



WPP Open Product Descriptions

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WPP Open is a purpose-built operating system for the enablement of end-to-end marketing, powered by AI and connecting data, technology and tools to support client marketing efforts including brand campaign development, performance marketing, content personalisation and optimisation. Within WPP Open exists a number of direct-access tools that clients can subscribe to:

Strategy & Ideation

Strategy & Ideation is an AI-powered module within WPP Open, accessible through the WPP Open Workspace. It provides users with an integrated suite of tools designed to streamline workflows, enhance strategic planning, accelerate creative ideation, and enable content creation.

Core Capabilities:

The product comprises four primary capability areas:

- **Operations:** Automated assistance for business operations including document and brief management, meeting administration, communication drafting, recruitment support, and brand guideline compliance.
- **Strategy:** Strategic planning and analysis capabilities including competitive intelligence, consumer research, behavioral frameworks, brand positioning, persona development, customer journey mapping, and marketing strategy development using established frameworks.
- **Idea Generation:** Creative ideation support including virtual focus groups, thought starters, consumer insight discovery, campaign concepting, brand storytelling, and creative exploration tools.
- **Content Ideation:** AI-powered content ideation for advertising copy, social media, blogs, and visual content, including image manipulation and enhancement capabilities.

Foundational Capabilities

The product includes access to foundation model capabilities across Chat, Image Generation, Voice Generation, Video Generation, and Podcast Generation.

Applications and Access

Users can access capabilities through **Canvas**, a unified workspace integrating all Creative Studio tools, and **Pinboard** for content organization. Agent Builder is exclusively available to WPP Users, and all agents must be configured for customer user access by WPP.

Open Pro

Open Pro is a self-serve edition of WPP's AI-powered marketing platform, enabling clients to independently plan, create, and publish campaigns. It delivers an end-to-end solution combining strategic insights, generative AI content creation, and direct publishing capabilities in a unified system, ensuring efficiency, brand compliance, and measurable outcomes.

Core Capabilities:

- **Plan:** Campaign planning and intelligence tools including AI-powered media plan creation, competitor content analysis, performance dashboards with data from integrated platforms, and Insight & Strategy agents for automated analysis and strategic support.
- **Create:** Comprehensive generative AI content tools (including text, image, and video generation), brand kit management, template creation and management, Content Library for asset storage, DAM integration capabilities, and Content Intel AI agents providing best practice guidance, brand compliance checks, performance optimization recommendations, and prompt enhancement.
- **Publish:** Campaign deployment and optimization capabilities including content sharing, approval management workflow integration, media distribution and activation capabilities, publishing functionality, media plan ingestion from third-party systems (e.g., OMS), and cross-channel campaign optimization.

Note; integrations may require specific customer success support.

Open Actions

Open Actions are the applicable unit of charge for usage across all WPP Open Products. Open Actions are consumed when a User or an Agent performs actions in WPP Open, for example text, image and video generation. For exact details on Open Action consumption and usage rules, please see the Open Action Description document.