



## Fighting the daily share battle with ideas that win

Since 1968, we've been helping iconic brands fight and win the battle for mindshare.

Today, that battle is being fought in an increasingly fragmented landscape, with new platforms and channels emerging on a daily basis.

**Harnessing the potential of today's increasingly fragmented landscape requires an integrated team focused on the complete customer journey.**

These diverse, cross-functional teams move in lock-step – sharing data and results in real time, developing new ideas, and getting them to market in minutes, not weeks.

## Awards don't move the needle. Business results do.

**We've built our business helping marketers build their businesses in the toughest situations.**

We're driven by a relentless focus on helping our clients find boardroom success. Our results aren't soft metrics. They're real, and they're economically dramatic. They prove that we literally give our clients more for their money.

It's not that we're against awards – we just value our clients' businesses more than our portfolios.

## Humble hungry humans

The people. That's what we're all about.

And here, those people happen to be curious, tenacious, and scrappy thinkers. And we encourage them to explore and wander intellectually.

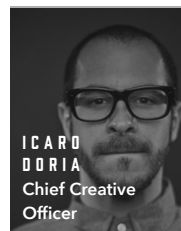
Why? Because creating work that wins the daily share battle requires out-of-the-box thinking that can only come from diverse collaboration and real-world experience.



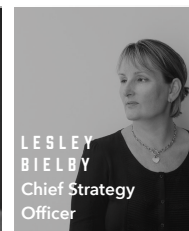
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