

Wunderman

“Wunderman is among the best in the business... a hot shop that delivered some of the best work of the year to several of America’s top brands.” 2011

AdvertisingAge

wunderman

Daniel Morel

Chairman and CEO, Wunderman

October 18, 2011

Global network **145+** offices / **60+** countries



North America
2 Countries
36 Offices
2,500 + people

Europe
22 Countries
49 Offices
2,200 + people

Middle East
8 Countries
10 Offices
120 + people

Asia
12 Countries
26 Offices
900 + people

Latin America
9 Countries
14 Offices
700 + people

Africa
6 Countries
7 Offices
190 + people

**Australia/
New Zealand**
2 Countries
3 Offices
80 + people

Capability and growth in the BRICs and Next 11/CIVETS

BRIC's
1,094 People



Next 11/CIVETS
589 People



Data, metrics, insights and optimization



**ACTIONABLE
GLOBAL
INSIGHTS**



**KANTAR
PARTNERSHIP**

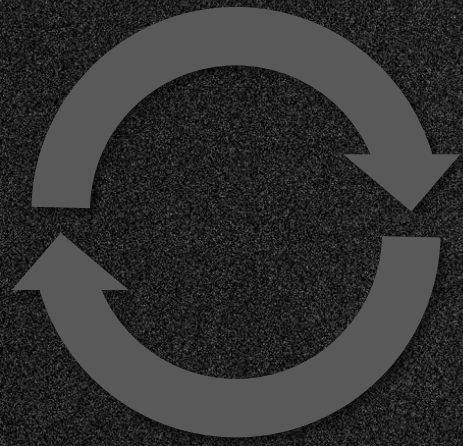
**ACTIONABLE
CATEGORY
SEGMENTS**

Fortelligent



AmeriLINK®





The Consumer

changing consumer behavior,
locally and globally **ANTICIPATE**
DE-MYSTIFY

TRANSFORM how our clients
ENGAGE consumers, communities
& conversations

for business outcomes **SHARE**
ACCOUNTABILITY

Experience

Engagement

Ford

Logos in border: Ford, Citibank, Coca-Cola, Microsoft, Clubmats, Kodak, Kraft Foods, AT&T, Burger King, EA, Chevron, AARP, Dell, Land-Rover, Clarif, Nike, Colgate, Xbox 360, Nokia, Xerox, Novartis, Johnson & Johnson, L'Oréal, Msn, Best Buy, Starbucks, Edison, Disney Store, Jaguar, Diageo, Cox.

wunderman

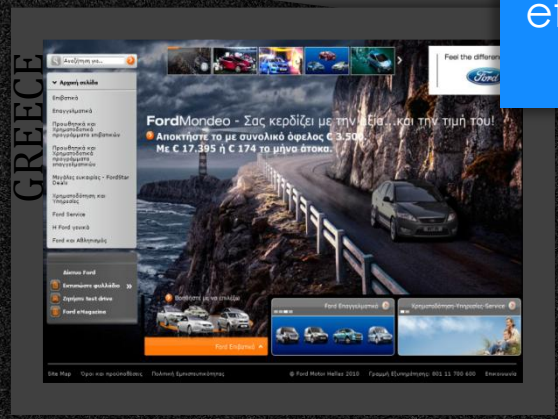
Transformation



Single platform, ENGINe,
 deployed across 25 markets

Content created and managed
 by Wunderman from single hub to
 all channels: social, mobile

World-class functionality with an
 efficient and centralised approach
 unique amongst Auto Co's



Social and local amplification

EARNED MEDIA



Video: we go in-car with Ken Block

Fearless driftmeister tackles Battersea Power Station. With terrified TG

FACEBOOK

Ford WRC added 63 new photos to the album Gymkhana flip book: Press right cursor to perform Gymkhana.



Gymkhana flip book: Press right cursor to perform Gymkhana

6,493 Impressions - 0.62% feedback
👍 14 April at 16:40 - Unlike - Comment - Share

👍 You and 36 others like this.

Jerome Schubert ist das geil!!!!

ONLINE VIDEO




TWITTER



[Ark09](#): Quality day at Battersea after launch of [#FordDiRt3](#) time to get saving for a WRC Focus

wunderman



The central graphic is a white rounded rectangle containing a Starbucks coffee cup on the right and a list of five strategic pillars on the left. The pillars are: Experience, Engagement (highlighted in bold), Analytics, and Global. Each pillar is preceded by a circular refresh icon. The entire graphic is surrounded by a border of various brand logos.

Logos in the border include: Ford, citibank, Coca-Cola, Microsoft, Clubmatas, Kodak, kraft foods, at&t, BURGER KING, COX, DIAGEO, JAGUAR, Disney STORE, EDISON, Starbucks, BEST BUY, EA, Chevron, AARP, DELL, LAND-ROVER, Claris, msn, L'ORÉAL, Johnson & Johnson, NOVARTIS, XEROX, NOKIA, XBOX 360, Colgate, and Nike.

Transformation

Starbucks community growth



"Red Cup"

DEC 2008	FEB 2009	APR 2009	JUL 2009	DEC 2009	MAY 2010	SEP 2010	NOV 2010	MAY 2011	AUG 2011
800K		2M		5M	9M	11M		22M	25M

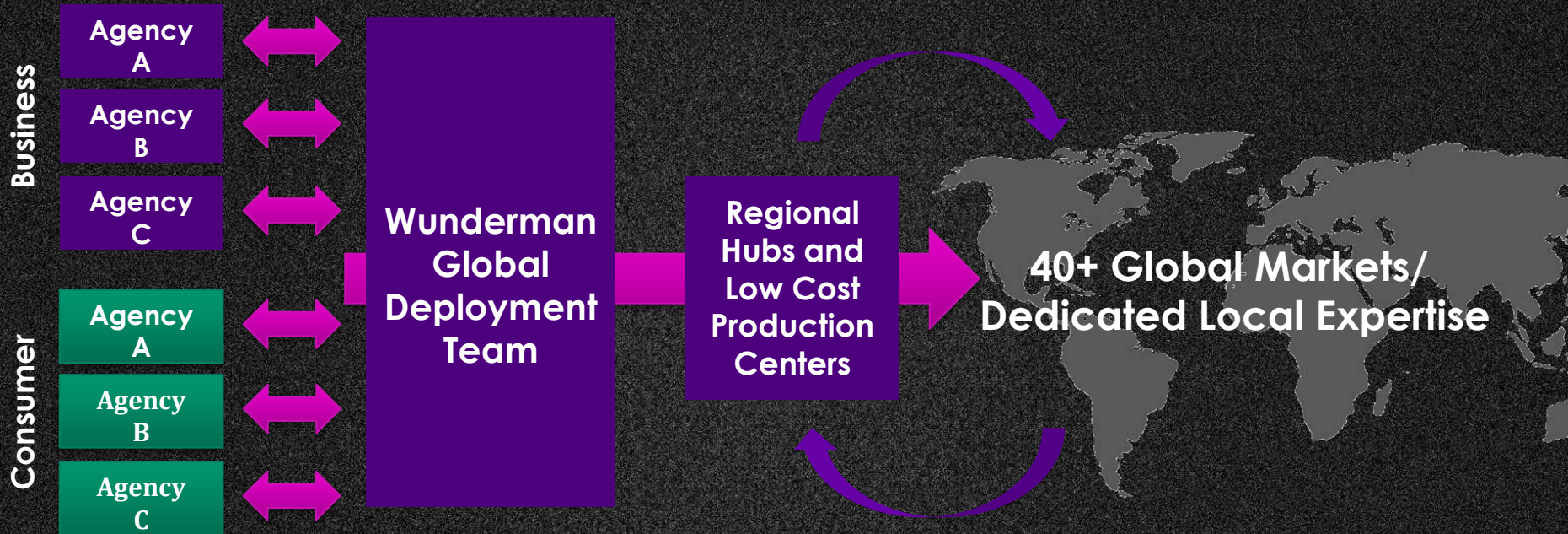




wunderman

Transformation

Global Ad Deployment and Optimization



	YTD IRR		
	Gaming	Start Screen	People Hub
Australia	0.068%	0.100%	0.093%
Canada	0.108%	0.121%	0.082%
France	0.076%	0.089%	0.085%
Germany	0.061%	0.074%	0.063%
United Kingdom	0.135%	0.122%	0.118%

Local Market Amplification and Effectiveness



Germany Local Office
Cinema Commercial

Local Creative

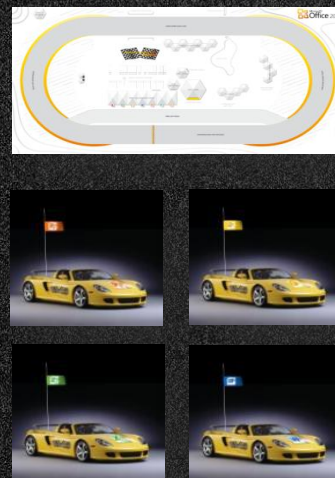


Global
Consistency

Emails



Social Media Package



Banners/Print Ads



Website



Ford citibank Coca-Cola Microsoft Clubmatas Kodak kraft foods at&t
 COX
 DIAGEO Experience
 JAGUAR Engagement
 Disney STORE Analyt
 EDISON
 Starbucks
 BEST BUY Global
 msn L'ORÉAL Johnson & Johnson NOVARTIS XEROX NOKIA XBOX 360 Colgate Nike
 BURGER KING EA Chevron AARP DELL LAND-ROVER Clarif

wunderman

Transformation



Sharing insights and best practices globally

“O quanto você é popular?”

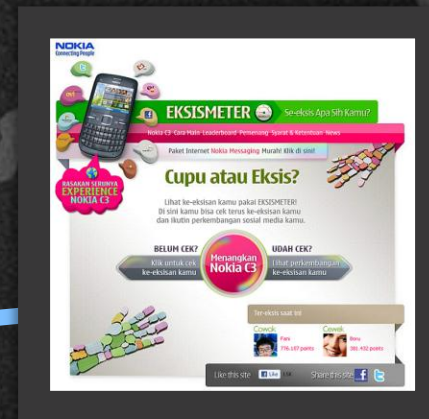


To Brazil



“Sosyo Metre!”
To Turkey

“Cupu atau Eksis?”



Indonesia

Growth through efficiency & effectiveness

Production

- Print
- Digital
- Broadcast
- Mobile

Execution

- Campaign Setup/Execution
- Emails / List Pulls
- Tagging
- Newsletters / Targeting

- Global and regional marketing delivery centers
- Borderless production
- Optimized performance

Marketing Solutions Center

Data

- Data Management
- Measurement Framework
- Business Intelligence

Analytics

- Campaign Performance
- Actionable Dashboards
- Production Analytics

 Global Delivery Centers:
New Delhi, Dhaka

 Regional Delivery Centers:
**Buenos Aires, Manila, Prague,
Cairo, Sao Paulo, Moscow, Beirut**

Client growth through connected capabilities

Telefonica



hp




Joff



P&G



New business growth



Get together and share a Coke


THEIR NEW ONE-STEP TV COMMERCIALS

Coke has always been part of people coming together. And now, for the first time ever, Australians can find, create and share cans of Coke customized with the names of the people who matter to them.

Win \$50,000 in store credit, 4 big cash prizes and more!

Make your own **Coke** with your name!

Find out more | Choose your cast now



UNITED




MileagePlus UNITED **JUMP** *The 25 Million Mile Quest!*

Pilot your own adventure in a quest to earn real United MileagePlus miles.

Mobile App | Miles Map | Spend Plan

TOUR EXPLORE | Miles of miles of miles



NOVARTIS








Deutsche Bank

BNP PARIBAS

Growth through talent

- Attract and acquire global digital talent
- Develop digital skills /knowledge of talent to operate on a global level consistent with our culture

wunderman



"This has been a truly amazing experience for me. It granted me opportunities to learn from professionals, experience a different culture and learn to be more independent."

— Jiayi
2010 Zed
Wunderman New York

Z Graduate Program

Building the pipeline

- Partnering best global academic partners
- Active recruitment and grooming
- **114 ZEDS from 15 different countries relocated**

Entry-mid level development

- Multi-pronged learning program
- Grooming digital talent and management
- Leverage and transfer Talent to where needed

Achieving digital fluency

- Encouraging learning across the organization.
- Leverage multiple learning methodologies
- Support Global Client Partner teams

Z academy

"Our Future"

Wunderman University

GLOBAL TALENT MANAGEMENT/DEVELOPMENT

Thank you

daniel.morel@wunderman.com