

The image features a white background with decorative red pixelated shapes in the corners. In the top right, there is a large, complex shape made of red squares of varying shades, resembling a stylized arrow or a cluster of data points. In the bottom left, there is a smaller, simpler red pixelated shape. In the center, the text 'Agility | WPP' is displayed. 'Agility' is written in a black, cursive script font, while 'WPP' is in a black, all-caps serif font. A thin vertical line separates the two words.

Agility | WPP



# TWIN PEAKS

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**WE SELL, OR ELSE**

digital



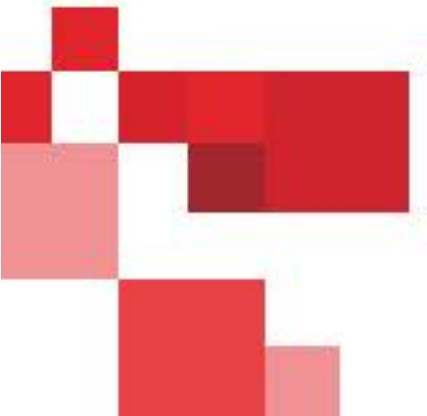


digital@Ogilvy



# A NETWORK FOR THE DIGITAL AGE

# STRUCTURE



# BRAZIL'S RISING C-CLASS





# LATINA: DIGITALLY ARMED AND READY

- Expanding Citibank and Nestlé relationship in Brazil
- Bimbo win in Mexico
- Key digital wins with Coca-Cola



24  
CITIES

415  
DIGITAL SPECIALISTS

2040  
EMPLOYEES



**AFRICA'S NEW SUB-CURRENCY**



Agility

STRIKE  
MEDIA



淘宝服装 女包 更多市场  
fuzhuang.taobao.com

所有宝贝 | 女装 女鞋 女包 男装

首页 单肩包 手提包 斜挎包 钱包 手拿包

# CHINA'S CHANGING ECOMMERCE LANDSCAPE



MOST LOVE  
最爱

## 包包

[看图选包]  
最热卖 / 最时尚 / 最潮流



### 按款式

- 单肩包
- 手提包
- 斜挎包
- 钱包
- 双肩包
- 手拿包
- 卡包卡套
- 旅行箱

### 按材质

- 牛皮
- PU
- 帆布
- 羊皮
- PVC
- 牛仔布
- 涤纶
- 牛津布

新品  
首发

LOUIS VUITTON

### 今日活动



钱包也疯狂NO.2 全场包邮  
长款/短款/零钱包/手拿包



男包志II 新品发布  
商务有范pk潮酷有范



LV三大系列 新品首发  
单肩包/手提包/钱包

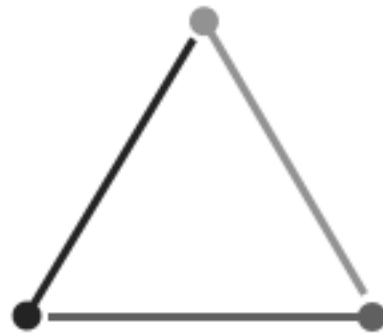


秋日美包出行秀全场包邮

# OUR ECOMMERCE TRIFECTA

OgilvyOne  
worldwide

DIGITAL INSIGHTS



SHOPPER MARKETING

Ogilvy*Action*

STRATEGY & INNOVATION

Ogilvy**RED**



# INDIA'S TABLET USAGE



# DOMINATING DIGITAL IN INDIA



**2012**

Grand Prix in the Digital and Interactive category for the campaign "The Photographs Case" for Fox Crime

Ogilvy & Mather India topped the overall metal tally at the Goafest Creative Abbys with 11 Golds, 16 Silvers, 23 Bronzes



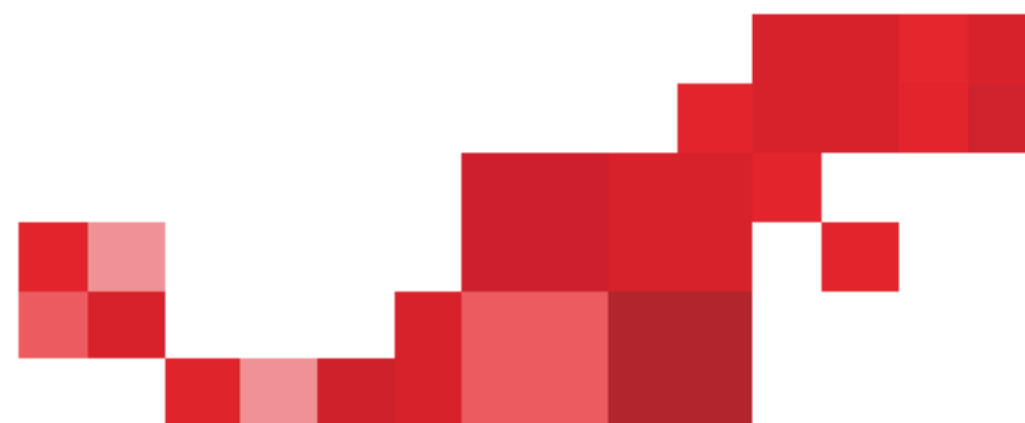
**2012**

Won The Yahoo Big Idea Chair Award for producing the most innovative and creative digital campaign -- 5-Start (Mondelez), "The Date Fillium"



**2011**

Digital Agency of the Year: Mumbai



# **RUSSIA'S INNOVATION TOWN**



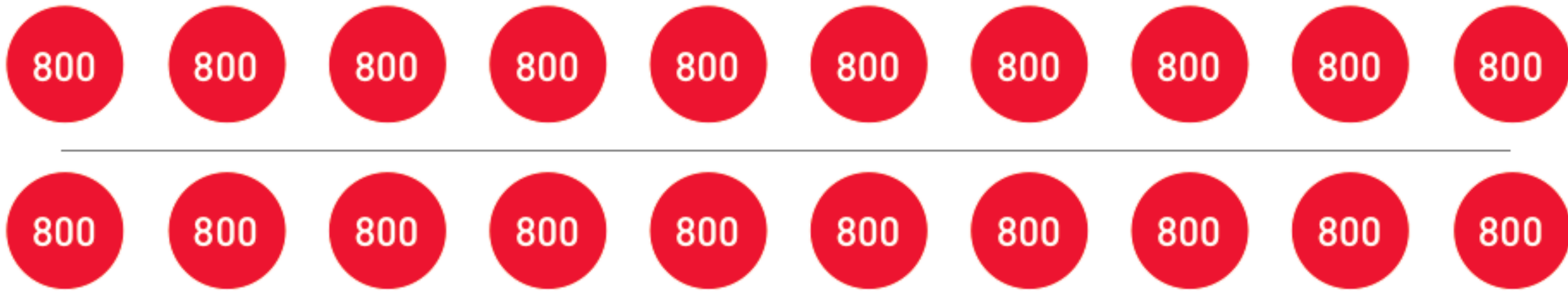


# AMPING UP OUR RUSSIAN FOOTPRINT

Promo Interactive  
Ogilvy Group

*Coca-Cola*





**120**  
Country-level  
Digital Teams

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**8,000**  
Digital  
Specialists

# GLOBAL CLIENTS



BLACKROCK



Unilever



LOUIS VUITTON



A FAMILY COMPANY



PHILIPS



Good Food, Good Life



中糧  
COFCO

自然之選 糧食專家



enjoy the ride

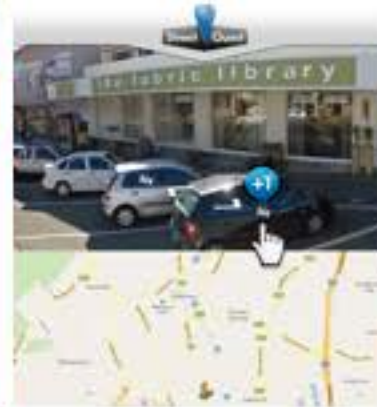


The image features several abstract, pixelated red shapes on a white background. A large, horizontal red bar with a pointed left end is the most prominent element, containing the text 'THE WORK'. To its right, a vertical red bar extends downwards, with a small red square attached to its left side. In the top right corner, there is a cluster of red squares of varying shades and sizes. In the bottom left corner, another cluster of red squares is visible, including a larger horizontal bar and several smaller squares below it.

# THE WORK

# STORYTELLING

# EXPERIENCE DESIGN



**Emotional Bonding**  
(adding depth and richness to the brand)

**Immersive Personalized Experiences**  
(adding value to the relationship)

**Functional Design/ eCommerce**  
(reductive design, reducing friction)

# PRODUCTS AND SERVICES



# INDUSTRY RECOGNITION



**2013**  
Ad Age Standout Agency



**2012**  
Network of the Year (83 Lions);  
4 Cyber Lions, 2 Mobile Lions

**2010**  
3 Cyber Lions

**2009**  
3 Cyber Lions



**2013**  
Network of the Year;  
107 Clio Awards

**2012**  
Network of the Year;  
37 Clio Awards



**2013**  
Most Effective Agency Network  
14 Effies Awards

**2012**  
Most Effective Agency Network  
18 Effies Awards



**2012**  
Leading Mobile Agency  
Leading Customer Engagement  
Agency



**2011**  
Digital Agency of the Year: UK



**2011**  
Digital Agency of the Year: Beijing  
Digital Agency of the Year: Mumbai

The image features a white background with the text "Thank You" centered in a black serif font. The corners are decorated with red pixelated patterns. In the top-left and bottom-left corners, there are small, irregular clusters of red squares. In the top-right corner, there is a larger, more complex pixelated shape that resembles a stylized arrow or a decorative flourish, composed of various shades of red squares.