

PRESS RELEASE



Ogilvy & Mather and Hogarth Worldwide join forces to form global production powerhouse

New York, N.Y., March 23, 2015 -- Ogilvy & Mather announced today that it has come together with Hogarth Worldwide, a sister WPP company, to launch H&O (Hogarth & Ogilvy) - a new company that brings the resources and technology of the world's leading production agency into the world's most creative agency.

Headquartered in London, H&O will stand alongside Hogarth with a presence in 48 Ogilvy offices. This will create the largest marketing implementation group in the world.

Through this venture, Ogilvy's production unit, RedWorks, will be consolidated into this new entity, giving clients access to the traditional strengths and global network of RedWorks in addition to Hogarth's unique offerings – full broadcast and moving image capability, a market leading language and transcreation service and proprietary technology solutions.

Hogarth opened for business in 2008 with 14 people operating out of an attic room above a shop near London's Carnaby Street. Since then, the agency has undergone rapid expansion, growing to over 1,200 employees servicing such major clients as Dyson, GSK, Mattel, Vodafone and others across 21 offices in all four regions of the world. They have made a major impact on the production world since launch: in Television Post Production their Gramercy Park Studios facility in London is one of the newest and most advanced in Europe; in print production they offer global production at scale; in digital Hogarth has developed a range of innovative technologies in-house (including the asset management platform ZONZA and web publishing technology I/AM in partnership with Microsoft) and in transcreation Hogarth is generally recognized as the world's largest provider.

Commenting on the joint venture, Miles Young, Worldwide Chairman and CEO of Ogilvy & Mather said:

"I have always believed that to be a truly integrated world-class communications agency, we need to be best-in-class in each and every one of our specialist disciplines. Marketing implementation is no exception especially in this new age of marketing and branding. H&O is our response to the ever-changing needs of our clients, and our growing role as content producers and distributors. It will be an ideas-delivery engine sitting at the heart of Ogilvy that will change the conversation about how brands are brought to the market dynamically."

Barry Jones, CEO of Hogarth Worldwide explains his reasons for choosing to partner with O&M:

“H&O is a new concept. It puts a creative realization engine at the heart of a creative powerhouse. With Hogarth going from strength to strength, having H&O in parallel gives us the opportunity to bring all of our capabilities directly to Ogilvy’s clients.”

Jonathan Adler will join the group to serve as H&O's Global CEO. Ginny Maycox, currently COO of O&M West will be Global CFO. Duncan Stokes, who as Global CEO of RedWorks for the last two years has grown RedWorks into the world’s largest creative production company, for which I would like to express enormous gratitude, will lead H&O in EAME as well as taking global responsibility with Jonathan for the change management. The rest of the management team will be comprised of a balanced mix of the best leadership of both RedWorks and Hogarth.

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About Ogilvy & Mather

Ogilvy & Mather is one of the largest marketing communications companies in the world. It was named the Cannes Lions Network of the Year for three consecutive years, 2012, 2013, and 2014; and the EFFIEs World's Most Effective Agency Network for two consecutive years 2012 and 2013. The company is comprised of industry leading units in the following disciplines: advertising; public relations and public affairs; branding and identity; shopper and retail marketing; health care communications; direct, digital, promotion and relationship marketing; consulting, research and analytics; branded content and entertainment; and specialist communications. O&M services Fortune Global 500 companies as well as local businesses through its network of more than 500 offices in 126 countries. It is a WPP company (NASDAQ: WPPGY). For more information, visit <http://www.ogilvy.com/>, or follow Ogilvy on Twitter at @Ogilvy and on Facebook.com/Ogilvy.

About Hogarth Worldwide

Hogarth Worldwide is a marketing implementation agency, producing advertising and other marketing communications for clients across all media and all languages. Hogarth’s production expertise coupled with its powerful workflow and asset management technology delivers quality, control and savings for global brands. For more information, visit <http://www.hogarthww.com/>.

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