



OGILVYONE WORLDWIDE NAMED A LEADER IN CUSTOMER ENGAGEMENT AGENCIES EVALUATION BY INDEPENDENT RESEARCH FIRM

OgilvyOne is the sole Leader in the evaluation

NEW YORK, NOVEMBER 20, 2012: OgilvyOne announced that, of the 13 agencies evaluated by Forrester Research, Inc, in its independent report, "The Forrester Wave™: Customer Engagement Agencies," Q4 2012, it is the only agency to be cited as a Leader.

Forrester, a leading global research and advisory firm, defines Customer Engagement Agencies (CEAs) as: "agencies that focus on defining customer-oriented business strategies and mapping them to tactics and execution. They help clients maximize customer profitability and optimize customer experiences by applying data and analytics to every interaction."

According to Forrester, "OgilvyOne is the sole Leader in the evaluation, primarily because the firm has successfully integrated a small handful of sister agencies into one division and leverages expertise across them seamlessly. The agency's Fusion process underpins every CEA account, and the tools within that process are used across the agency to drive everything from strategy (business-challenge discovery and customer value calculators) to deliverables (briefs and journey maps). Clients point to its people, and their ability to think strategically at every level, as a core strength. The agency proactively incubates innovation around emerging channels and media as well as the opportunities those create for all of its clients."

Forrester evaluated the strengths and weaknesses of 13 agencies across 19 criteria, grouped into three high-level buckets: current offering, strategy and market presence. OgilvyOne received the highest ranking in both the current offering and strategy categories among all vendors.

Dimitri Maex, Managing Director of OgilvyOne New York, said: "We believe that the way in which Forrester has reframed the digital direct category as Customer Engagement is completely in line with how OgilvyOne is thinking about the future. Our core promise to our clients is that we help them unlock the full value of their customer base by building highly personal experiences that result in behavior change. Doing this requires a broad range of specialty capabilities as well as a relentless focus on the customer experience. We have invested heavily in our engagement planning tools and processes, our technology infrastructure and our data analytics capabilities. The integration of our performance marketing group, Neo@Ogilvy, has allowed us to expand our approach to acquiring and engaging customers beyond traditional CRM channels."

Brian Fetherstonhaugh, Chairman & CEO of OgilvyOne Worldwide, commented: "Creativity, the secret sauce to any type of customer engagement, is our life blood. This year, Ogilvy outperformed every agency in the most prestigious industry creative awards, and was voted the most creative agency in Cannes as well as the most effective agency at the Effie awards. OgilvyOne contributed to seven direct and four Cyber Lions at Cannes, we took home 12 awards at the Caples, and dominated the Direct Marketing Association's Echo awards, winning 19 awards in total including the Board of Governors' Award for Strategic Innovation and the USPS Gold Mailbox Award."

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Issued by:

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OgilvyOne Worldwide

OgilvyOne Worldwide is the strongest, most experienced and most highly awarded digital direct marketing network in the world, with over 100 offices in 50 countries. It provides clients with a full range of direct, consulting and interactive services to deliver profitable customer relationships. The roster of clients is equally balanced between global clients including American Express, BlackRock, British Airways, DuPont, IBM, Intercontinental Hotels Group, Kimberly-Clark, Nestlé, SAP, Unilever, UPS and leading clients in our local markets. OgilvyOne Worldwide is a unit of Ogilvy & Mather, a WPP company (NASDAQ: WPPGY), one of the world's largest communications services groups.