



**ASX Release**

## **WPP AUNZ LAUNCHES CENTRE OF EXCELLENCE**

Sydney, Australia – 6 May 2020

WPP AUNZ Limited (“WPP AUNZ”) (ASX: WPP) today announced the launch of the Centre of Excellence (COE), a new division providing data, consulting and martech expertise.

The Centre of Excellence is a key initiative within WPP AUNZ’s long-term growth strategy. It supports clients to drive maximum value from their data and tech investments.

The new division brings together skilled practitioners from across WPP AUNZ to meet client needs. More than 300 employees have already been assessed on their tech platform competence, with plans to grow this number. Employee training and development will be aligned to this so that individual and group capability is strengthened.

The COE’s main focus is marketing automation, drawing on partnerships with global tech and platform companies such as Microsoft, Google, Salesforce, Adobe and Sitecore.

WPP AUNZ’s Chief Executive Officer, Mr Jens Monsees said, “We are very excited to launch the COE today, which fully establishes, through technology partnerships and in-house capability, a strong marketing technology capability within WPP AUNZ. These capabilities provide essential solutions for our clients who are seeing data and martech account for around 26 per cent of their marketing budgets.<sup>1</sup>

“The COE offer is a hub and spoke model, allowing all of our agency brands to tap into the tech capability. It provides the opportunity to grow our business with both new and existing clients and this opportunity has been accelerated in recent months by the greater need of our clients for e-commerce and digital marketing platforms.”

<sup>1</sup> Gartner CMP Spend Survey 2019-2020

**Ends**

### **About WPP AUNZ:**

WPP AUNZ is Australasia’s leading creative transformation company. You can read more at [www.wppaunz.com](http://www.wppaunz.com) or follow us @WPP\_AUNZ

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