

Who we are

WPP is the world leader in communications services. It comprises leading companies in all these disciplines:

- Advertising
- Media Investment Management
- Consumer Insight
- Public Relations & Public Affairs
- Branding & Identity
- Healthcare Communications
- Direct, Digital, Promotion & Relationship Marketing
- Specialist Communications

There are more than 150 companies within the Group – and each is a distinctive brand in its own right. Each has its own identity, commands its own loyalty, and is committed to its own specialist expertise. That is their individual strength. Clients seek their talent and their experience on a brand-by-brand basis. Between them, our companies work with 350 of the Fortune Global 500, all 30 of the Dow Jones 30, 63 of the NASDAQ 100 and 31 of the Fortune e-50.

It is also of increasing value to clients that WPP companies can work together, as increasingly they do: providing a tailor-made range of integrated communications services. Almost 760 clients are now served in three distinct disciplines. Nearly 480 clients are served in four disciplines, and these clients account for over 57% of Group revenues. Group companies also work with almost 360 clients across six or more countries.

Collectively, over 165,000* people work for WPP companies, out of over 3,000 offices in 110 countries.

* Including associates.

Our companies and their websites are listed on pages 12 and 13.



Our companies & associates

Advertising

ADK¹
www.adk.jp

Bates CHI&Partners
www.bateschi.com

CHI&Partners¹
www.chiandpartners.com

Dentsu Y&R^{1,2,■}
www.yr.com

Grey
www.grey.com

HS Ad¹
www.hsad.co.kr

john st.
www.johnst.com

JWT
www.jwt.com

Ogilvy & Mather Advertising
www.ogilvy.com

Santo
www.santo.net

Scangroup¹
www.scangroup.biz

Scholz & Friends
www.s-f.com

Soho Square
www.sohosq.com

TAXI[■]
www.taxi.ca

Team Detroit
www.teamdetroit.com

The Jupiter Drawing Room¹
www.jupiter.co.za

United Network
www.group-united.com

Y&R[■]
www.yr.com

Media Investment Management

GroupM:
www.groupm.com

KR Media
www.krmedia-france.com

Maxus
www.maxusglobal.com

MediaCom
www.mediacom.com

MEC
www.mecglobal.com

Mindshare
www.mindshareworld.com

Outrider
www.outrider.com

Catalyst
www.catalystsearchmarketing.com

Xaxis
www.xaxis.com

Quisma
www.quisma.com

Other media agencies
M/Six²
www.msixagency.com

tenthavenue:
www.tenthavenue.com

Forward
www.theforwardgroup.com

Joule
www.jouleww.com

Kinetic Worldwide
www.kineticww.com

Spafax
www.spafax.com

Consumer Insight

Kantar:
www.kantar.com

Added Value
www.added-value.com

Center Partners
www.centerpartners.com

IMRB International
www.imrbint.com

Kantar Health
www.kantarhealth.com

Kantar Japan
www.kantar.jp

Kantar Media
www.kantarmedia.com

Kantar Operations
www.kantaroperations.com

Kantar Retail
www.kantarretail.com

Kantar Worldpanel
www.kantarworldpanel.com

Lightspeed Research
www.lightspeedresearch.com

Millward Brown
www.millwardbrown.com

The Futures Company
www.thefuturescompany.com

TNS
www.tnsglobal.com

Other marketing consultancies
ohal
www.ohal-group.com

Public Relations & Public Affairs

Blanc & Otus^{*}
www.blancandotus.com

Buchanan Communications
www.buchanan.uk.com

Burson-Marsteller[■]
www.burson-marsteller.com

Chime Communications PLC¹
www.chimeplc.com

Clarion Communications
www.clarioncomms.net

Cohn & Wolfe[■]
www.cohnwolfe.com

Dewey Square Group
www.deweysquare.com

Glover Park Group
www.gloverparkgroup.com

Hering Schuppener
www.heringschuppener.com

Hill+Knowlton Strategies
www.hkstrategies.com

Ogilvy Government Relations
www.ogilvygr.com

Ogilvy Public Relations
www.ogilvypr.com

PBN Hill+Knowlton Strategies
www.pbn-hkstrategies.com

Penn Schoen Berland[■]
www.psbresearch.com

Prime Policy Group
www.prime-policy.com

QGA
www.quinngillespie.com

RLM Finsbury
www.rlmfinsbury.com

Wexler & Walker Public Policy Associates^{*}
www.wexlergroup.com

Branding & Identity

Addison[●]
www.addison.co.uk

BDG architecture + design
www.bdg-a-d.com

Coley Porter Bell
www.cpb.co.uk

Dovetail
www.dovetailfurniture.com

FITCH[●]
www.fitch.com

Lambie-Nairn[●]
www.lambie-nairn.com

Landor Associates^{■,●}
www.landor.com

PeclersParis[●]
www.peclersparis.com

The Brand Union[●]
www.thebrandunion.com

The Partners[●]
www.the-partners.com

VBAT[●]
www.vbat.nl

Healthcare Communications

Feinstein Kean Healthcare¹
www.fkhealth.com

GCI Health
www.gcihealth.com

ghg
www.ghgroup.com

Ogilvy CommonHealth Worldwide
www.ogilvychw.com

Sudler & Hennessey[■]
www.sudler.com

Key

- ¹ Associate
 - ² Joint venture
 - ³ Investment
 - [▼] A Grey Group company
 - [◆] A Hill+Knowlton Strategies company
 - [†] An Ogilvy company
 - [■] A Young & Rubicam Group company
 - [●] A member of B to D Group
 - ^{*} Part of the Wunderman network
- As at April 2013.

Direct, Digital, Promotion & Relationship Marketing

A. Eicoff & Co
www.eicoff.com

Actis Wunderman⁺
www.actis.ru

AGENDA⁺
www.agenda-asia.com

AKQA
www.akqa.com

Aqua⁺
www.aquaonline.com

Barrows¹
www.barrowsonline.com

Blast Radius⁺
www.blastradius.com

Brierley & Partners¹
www.brierley.com

Designkitchen⁺
www.designkitchen.com

Dialogue
www.dialoguelondon.com

Digit
www.digitlondon.com

EWA
www.ewa.ltd.uk

FullSIX³
www.group.fullsix.com

Grass Roots¹
www.grg.com

G2[▼]
www.g2.com
– G2 Branding & Design
– G2 Interactive
– G2 Direct & Digital
– G2 Promotional Marketing

High Co¹
www.highco.fr

iconmobile[■]
www.iconmobile-group.com

Kassius⁺
www.kassius.fr

KBM Group⁺
www.kbmg.com

Mando
www.mando.co.uk

Maxx Marketing
www.maxx-marketing.com

OgilvyAction
www.ogilvyaction.com

OgilvyOne Worldwide
www.ogilvy.com

OOT²
www.oot.it

RTC[■]
www.rtcagency.com

Smollan Group¹
www.smollan.co.za

Smollan/Headcount
www.smollan.co.uk

Studiocom[■]
www.studiocom.com

These Days⁺
www.thesedays.com

VML[■]
www.vml.com

Wunderman[■]
www.wunderman.com

Specialist Communications

Corporate/B2B

Ogilvy Primary Contact
www.primary.co.uk

Demographic marketing

Bravo[■]
www.bebravo.com

K&L[■]
www.kanglee.com

MosaicaMD
www.mosaicamd.com

UniWorld¹
www.uniworldgroup.com

Wing[▼]
www.insidewing.com

Employer branding/ recruitment

JWT Inside
www.jwtinside.com

Event/face-to-face marketing

MJM
www.mjmcreative.com

Metro
www.metrobroadcast.com

Foodservice marketing

The Food Group
www.thefoodgroup.com

Sports marketing

9ine Sports & Entertainment
www.9ine.com.br

JMI¹
www.justmarketing.com

PRISM Group
www.prismteam.com

Entertainment marketing

Alliance
www.alliance-agency.com

Youth marketing

The Geppetto Group
www.geppetogroup.com

Real estate marketing

Pace
www.paceadv.com

Technology marketing

Banner Corporation[■]
www.bl.com

Media & production services

The Farm Group
www.farmgroup.tv

Imagina³
www.mediapro.es

MRC³
www.mrcstudios.com

United Visions
www.united-visions.de

The Weinstein Company³
www.weinsteinco.com

WPP Digital

24/7 Media
www.247media.com

Acceleration
www.acceleration.biz

Blue State Digital
www.bluestatedigital.com

The Data Alliance
www.thedataalliance.com

Fabric Worldwide¹
www.fabricww.com

F.biz
www.fbiz.com.br

Hogarth Worldwide
www.hogarthww.com

Johannes Leonardo¹
www.johannesleonardo.com

POSSIBLE
www.possible.com

Rockfish
www.rockfishinteractive.com

Salmon
www.salmon.com

Syzygy¹
www.syzygy.net

The Media Innovation Group
www.themig.com

WPP Digital partner companies

Ace Metrix³
www.acemetrix.com

eCommera³
www.ecommera.com

Globant¹
www.globant.com

HDT Holdings Technology³
www.hdtmedia.com

In Game Ad Interactive³
www.ingamead.cn

Invidi³
www.invidi.com

Jumptap³
www.jumptap.com

mySupermarket³
www.mysupermarket.co.uk

Moment Systems³
www.miaozhen.com

nPario¹
www.npario.com

Proclivity Systems³
www.proclivitysystems.com

Say Media³
www.saymedia.com

SFX Entertainment³
www.sfxii.com

Vice Media³
www.vice.com

Visible¹
www.visibletechnologies.com

WildTangent³
www.wildtangent.com

WPP knowledge community

The Store
www.wpp.com/store