



POSSIBLE
WORLDWIDE

WPP Digital Day
Tuesday, October 18, 2011

Introducing Possible Worldwide

- A new global digital network within WPP (launched February 2011)
- Built through the merger of four digital specialist agencies (Schematic, Bridge, Blue, and Quasar), with additional acquisitions throughout the year either completed (Gringo) or pending
- Building upon a strong foundation of US profitability, but particularly focused on faster-growing markets
- Designed to be both complementary to WPP's existing offerings, as well as anticipating emerging client needs

Over 1,000 staff members across 19 offices with one shared mission.



New York • Austin • Bangalore • Beijing • Cincinnati • Delhi • Dubai • Gurgaon •
Hong Kong • Los Angeles • London • Mumbai • Nairobi • San Francisco • San José •
São Paulo • Shanghai • Singapore

Building Business through Interactivity

How We See The World

<i>discipline</i>	<i>tools</i>	<i>results</i>
Communications	Push: Storytelling Messaging Content, e.g. television	Demand Generation Brand Preference
Interactivity	Pull: Utility User-Centered Design ECommerce Data Social Behavior Mobility Gaming	Conversion Loyalty Advocacy Marketing Agility Innovation & Expansion

Our Strategic Approach

- **Technology is increasing the number of interactive touchpoints between consumers and brands (e.g. the Web, mobile, tablets, public touchscreens, etc.), making interactive marketing increasingly vital**
- **We are strictly focused on being the best interactive agency in the world, creating compelling opportunities for consumers to participate with our clients.**
- **We believe there is need for an agency who can serve as a strategic interactive partner for major clients at scale, globally, particularly in newer markets.**
- **Our long-term focus is on relationships with visionary clients who understand the benefits that effective interactive strategies and execution can bring to their business**

Absolut Glimmer: Creating context for involvement in social media



Pringles: Building and managing one of the most successful brand communities in the world, now with over 16 million fans



Google Art Project: Making the art of the world's greatest museums accessible.

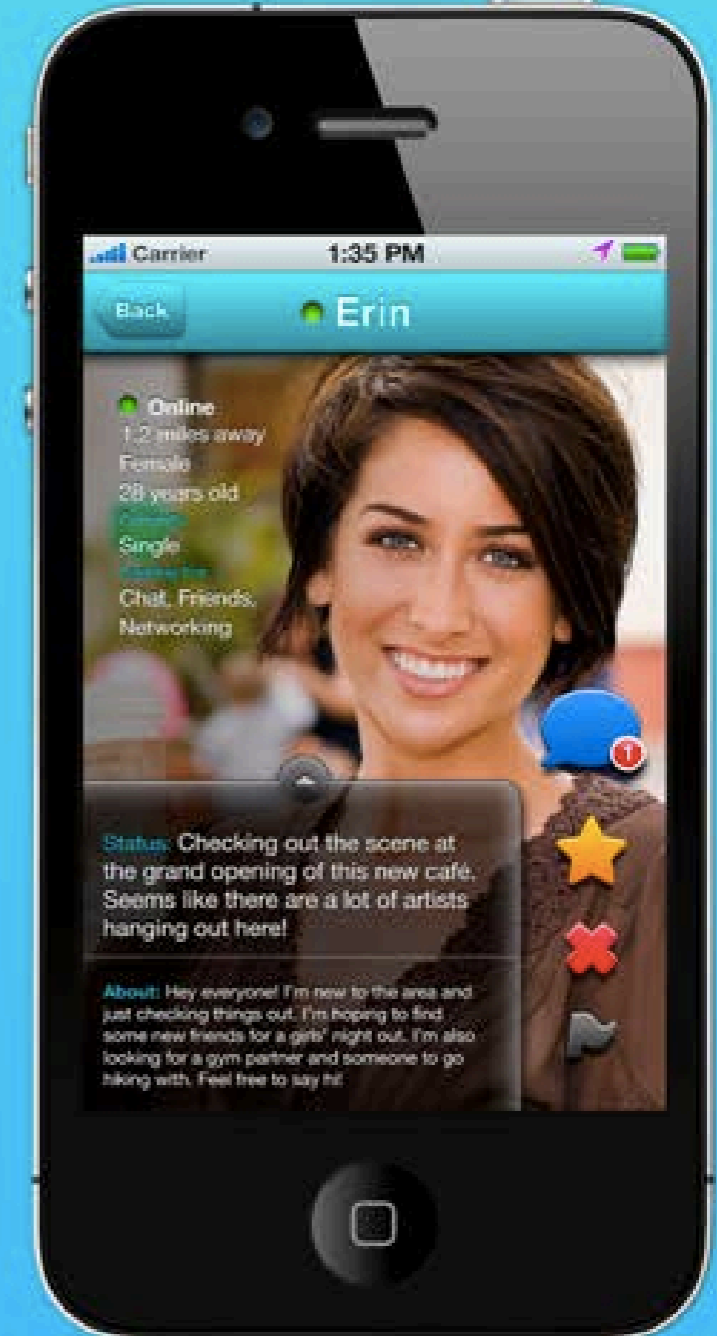
Art Project
powered by Google

MoMA

MoMA, The Museum of Modern Art / The Starry Night, Vincent van Gogh

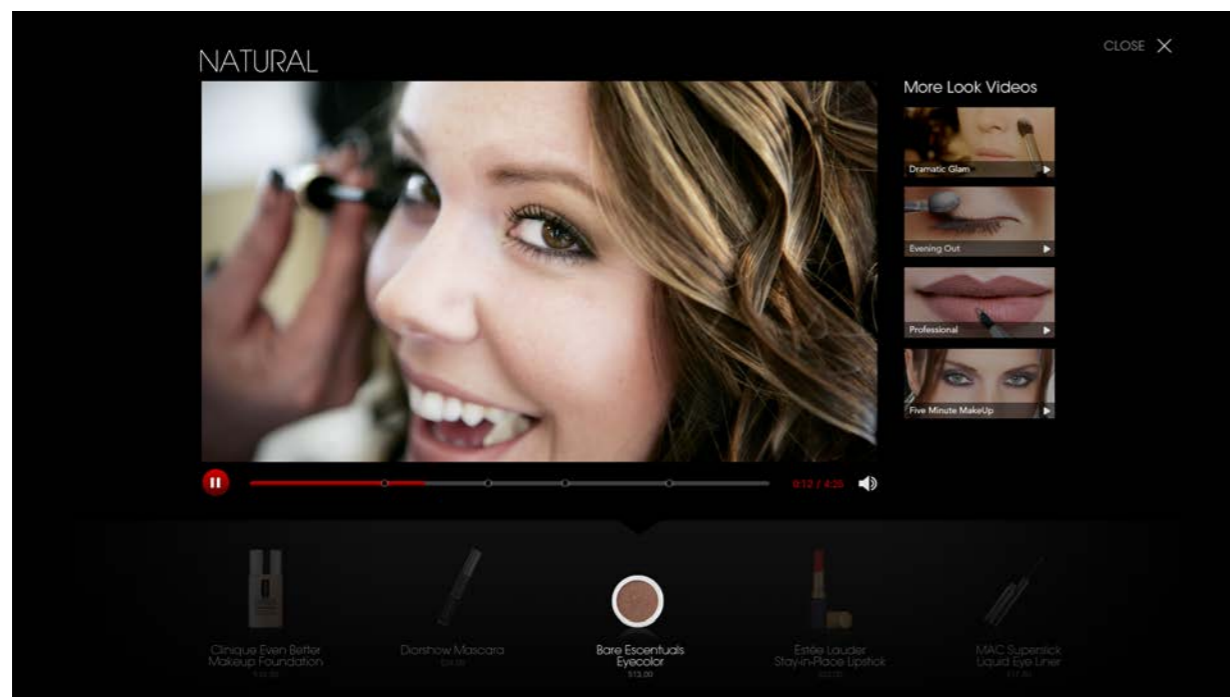
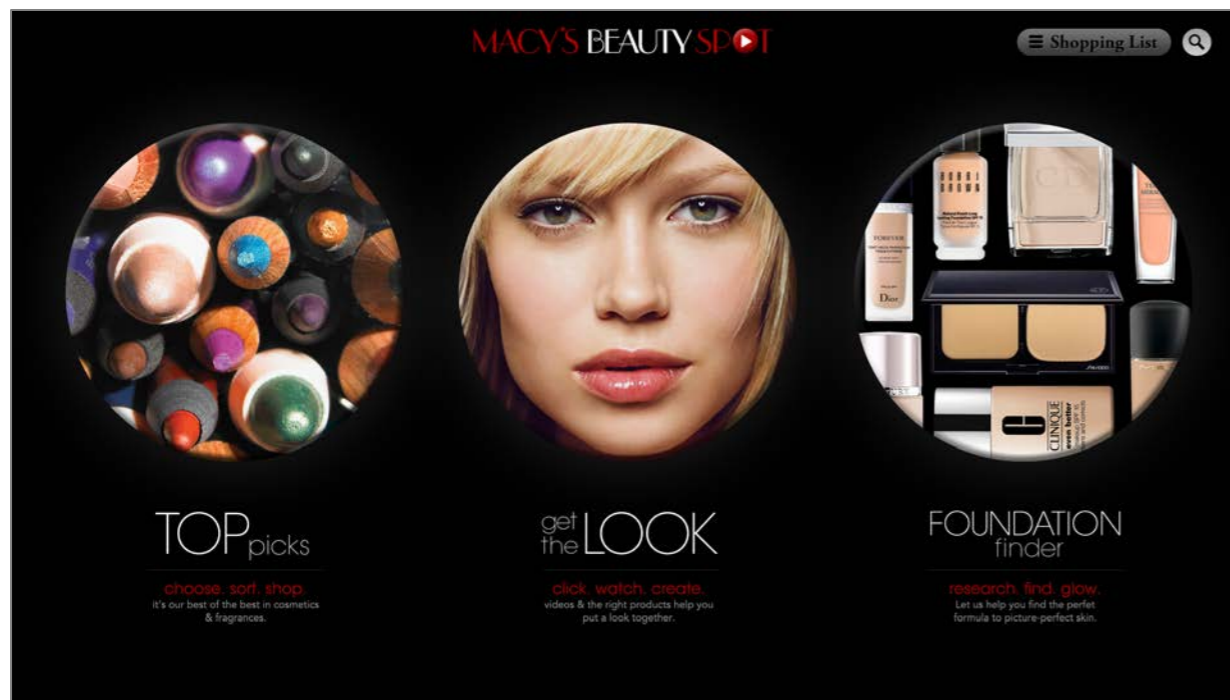
Winner, Cannes Cyber Lion, Gold 2011

Blendr/Grindr: A successful venture-backed start-up business, built by Possible.



Nearby Buddy Finder
iOS, Android & Blackberry

Macy's Beauty Spot: A virtual salesperson that brings the power of the Internet into the store.



Hong Kong Jockey Club: Modernizing the horseracing experience for a new generation.



Made for China: A wide-ranging program to deliver on the promise of Starwood hospitality for the Chinese traveler.





Thank you.

For more information, please contact:

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