - Consulting - Data analytics and insight - Media activation - Media planning and buying - Media strategy 	<ul style="list-style-type: none"> - Media relations - Public affairs - Reputation, risk and crisis management - Social media management - Strategic advice 	<ul style="list-style-type: none"> - Brand consulting - Brand identity - Corporate and brand publications - Events management - Product launches - Sonic branding
OUR OFFER IN ACTION	 <p>THE LV APP AKQA provided Louis Vuitton, one of the world's leading fashion houses, with a new precision-designed digital touchpoint to become the go-to destination for its clients</p> <p>➔ Page 52</p>	 <p>EBAY: PRE-LOVED ISLAND EssenceMediacom together with eBay refocused the narrative on ITV's Love Island from new to pre-loved clothes</p> <p>➔ Page 50</p>	 <p>FITCHIX VML, BCW and Mindshare collaborated with Airbag to create chicken-friendly fitness trackers for Honest Eggs Co.'s verifiably free range eggs</p> <p>➔ Page 46</p>	 <p>{ACCESS}ORIES Landor created adaptive add-ons that can be applied to any electric or manual toothbrush to help the millions of people living with dexterity challenges</p> <p>➔ Page 79</p>