

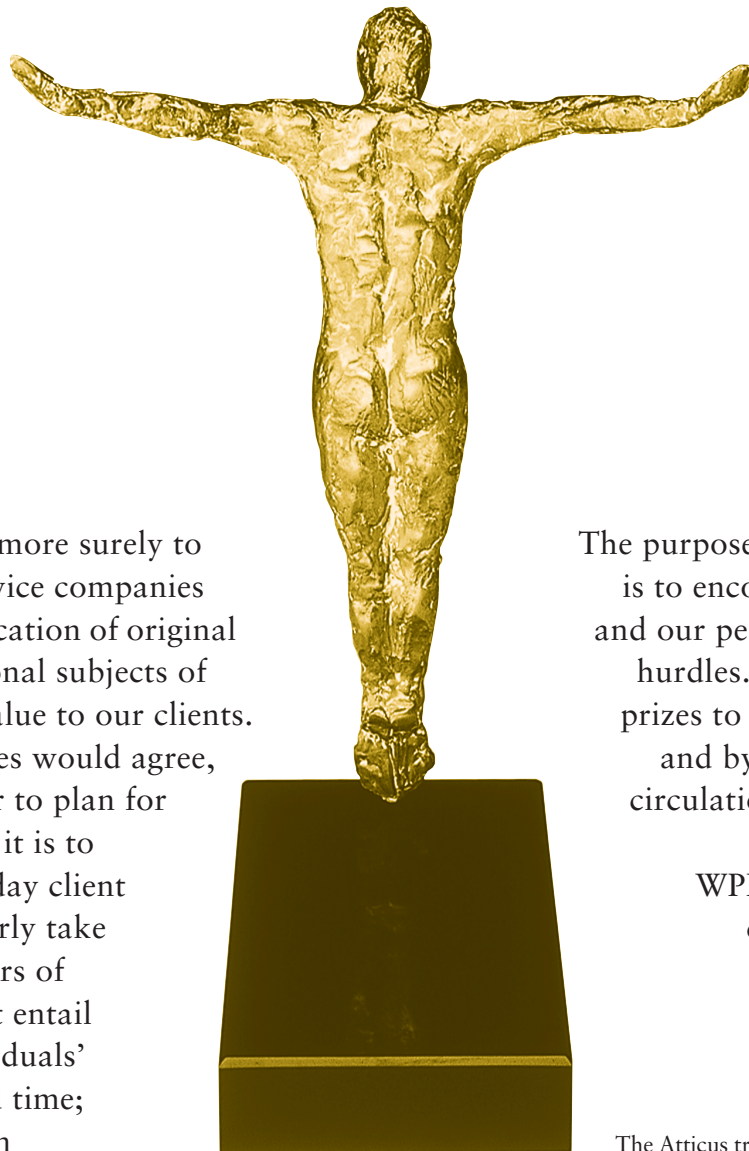
WPP ATTICUS 2009

The 2009 WPP Atticus Awards for original published thinking in communications services

Entry Forms



The WPP Atticus Awards honour original published thinking on subjects of relevance to marketers everywhere.



Nothing contributes more surely to the reputation of service companies than consistent publication of original thinking on professional subjects of clear and practical value to our clients. Yet as most companies would agree, it's a great deal easier to plan for such a program than it is to carry it out. Day-to-day client demands quite properly take precedence; long hours of concentrated thought entail the invasion of individuals' evening and weekend time; the rewards will often seem remote.

The purpose of the Atticus Awards is to encourage WPP companies and our people to overcome these hurdles. By offering significant prizes to the individual authors, and by greatly expanding the circulation and influence of the winning submissions, WPP hopes to see both the quantity and quality of Group companies' professional thinking greatly enhanced.

The Atticus trophy.
One goes to each category winner.

The prizes

- The winner of the *Grand Prix* will receive \$10,000.
- Each of the category winners will receive a \$5,000 cash prize (except the Corporate Award). The prize money will be shared if there is a joint submission.

Winners will be presented with an Atticus trophy (above) and their cash prize by Sir Martin Sorrell, Chief Executive of WPP.

Every entry that is judged a Winner, Highly Commended or worthy of Merit will receive an Atticus certificate.

The 2009 Atticus Awards – the categories

The WPP Atticus Awards program is open to employees of all WPP companies across all marketing disciplines – and to them only. There are 10 Awards, for the best original work in each of the following categories:

- Advertising
- Branding and Identity
- Consumer Insights
- Digital Communications
- Media and Communications Planning
- Public Relations and Public Affairs
- Research in Practice
- Strategy
- Corporate Award (no cash prize)
- Under-30 Essay Prize

The *Grand Prix* will be awarded to the most outstanding submission of the category winners (Corporate Award and Essay Prize excluded).

The Corporate Award recognises consistent achievement by a company in producing high-quality professional publications. Unlike the other Atticus Awards, the Corporate Award is given to a *company* not to individuals, so there is no cash prize. However, a handsome Atticus trophy is awarded to the company that fosters a corporate culture in which individuals are encouraged to think, write and publish.

So what can you enter ?

Atticus entries should demonstrate original thinking in communications services (not day-to-day paid-for client work). What Atticus seeks is the ‘think piece’, the overview of an issue, a trend, an argument, a thesis.

Entries should be selected from existing published thinking rather than written specifically for the Atticus Awards. It may help to study previous winners at www.insidewpp.com/atticus.

The work could take the form of, for example:

- a speech, a talk, a presentation to internal or external audiences;
- an article in a trade magazine, website, intranet or in-house journal;
- a conference paper, a report, a blog, a book.

Entries must be supplied as hard copies. We cannot accept electronic copies, DVDs etc. All entries must be fully self-supporting and self-explanatory. For example, to be eligible, PowerPoint® presentations must be accompanied by a full linking written narrative.

We welcome entries in all languages, provided they are accompanied by an English translation. Please see page 4 for details. All entries should:

- be the work of employees of WPP companies;
- with the exception of the Under-30 Essay Prize, have been published or ‘aired’, either externally or internally within the company, during the 2009 calendar year (1 January – 31 December 2009).

Atticus Under-30 Essay Prize

This Award, for an original essay of not more than 1,000 words on a given subject, is open to all WPP company employees under 30 years of age on 31 December 2009. The given subject for 2009 is: **“The test of a first-rate intelligence is the ability to hold two opposed ideas in the mind at the same time, and still retain the ability to function” F. Scott Fitzgerald, *The Crack-Up*, 1936. Do you agree with this statement? Or disagree? Or both? Please be as specific as possible and limit your answer to 1,000 words.** This category has specific submission conditions: please see the Entry Form on page 5 for full details.

The judges

Entries for the WPP Atticus Awards will be judged by an international panel of independent professionals selected for their expertise and understanding of the marketing services industry.

Past judges have included Helen Alexander, Chief Executive, The Economist Group; Ann S. Moore, Chairman and CEO, Time Inc; William Lewis, Editor, *Daily Telegraph*; Judie Lannon, Editor, *Market Leader*; Jim Stengel, Global Marketing Officer, Procter & Gamble; Rik Kirkland, Principal and Director of Publishing, McKinsey & Company; and Simon Clift, Global Chief Marketing Officer, Unilever.

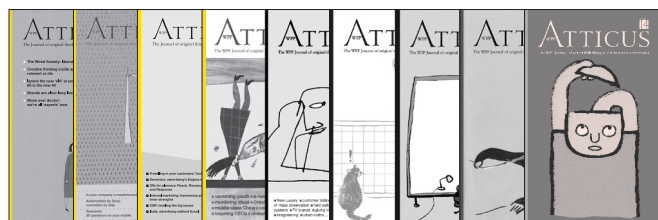
Judging criteria

The judges will be looking for work in each category which adds significantly to the professionalism and reputation of both the authors and their companies by demonstrating:

- original thinking;
- coherence, rigour and clarity;
- practical application – actual or potential.

The judges' decision will be final.

The judges may decide not to give an award in any of the categories if the standard of entries is not considered sufficiently high.



The Atticus Journal

Each year, WPP publishes extracts from the winning and other outstanding entries in its annual *Atticus Journal*, for circulation to colleagues, clients and press.

Atticus insights are also published online for marketing people around the world by Warc (the World Advertising Research Center), www.warc.com.

Grand Prix Atticus Winners

2008

Frederique Covington with Guillaume Pagnoux
Bates 141 Asia-Pacific

2007

Rob Norman and Adam Smith
GroupM

Simon Silvester
Wunderman EMEA

2006

Simon Silvester
Y&R EMEA

2005

Eric Du Plessis
Millward Brown

2004

Kunal Sinha
Ogilvy & Mather

2003

Victoria Kudirka with Jason Greenwood
Y&R Advertising

2002

Simon Silvester
Y&R EMEA

2001

Dr Malcolm Evans
Added Value

2000

Richard Armstrong and David Elsworth
Ogilvy & Mather

Dr Earl Taylor
Research International

1999

Balasubramaniam Venkitachalam
Ogilvy & Mather with IMRB

1998

Richard Hyde
Hill & Knowlton

1997

Nigel Hollis
Millward Brown

1996

Kunal Sinha
Thompson Social

1995

Garth Hallberg
Ogilvy & Mather Direct

1994

Hunter Madsen
JWT

Top tips for success

- As there are limits to the number of entries a WPP company can submit (see page 4), consider a ‘mini Atticus’ contest within your company to identify and filter potential Atticus entries.
- The Atticus Awards are for original thinking on topics relevant to our industry and clients, not paid-for client work, so please don’t submit creative work or client case studies.
- Pick one category for each entry; don’t enter the same piece of work in two categories. See Category entries on page 4 for further clarification.
- Make sure all parts of the Entry Form are completed, *including where and when the entry was first published or ‘aired’* (Essay Prize excluded).
- The bright yellow Copyright box on the Entry Form on page 8 is not optional – it must be completed at the time of submission.
- More than one author? If the work was equally shared, they should be noted as joint authors. If one person did most of the work, the remaining author(s) should be classed as co- or secondary authors.
- Although we ask you to send us six hard copies of the piece of work, you only need to supply one Entry Form for each entry.
- If you are unsure whether a piece of work is suitable, or need clarification about the submission process, check with us before you submit anything. E-mail Vanessa Edwards at WPP, vedwards@wpp.com.

Next steps

It’s over to you and your senior management to identify recent and potential opportunities – such as a conference speech, internal seminar, magazine article or in-house research project – which will qualify as an entry for the 2009 Atticus Awards; and to encourage entries for the Under-30 Essay Prize.

Important!

Copyright

Copyright will remain with the author(s), or the WPP company if it is the legal copyright holder. However, a condition of entry is that WPP plc or its assigns must be given a licence by the copyright holder to reproduce the work in published form.

If copyright has been assigned elsewhere (for example to a trade or business publication) WPP plc will need to be satisfied that it will have the right to reproduce the work in an external publication.

Entries will not be accepted unless the Copyright section of the Entry Form has been completed, or the Essay Prize Entry Form Copyright box has been ticked.

**Deadline for entries: 29 January 2010
Winners will be announced by 29 June 2010**

Submitting your entries

Atticus Co-ordinators

Every WPP company has a nominated Atticus Co-ordinator who is responsible for publicising the scheme and co-ordinating entries. The Atticus office holds a full list of Atticus Co-ordinators.

Eligibility

To be eligible, entries must have been produced by one or more employees of WPP or those individuals providing services to a WPP company under a contract of appointment; and published during the 2009 calendar year.

All entries must be submitted formally by a WPP company through its nominated Atticus Co-ordinator(s) – see above. CEOs (or their designated representative) will be asked to provide verification of eligibility and endorse each entry submitted.

Please do not submit work that may breach client or company confidentiality.

There are specific eligibility and submission requirements for the Essay Prize category – see page 5.

Category entries

Work can be submitted in any category. No piece of work may be entered in more than one category. There will be occasions when two or more categories seem equally appropriate; in such cases, the submission should nominate the categories in their preferred order. The judges will allocate the entry to the category offering the best chance of success.

Submission requirements

■ We welcome entries in all languages. However, since the winners will be selected by judges whose only common language is English, entries other than in English must be accompanied by a full and definitive English translation. (For book-length entries,

we recognise that this may be an impossible demand; in which case, two or more representative chapters plus a short synopsis or contents page in English will be completely acceptable.)

- We require six hard copies of each submission, accompanied by one Entry Form.
- Entries are non-returnable.
- We will require electronic copies of those entries selected as Winners, Highly Commended or of Merit.
- Entry is free.

Joint submissions

With the exception of the Essay Prize category which is specifically for individual authors under the age of 30, collaborations between employees of more than one WPP company are welcome.

If two or more companies wish to enter a joint submission it should be verified and entered by the company that initiated the project.

Important! Entry limits

There is a limit to the number of entries each WPP company can submit, based on the total number of staff worldwide:

Total number of staff	Entry limit
1–100	5
100–500	10
500–1000	15
1000–2000	20
2000+	30

Companies can submit work in any category but the total number of submissions must not exceed their overall entry limit.

All Atticus entries (except Essay Prize entries) must be channelled through your company Atticus Co-ordinator – each company has one or more contacts. Individual submissions should not be sent direct to the Atticus office.

The above conditions do not apply to submissions in the Essay Prize category – see page 5.

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2009 Under-30 Essay Prize Entry Form

PLEASE COMPLETE DETAILS USING BLOCK CAPITALS

The 2009 Atticus Essay Prize of \$5,000 for an original essay on a given subject is open to all WPP company employees or those under contract to a WPP company under 30 years of age on 31 December 2009. The given subject for 2009 is "The test of a first-rate intelligence is the ability to hold two opposed ideas in the mind at the same time, and still retain the ability to function" F. Scott Fitzgerald, *The Crack-Up*, 1936. Do you agree with this statement? Or disagree? Or both? Please be as specific as possible.

The essay should be no longer than 1,000 words and must be original and previously unpublished. All entries must be in the English language, or with an English translation supplied. Six hard copies must be submitted. The author of the winning entry will receive a cash prize of \$5,000 and the essay will be published in the *Atticus Journal*.

Copyright will remain with the author, but a condition of entry is that WPP plc or its assigns must be given a licence by the copyright holder to reproduce the work which includes publication in electronic form and on the internet by WPP plc or its assigns.

Author

First name: _____

Surname: _____

Title: (Dr/Mr/Mrs/Miss/Ms) _____

Job title: _____

Company: _____

Address: _____

City: _____

Country: _____

Post/Zip code: _____

Telephone: _____

E-mail: _____

Please read the following statements and confirm by ticking the boxes

- I confirm that I was under the age of 30 years and an employee of, or providing services under a contract of appointment to, a WPP company on 31 December 2009.
- I confirm this is my own original unpublished work.
- I attach six hard copies of my entry in English.
- I confirm that I can provide an electronic copy of the attached entry on request.
- I hereby grant a licence to WPP plc and its assigns to reproduce the attached entry at any time in the future in any published form or medium (including on the internet) either in its entirety or abridged or edited as WPP deems appropriate.
- I have read the Entry Rules and Conditions on the inside back cover of this leaflet.

Signature: _____

Date: _____

Unlike other Award categories, entries for the Essay Prize do not have to be endorsed by your company CEO or submitted via your company's Atticus Co-ordinator. Six copies of your entry, together with this completed Entry Form should be sent direct to: **WPP Atticus Awards, EWA Limited, St Mary's Green, Chelmsford, Essex CM1 3TU, United Kingdom**, and clearly marked "Atticus Essay Prize". All entries must be delivered by 29 January 2010. Keep a copy of this Entry Form for your records.

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Entry Checklist

Please ensure that the following criteria are met before submitting your entry for any of the categories listed on the Entry Form opposite. Entries may be considered ineligible if the Entry Form is incomplete. (For submissions in the Essay Prize category, please see page 5.)

- Entries must have been produced by one or more WPP employees or individuals providing services to a WPP company under a contract of appointment.
- All entries must have been published or 'aired' during the 2009 calendar year.
- Please ensure you have copyright clearance. This is a mandatory criterion for entry. You must complete the yellow Copyright box on the reverse of the Entry Form.
- All entries (except Essay Prize entries) must be submitted to the Atticus Awards office via your company's designated Atticus Co-ordinator.
- Six hard copies of the entry should be submitted, accompanied by one completed Entry Form.
- All entries must be in the English language or with an English translation supplied.
- Please read the Entry Rules and Conditions on the inside back cover of this leaflet.
- Please ensure both the author(s) and author's CEO (or their designated representative) sign the form as verification and endorsement.
- Please ensure you have completed all parts and both sides of the form, including all parts of the Entry details section and the yellow Copyright box.
- Detach the Entry Form to submit with your entry and retain this leaflet and a copy of the Entry Form for your files.

Enquiries

If you have any queries about the Entry Form or your entry in general, please contact: Vanessa Edwards, WPP, vedwards@wpp.com

Address for entries

All entries should be delivered by 29 January 2010 to:
WPP Atticus Awards, EWA Limited
St Mary's Green, Chelmsford, Essex CM1 3TU
United Kingdom

ATTICUS 2009

2009 Entry Form

PLEASE COMPLETE DETAILS USING BLOCK CAPITALS

Entry title:

Entry details

Where and when entry was first published or 'aired' during 2009

(e.g. Published in...by...on; and/or Presented/sent to clients/staff/conference/at/on):

Original language:

Month of publication:

If you wish to set out any further information detailing the objectives of the publication or otherwise, please do so briefly on an additional sheet of paper.

Category (tick one only)

- | | | |
|--|--|--|
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Digital Communications | <input type="checkbox"/> Research in Practice |
| <input type="checkbox"/> Branding and Identity | <input type="checkbox"/> Media and Communications Planning | <input type="checkbox"/> Strategy |
| <input type="checkbox"/> Consumer Insights | <input type="checkbox"/> Public Relations and Public Affairs | <input type="checkbox"/> Corporate Award (no cash prize) |

Entry medium:

(e.g. report, book, PowerPoint® presentation, transcript, etc.)

Lead author

First name:

Surname:

Title: (Dr/Mr/Mrs/Miss/Ms)

Job title:

Company:

Address:

Post/Zip code:

Fax:

City:

Country:

Telephone:

E-mail:



Entry Form continued

Joint/Secondary author(s)*

If the work was equally shared, authors should be noted as 'Joint Authors'. If one person did most of the work, the remaining author(s) should be classed as 'Secondary Author(s)'.

First name:

Surname:

Title: (Dr/Mr/Mrs/Miss/Ms)

Job title:

Company:

Address:

City:

Country:

Post/Zip code:

E-mail:

First name:

Surname:

Title: (Dr/Mr/Mrs/Miss/Ms)

Job title:

Company:

Address:

City:

Country:

Post/Zip code:

E-mail:

*If more than two names, please supply details on a separate sheet and attach to this form.

Signature of lead author:

Signature of CEO:

Date:

(or their designated representative)

Name of CEO: (please print)

Copyright As we intend to publish the winning entries, we require permission to do this from the copyright holder. Therefore, please ensure the copyright holder signs below to grant WPP plc a licence to use the entry, which includes publication in electronic form and on the internet by WPP plc, its licensees and/or assigns. If the copyright holder(s) is (are) not the author(s), the copyright holder(s) should either sign the form below or separately grant a written licence in the terms set out below. If your entry is selected for publication, you will of course be consulted prior to publication.

Name of copyright holder(s):

Address (if different from that given overleaf):

A non-exclusive, worldwide, perpetual, irrevocable, transferable, fully paid up, royalty-free licence (with the right to grant sub-licences) is hereby granted to WPP plc and its assigns to copy, use, adapt, reproduce, publish and otherwise communicate to the public the attached entry at any time now or in the future in any form or medium whether now existing or subsequently invented (including on the internet) for any commercial or non-commercial purpose either in its entirety or abridged or edited as WPP plc deems appropriate.

By signing this form, the copyright holder confirms that he/she/it owns the copyright in the attached entry and has full power and authority to grant the licence set out above.

Signed by/for and on behalf of the copyright holder:

Entries will be considered only if WPP is in receipt of a fully completed application form, which has been duly signed by the copyright holder or, where the copyright holder is a third party, receipt by WPP of a separate licence in the same terms as that set out above.

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Entry Rules and Conditions

- 1 Entry is open only to employees of all companies throughout the world within the WPP Group. Entries may be submitted by employees or by a collaboration of any number of employees, or by individuals providing services to a WPP company under a contract of appointment.
- 2 There is no charge for entry.
- 3 Entries for the Under-30 Essay Prize category shall consist of an original work of not more than 1,000 words on a given subject. Other category entries can be of any length and shall consist of:

Advertising	Media and Communications
Branding and Identity	Planning
Consumer Insights	Public Relations and Public Affairs
Digital Communications	Research in Practice
Market Research and Insights	Strategy
	Corporate Award (no cash prize)

The entrant shall stipulate in which category the entered work is to be considered. No entered work shall be submitted or considered in more than one category. The judges shall, however, in their sole discretion, be entitled to consider the entered work for an award in any other category which they deem to be appropriate.

- 4 With the exception of the Essay Prize, more than one entry can be submitted by an entrant or by a collaboration of entrants. This shall be subject to the maximum total number of entries allowed per WPP company in accordance with the table set out below:

Total number of staff	Entry limit
1-100	5
100-500	10
500-1000	15
1000-2000	20
2000+	30

It shall be the responsibility of each WPP company to ensure that these limits are adhered to. Entries shall be submitted to WPP by 29 January 2010. With the exception of Essay Prize entries, each Entry Form shall be countersigned by the CEO of the WPP company of the entrant in order to confirm the accuracy of the information contained therein. Prior to final announcement of the winners each WPP company shall be free, in its sole discretion, to withdraw from the competition any entered work which it subsequently considers to be unsuitable or inappropriate.

- 5 With the exception of the Essay Prize, each entered work shall have been aired in the public domain while the entrant was employed by or providing services to a WPP company prior to submission as an entry and, in any case, during the 2009 calendar year. For the purposes of the Atticus Awards, 'aired in the public domain' shall mean, for example, the date of publication of a book, newspaper, trade journal, in-house journal or the date upon which a speech was first given or a video was first shown. Speeches and video films shall be accepted as suitable entries provided that publication in their cases shall consist of their presentation to an audience. In the case of speeches, the entrant may submit an audio or video tape of the presentation of the speech.
- 6 No entered work shall have been commissioned by a client of a WPP company and no entered work shall include material of a confidential nature relating to any client.
- 7 Works submitted in a language other than English shall be accepted as entries provided that the entered work is accompanied

by an English translation of the submitted work. The English language translation shall be deemed to be definitive. The entry rules and conditions shall be governed by English law.

- 8 Six copies of each entered work shall be submitted and the entrant shall be free to choose whether the entered work is submitted in its published or any other printed format. Entries shall not be returned.
- 9 Nine awards, each of \$5,000, one in each category excluding the Corporate Award, shall be made in respect of the entries which in the opinion of the judges have most merit having regard to the aims of the competition and the scope of the category in which they are entered. The judges shall be entitled not to make an award in any category in which they consider the standard of entries to be not sufficiently high. The judges shall be entitled to make joint awards in any category: in such cases the award shall be shared. The *Grand Prix* will be awarded to the most outstanding submission – in the judges' opinion – of the category winners (excluding Corporate Award and Essay Prize), entitling its author (or authors) to the top award of \$10,000. Cash awards will be paid in the local currency of each of the winners at the exchange rate prevailing at the date of payment. The Corporate Award is recognised with a trophy only, and no cash prize.
- 10 Copyright clearance is required in order that WPP plc or any third party authorised by it has the right to publish all or any of the entries or to reproduce them in any form or medium, in any territory, whether in electronic, digital or any other format whether in their entirety or abridged or edited as WPP plc or any third party authorised by it deems appropriate. Where copyright in an entered work belongs to a WPP company, the company shall grant a licence to publish all or any part of a winning entry as stated above by completing the relevant part of the Entry Form. Where copyright in an entered work belongs to another party the entrant shall ensure that the holder of the copyright has granted a written licence for WPP plc or any third party authorised by it to use the work in accordance with these rules (by signing the Entry Form or otherwise) prior to submission of the entry. Ownership of copyright itself shall remain unaltered.
- 11 By submitting an entry the entrant(s) warrant(s) that the submitted work is their own original work, and that the entering of the work by the entrant will not infringe any rights of any other person or breach any confidentiality or any rule of this competition.
- 12 Selection and final judging of the entries, following the closing date for entries, shall be by a panel of judges appointed by WPP. The public announcement of winning entries shall take place by 30 June 2010. After that date, details of winners shall be available on request from WPP.
- 13 Incomplete or illegible entries, entries not complying fully with the rules and entries arriving after the specified closing date may be disqualified. No responsibility can be accepted for entries lost or delayed in the post or otherwise. WPP reserves the right to reject any entry without giving a reason for its decision. Any such decision and any decision of the judges shall be final and binding and no correspondence shall be entered into. The judges shall be entitled, in their sole discretion, to make fewer awards than publicised. In such an event the total prize money shall not be redistributed or reallocated. WPP reserves the right to change the value of awards without notice.
- 14 The closing date for entries shall be 29 January 2010.
- 15 All queries in relation to the rules should be addressed to Vanessa Edwards, Communications Manager, WPP, 27 Farm Street, London, W1J 5RJ, United Kingdom.

For enquiries about potential submissions, copyright issues, further copies of this booklet, or the Atticus Awards in general, please contact:

Harriet Miller
WPP
hmill@wpp.com

For general mailing enquiries, please contact:

Kay Shelley
EWA Limited
kay.shelley@ewa.ltd.uk

Deadline for entries: 29 January 2010

WPP ATTICUS

