# WPP launches WPP Media to lead AI-driven transformation in global advertising



WPP has officially launched WPP Media, a strategic move geared towards positioning itself at the forefront of media management in an era heavily influenced by artificial intelligence, data, and technology. This initiative replaces GroupM but does not signal the dissolution of brands like EssenceMediacom, Mindshare and Wavemaker; instead, these entities will continue operating under the umbrella of WPP Media. The agency asserts that it will oversee an impressive $60 billion in annual media investments, serving over 75% of the world’s leading advertisers across more than 80 markets.

WPP Media is a vital component of WPP's broader commitment to harnessing the power of AI and technology in marketing, exemplified by its investment of £300 million annually into its AI-enabled marketing platform, WPP Open. This platform is designed to synergise creative production, data analytics, and personalised media delivery, thus enabling clients to navigate the complexities of modern advertising more effectively. The agency emphasises its integrated approach, which promises to streamline media strategies across various domains, including owned, earned, shared, and paid media.

Brian Lesser, the CEO of WPP Media, highlighted the evolving expectations of consumers in this context. He stated, “Consumers already expect advertising to be relevant and engaging and buying experiences to be seamless; those expectations are only going to accelerate in the age of AI.” This sentiment underscores the imperative for brands to adapt rapidly to shifting consumer dynamics driven by technological advancements. WPP Media aims to empower clients not only by delivering targeted marketing solutions but also by ensuring their teams are equipped with relevant skills for the future.

However, the restructuring raises concerns regarding employment, as reports cite a significant workforce under GroupM but lack clarity on potential job losses as the company reconfigures itself. In contrast to some industry fears of job cuts, WPP Media has pledged to enhance investment in training initiatives, aiming to provide career pathways that align with the advancements in AI and digital marketing.

Additional dimensions of WPP’s strategy include collaborations with tech giants. In April 2024, WPP partnered with Google Cloud to integrate Google’s Gemini models with WPP Open. This partnership is designed to enhance clients' capabilities in generating targeted content and optimising campaigns through AI. Similarly, a partnership with NVIDIA aims to harness cutting-edge technology in creating digital content, reinforcing WPP’s commitment to pushing boundaries in creative production.

WPP's strategy also involves significant investments in generative AI. The recent acquisition of Stability AI, a start-up focused on advanced image generation and content creation technology, illustrates WPP's forward-thinking approach. This investment is poised to expand WPP’s capabilities significantly, particularly in producing multimedia content seamlessly as part of the evolving digital landscape.

Furthermore, WPP introduced the AI-powered Production Studio, leveraging NVIDIA technology to automate and streamline the creation of diverse content types. This platform signifies a marked shift towards high-volume, brand-compliant production processes, offering companies the tools necessary for executing sophisticated multimedia campaigns efficiently.

These efforts reflect a broader recognition within the industry of the dual importance of AI capabilities and human creativity. WPP's acquisition of New Commercial Arts, an independent UK creative agency, exemplifies its strategy of investing in exceptional creative talents to complement its technological advancements. This move underscores WPP's belief that while technology is integral to future marketing strategies, the human element remains crucial.

As WPP Media rolls out its initiatives, the agency's leaders remain focused on delivering measurable results and enhancing the advertising landscape's evolution. Mark Read, WPP's CEO, expressed confidence in this rebranding towards WPP Media, stating, “We believe WPP is the strongest marketing partner for the world’s leading brands in the AI era.” As the landscape continues to evolve, the agency's commitment to integrating technology and talent may well define its trajectory in the fiercely competitive market.

## Reference Map:

* Paragraph 1 – [[1]](https://www.decisionmarketing.co.uk/top-story/wpp-media-joins-battle-for-ai-data-and-tech-supremecy), [[5]](https://www.wpp.com/en-au/news/2024/06/wpp-unveils-ai-powered-production-studio)
* Paragraph 2 – [[1]](https://www.decisionmarketing.co.uk/top-story/wpp-media-joins-battle-for-ai-data-and-tech-supremecy), [[4]](https://www.ft.com/content/ecb46a90-e55d-4e43-9c28-d12a7e7a2616)
* Paragraph 3 – [[2]](https://www.wpp.com/en/news/2024/04/wpp-and-google-cloud-forge-groundbreaking-new-collaboration), [[3]](https://nvidianews.nvidia.com/news/wpp-partners-with-nvidia-to-build-generative-ai-enabled-content-engine-for-digital-advertising)
* Paragraph 4 – [[6]](https://www.wpp.com/en-us/news/2021/04/wpp-launches-global-data-company-choreograph)
* Paragraph 5 – [[2]](https://www.wpp.com/en/news/2024/04/wpp-and-google-cloud-forge-groundbreaking-new-collaboration), [[4]](https://www.ft.com/content/ecb46a90-e55d-4e43-9c28-d12a7e7a2616)
* Paragraph 6 – [[5]](https://www.wpp.com/en-au/news/2024/06/wpp-unveils-ai-powered-production-studio), [[7]](https://www.ft.com/content/0cf28002-4335-4dde-b248-536fdceedbf1)

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## Bibliography

1. <https://www.decisionmarketing.co.uk/top-story/wpp-media-joins-battle-for-ai-data-and-tech-supremecy> - Please view link - unable to able to access data
2. <https://www.wpp.com/en/news/2024/04/wpp-and-google-cloud-forge-groundbreaking-new-collaboration> - In April 2024, WPP and Google Cloud announced a collaboration to integrate Google's Gemini models with WPP Open, WPP's AI-powered marketing operating system. This partnership aims to redefine marketing by enabling clients to create brand-specific content using generative AI, gain deeper audience insights, and optimise campaigns. The collaboration is part of WPP's ongoing annual investment of £250 million in AI, data, and technology, reflecting its commitment to leading in the AI-driven marketing era.
3. <https://nvidianews.nvidia.com/news/wpp-partners-with-nvidia-to-build-generative-ai-enabled-content-engine-for-digital-advertising> - In May 2023, WPP and NVIDIA announced the development of a content engine that leverages NVIDIA Omniverse and AI to enable creative teams to produce high-quality commercial content more efficiently and at scale. This engine integrates 3D design, manufacturing, and creative supply chain tools, allowing WPP's artists and designers to create brand-accurate, photorealistic digital content. The partnership aims to revolutionise brand content creation and experiences through generative AI.
4. <https://www.ft.com/content/ecb46a90-e55d-4e43-9c28-d12a7e7a2616> - In March 2025, WPP invested in Stability AI, a generative AI start-up, to access image generation tools and increase its AI investment to £300 million annually. The partnership involves commercial agreements to use Stability AI's models across images, videos, and audio, and collaboration on joint R&D projects. This investment aims to enhance WPP's capabilities in AI-driven content creation for clients, integrating Stability AI's tools with WPP's operating system to create and test concepts.
5. <https://www.wpp.com/en-au/news/2024/06/wpp-unveils-ai-powered-production-studio> - In June 2024, WPP launched Production Studio, an AI-enabled, end-to-end production application developed using NVIDIA Omniverse. Integrated within WPP Open, this innovation streamlines and automates the creation of text, images, and video, transforming content creation for advertisers and marketers. The studio addresses challenges in producing brand-compliant and product-accurate content at scale, combining advanced AI technology with proprietary 3D workflows to generate hyper-realistic and accurate content at an unprecedented volume.
6. <https://www.wpp.com/en-us/news/2021/04/wpp-launches-global-data-company-choreograph> - In April 2021, WPP launched Choreograph, a new global data company, to help clients realise the value of their first-party data and implement privacy-first approaches in the evolving data landscape. Choreograph brings together the specialist data units of GroupM and Wunderman Thompson into a single company with global reach, accessible to all WPP clients and companies. The company focuses on orchestrating and integrating data sets, managing first-party data as a service, and optimising media, creative, and consumer experiences.
7. <https://www.ft.com/content/0cf28002-4335-4dde-b248-536fdceedbf1> - In September 2024, WPP acquired the UK independent creative agency New Commercial Arts (NCA), founded in 2020 by James Murphy and David Golding. The acquisition is part of WPP's strategy to invest in top-tier creative talent despite advancements in AI. NCA will integrate into Ogilvy, WPP's creative advertising arm, with Murphy becoming Ogilvy Group UK's CEO and maintaining the NCA brand and team. This move highlights the importance of both small, specialised agencies and large networks capable of significant AI investment.