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WPP SWOT & PESTLE ANALYSIS

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Company Name : WPP

Company Sector : Advertising and Public relations

Operating Geography : Ireland, Europe, Global

About the Company : WPP is a public limited company specializing in advertising and public relations. Its executive office is located in Dublin, Ireland although its head office is located in London, England. With over 203,000 employees including associates as of 2018, WPP is considered as one of the “Big Five” agency companies, beside Dentsu, Publicis, Interpublic Group of Companies and Omnicom. WPP is listed under London Stock Exchange and NASDAQ. It is also a part of FTSE 100 Index.

Founded in 1971 as a wire basket manufacture, “Wire and Plastic Products plc” was acquired by WPP Group founder Martin Sorrel in 1985 with the aim to become a global marketing service firm. Today, WPP owns advertising companies like Grey Group, Wunderman, and JWT, digital companies such as AKQA, Geometry, OgilvyOne, public relations companies like Hill+Knowlton Strategies, and Burson-Marsteller, media investment management companies which are operated by MEC, Maxus, and MediaCom, group of companies with research-orientation, namely Kantar, which include BMRB, Indian Market Research Bureau, and TNS etc. They also own a subsidiary which specializes in manufacturing wire racks.

In 2018, as Sorrel stepped down, Mark Read was appointed as CEO of WPP plc. to carry forward their mission to create growth for their clients using data-driven insights, technology, human intelligence and creativity.

Revenue :

£15,602 million - FY ended Dec 2018 (year-on-year growth of -1.3%)

£15,804 million - FY ended Dec 2017

SWOT Analysis :

The SWOT Analysis for WPP is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.World's biggest advertising company 2.Expansion through regular M&As 3.Global presence with several Fortune 500 clients 4.Strong talent powerhouse with gender inclusivity 	<ol style="list-style-type: none"> 1.Client losses in 2018 2.Weak performance in North America 3.Inability to apply differentiation strategy
Opportunities	Threats
<ol style="list-style-type: none"> 1.New culture under new CEO 2.Investment in creativity and technology 3.Exploring emerging market 4.Opportunity in high growth areas across business segments 	<ol style="list-style-type: none"> 1.Stakeholders' concern over new CEO 2.Intra- and inter-industry competition 3.Increased number of lawsuits due to discriminations and misconducts

PESTLE Analysis :

The PESTLE Analysis for WPP is given below:

Political	Economical
1.Political conflict across client geographies 2.The Brexit uncertainty challenge to the advertising industry	1.Unemployment Rate and Labour Costs 2.GDP growth of an economy
Social	Technological
1.Diversity and inclusivity 2.Handling sensitive topics and taboos	1.Digital disruption in the industry 2.Technological Diffusion
Legal	Environmental
1.Censorship of Advertisements 2.Lawsuits against executives for discrimination and misconducts 3.Mergers and acquisitions	1.Commitment to sustainability

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