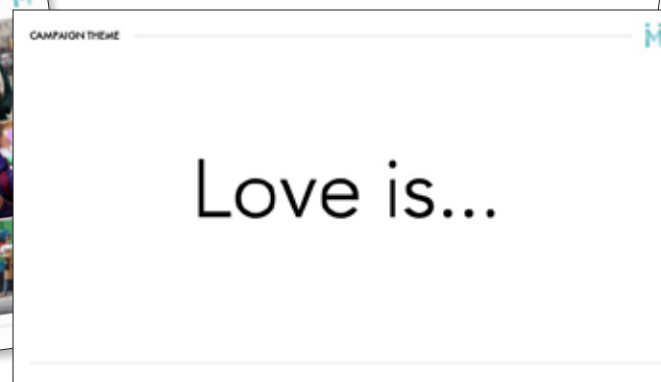


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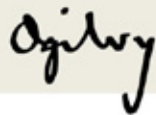


ORACLE

POSITIONING ORACLE AS A TRUSTED PARTNER IN RETAIL

Presentation by WPP

June 23rd 2015



HILL+KNOWLTON
STRATEGIES



YOUR BRIEF

Our global network



WPP presentation to Oracle

Slide 46

MARKET CONTEXT

INSIGHT

Digital personalities

The new digital customer personalities



Sheep

Extensive
researcher/
long term



Viper

Efficient - in
and out



Dolphin

Social and
focussed on
online sharing



Owl

Data driven
and focussed
on price
comparisons



Fox

Looks to
bargain and
negotiate

WPP presentation to Oracle

Slide 22

STRATEGY



WALGREENS BOOTS ALLIANCE

Boots US Background

We are looking to build an external facing corporate site for our client Boots US. The site needs to provide positive info about the company (brand message, functions, locations etc) and act as a careers site for prospective job applicants.

This site will be geared towards the cosmetics market and must appeal to that demographic whilst incorporating the Boots US Walgreens brand.

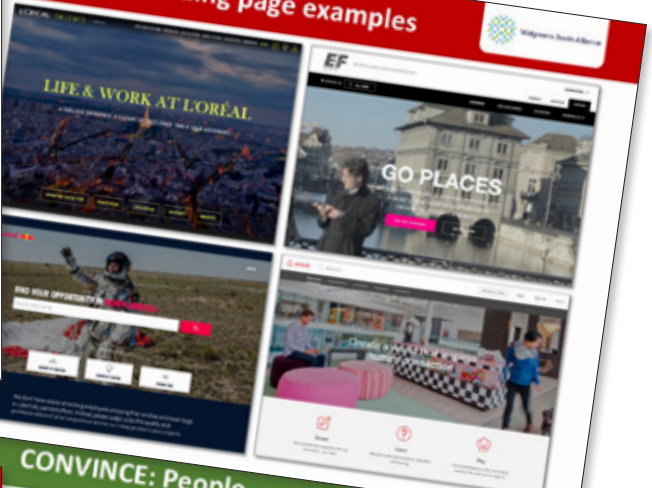
Current Boots Walgreens' site: <http://www.walgreensbootsalliance.com/>

Conversion Approach

How can you turn your careers page into a hiring hub?

Action	Question	Site section
 Engage	How do you grab candidates' attention?	• Environment (Landing page/first tab)
 Convince	Why should candidates choose you?	• People (Boots Employees) • Benefits • About
 Convert	How do you turn curious visitors into enthusiastic applicants?	• Apply

ENGAGE: Landing page examples



ENGAGE: Environment

Who we are (Our business (retail), cosmetic brands, market position)

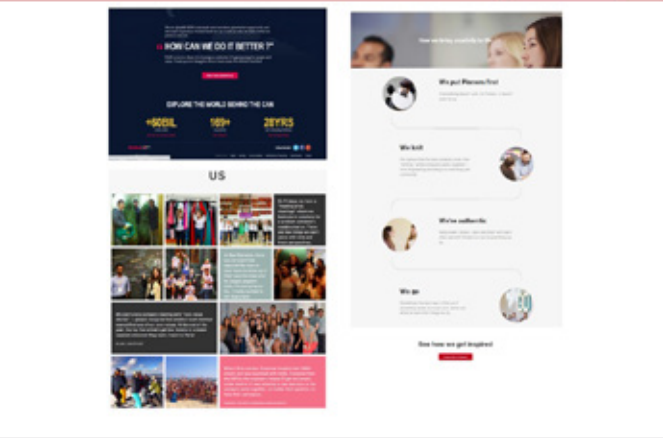
This section informs prospective applicants and general users about the business. Gives a 'snapshot' of company culture, brand message and mission statement and business function.

Will include:

- Mission statement/tagline
- Explanatory copy and imagery clearly outlining what the business does.
- Clear CTA to next step of the site journey



ENGAGE: Environment Examples



CONVINCE: People

Who we are (team members, managers, locations)

This section showcases current Boots employees and where they're situated. It will cover various roles within Boots US and give the user/prospective applicant an idea of what it's like to work for Boots (people you'll be working with, job types etc.)

Example content

- What do you want to do? (click-on buttons through to sub-pages with info about different roles, e.g. internship, entry-level, manager)
- 'Meet the team' testimonials (writups of employee with e.g. favourite Boots product/brand)
- Social media feed with posts from teams/employees - Perhaps a juicer type feed with upload of employees using Boots products, having team experiences etc.





Helping Clubcard to help customers get the very best from Tesco

A future-proof CRM strategy that we can deliver now

Imagine a world where

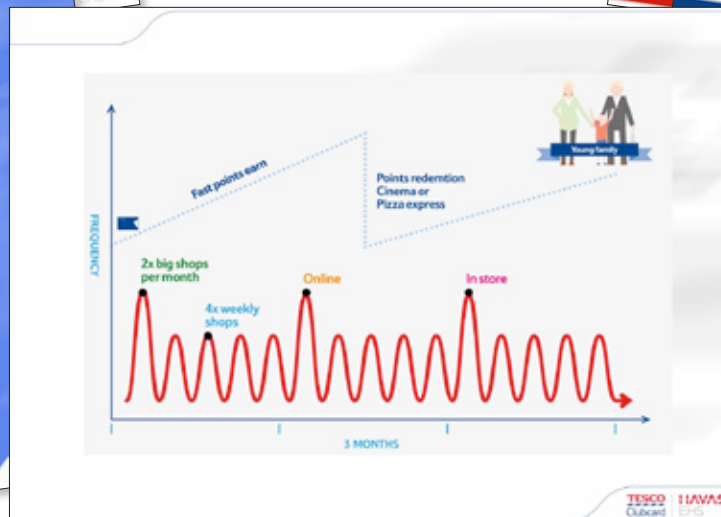


Before we start,
we just wanted to say

Clubcard is special
Customers agree
It gives you unique capability
Clubcard gives you
the ability to identify,
and offer value
to our customers



Scope and overarching approach



The good news is that
we have at our fingertips
a huge toolkit that will
enable us to evolve





**Two massive events
+ incredible partnership exclusives
= a unique sales opportunity**

An unprecedented 53 nations competing for 24 spots in the final

51 matches in total - 20 more than in 2012

150 million spectators per game following across 230 territories

Starting with **UEFA EURO 2016™**, hosted in France (10th June to 10th July)

World's largest sporting event

athletes, 306 and 204 teams

red TV of 4 billion

Followed by the Olympic Games, hosted in Rio (5th August - 21st August)

2016 THE BUSINESS OPPORTUNITY

CREATIVE STRATEGY
IN 2016, COKE WILL BRING TOGETHER ALL THE DIFFERENT TYPES OF FANS

CULTURAL TENSION
Because not all fans are created equal
Specially in Europe where everyday football is played between hardcore fans and everyone else

BUT ALL FANS ARE FUELLED BY THE SAME NATIONAL PRIDE, IDENTITY AND BELONGING

Becoming First Choice

Investor Visit

30 November 2017



The image shows the front cover of a book titled '3 WHO WE ARE/WHAT WE DO' by STEVE NEWLAND. The cover is primarily red on the left side, where the title and author's name are printed in white. The title '3 WHO WE ARE/WHAT WE DO' is in a large, bold, sans-serif font, with the number '3' being particularly prominent. Below the title is a small white horizontal line, and further down, the author's name 'STEVE NEWLAND' is printed in a smaller, all-caps font. The right side of the cover features a photograph of a man with light brown hair, wearing a blue shirt, working intently at a desk. He is looking down at a circuit board or similar electronic component. A black desk lamp with a silver shade is positioned over his work area. The background of the photo is slightly blurred, showing shelves with various items and a green plant. The overall design is clean and professional, typical of a technical or business book.

3

WHAT WE DO

Category	% of Total
Automation & Control	52%
Interconnect	14%
Wire & Cable	8%
Board Level Electronics & Raspberry Pi	6%
Tools & Consumables	5%
Test & Measurement	4%
Other	11%
TOTAL GROWTH	

The pie chart illustrates the distribution of business segments. The largest segment is Automation & Control at 52%, followed by Interconnect at 14%, Wire & Cable at 8%, Board Level Electronics & Raspberry Pi at 6%, Tools & Consumables at 5%, Test & Measurement at 4%, and Other at 11%.

Automation & Control
 Interconnect
 Wire & Cable
 Board Level Electronics & Raspberry Pi
 Tools & Consumables
 Test & Measurement
 Other

3

OUR BUSINESS MODEL

Our go-to-market channels

Sales

Local offices

57%

Digital

Highly integrated

43%

Allied is largely centralized

Functions fully located in Fort Worth, TX:

- Finance
- Human Resources
- Information Services
- Product Management
- Marketing
- Digital
- Operations

19

[illegible]

12

REINVESTING TO ACCELERATE GROWTH - GEOGRAPHICAL EXPANSION

- Significant opportunity exists to grow market share in all our regions
- We also see further opportunity in both Canada and Mexico
- Mexico
 - In Q4 of FY12 we began expansion in Mexico
 - Early progress is encouraging – and we will see further opportunity for expansion
- Canada
 - Continuing to extend supplier authorizations to Canada
 - Investing in French language website

Legend:

- Western Region
- Central Region
- Eastern Region
- International
- Sales office

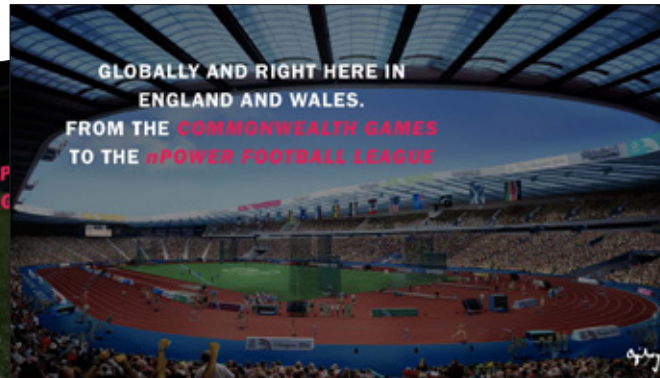
12 **REINVESTING TO ACCELERATE GROWTH - SALES EFFECTIVENESS**

 Standardize best practice across the sales offices	 Remove and centralize low value-add activities from inside sales reps
SCALABLE  Optimize structure to enable scalability	Invest in sales pipeline process & capability 

PROPOSAL FOR ICC OGILVY: SPORT MEETS LIFE

Response to ITT
Public Relations, Ambassadors & Influencer Services
14th Feb 2018







For more information please contact:
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design@markjeater.co.uk

THANK YOU