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INTERPUBLIC GROUP OF COMPANIES INC. SWOT & PESTLE ANALYSIS

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Company Name : Interpublic Group of Companies Inc.

Company Sector : Advertising, Public Relations

Operating Geography : United States, North America, Global

About the Company :

Interpublic Group of Companies Inc. (IPG) is a publicly-traded advertising firm headquartered in New York, United States. In October 1930, H.K. McCann Co. (established in 1911) and Erickson Co. (formed in 1902) amalgamated to form IPG as McCann-Erickson in New York City. Advertising, independent media purchasing, direct marketing, healthcare communications, interactive consultancy services, marketing research, promotions, experiential and sports marketing, and public relations are some of the areas in which the company operates globally. It is divided into two sections: Integrated Agency Networks (IAN) and Constituency Management Group (CMG) (CMG). The IAN fraction contains advertising and media services, as well as a wide range of global communications and marketing services. The CMG industry includes events and public relations, as well as sports and entertainment marketing, corporate and brand identity, and strategic marketing counsel. On April 20, 2022, Interpublic Group announced that it had purchased a stake in The Famous Group, a Los Angeles-based award-winning fan experience technology company.

Interpublic Group of Companies, Inc.'s USP lies in its being the global leader in modern marketing solutions and has a strong global distribution network. The vision statement of IPG reads, "Diversity is also transforming consumers. For us to compete effectively, our workforce has to reflect the world's changing demographics and more important, its changing marketplace".

Revenue :

US\$ 10,240 million - FY ending 31st December 2021

US\$ 9,061 million - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Interpublic Group of Companies Inc. is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.It is a Fortune 500 company with global presence receiving many awards 2.The group has about 100 brands under it providing a diverse portfolio and strong acquisition strategy 3.The group is focusing on digital capabilities and data-fueled offerings 4.IPG has now branched into the health industry 	<ol style="list-style-type: none"> 1.The company is involved in various legal proceedings 2.Decreasing liquidity ratio in last 3 quarters 3.Rise in debt in last three years with the acquisition of Acxiom 4.Events and sports marketing was a source of negative growth for the company
Opportunities	Threats
<ol style="list-style-type: none"> 1.Digital and social media advertising is the new avenue for marketing 2.Mobile advertising witnessing exponential growth 3.Continue strategic acquisitions of companies to expand geographical footprints 	<ol style="list-style-type: none"> 1.Marketing spending by clients decreased during pandemic 2.Marketing, Advertising and PR is an extremely competitive industry 3.There is stiff competition for ad talent in the industry 4.IPG's business is seasonal in nature

PESTLE Analysis :

The PESTLE Analysis for Interpublic Group of Companies Inc. is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Brexit impacted the advertising industry 2. Increasing role of digital marketing in political campaigns 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Global businesses are exposed to foreign exchange fluctuation risks 2. The pandemic negatively impacted businesses
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. TV and cable subscriptions have gone down as people spend more time on OTT platforms and social media 2. Contextual and viral marketing is extremely effective 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Cloud technology and AI are being integrated into advertising 2. Cybersecurity is essential to protect data with rising cyber attacks
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Laws and regulations regarding advertisement varies in different countries 2. Tax laws differ in various countries 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Companies are becoming greener due to climate change risk 2. Rising trend of sustainable advertising

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