In the face of monumental changes to business, branding, and marketing, OgilvyRED™ is an agent of change. For our Clients, and our people, OgilvyRED breaks through the tyranny of the status quo to drive growth and innovation.

Powered by a strategic services community of more than 1,200 top talents sourced from across the Ogilvy group, OgilvyRED is led globally by Chairman Carla Hendra.

The OgilvyRED team includes leaders in brand strategy and architecture, strategic planning, research, marketing consulting, digital strategy, emerging media, public relations, retail strategy, customer loyalty, sales enablement, design thinking, and change management.

In addition to Ogilvy's own talent base, we draw upon the entire WPP group of companies, as well as a set of strategic alliance partners.

For your thorniest brand and marketing problems, please contact us for a preliminary discussion.

"Clients fundamentally want insights and ideas that accelerate their brands and business, and it is our goal with OgilvyRED to deliver on both superbly."

Miles Young
CEO, Ogilvy & Mather
OPEN SOURCE
For any Client challenge, we apply the best talent, intellectual property, and tools — sourced from anywhere inside or outside our network, globally and locally.

CHAOS THEORY
In this random, uncertain world, revealing the small moves that have a huge impact (both positive and negative) on business is a critical skill.

DESIGN THINKING
Consulting has become as right brain as left brain. We go beyond pure analytics to design Clients’ futures by using emotion, experimentation, and creativity.

MAKING LUCK
Successful businesses place informed bets, with eyes open and with the insight and energy to seize opportunities and act on them.

OgilvyRED makes the connection between deep strategy and creativity to uncover the actionable answers Clients need. Positive, measurable brand and business outcomes are OgilvyRED’s single-minded goal.

THINKING DIFFERENTLY

Reader's Spread
New Economy thinkers who leapfrog the obvious.

We are domain experts and problem solvers who are passionate about creating new value for our Clients’ companies. We thrive in the space between vision and action, art and science, insights and ideas.

Few strategy consultants can bridge the disciplines of branding, marketing, technology, business modeling, and ideation. OgilvyRED can.

On a recent global strategy engagement, the OgilvyRED talent we activated included:

- a veteran global brand strategy and architecture expert
- a Ph.D. in statistical and financial modeling
- global vertical industry experts
- M.B.A./Ph.D. marketing strategy consultants
- brand positioning and identity design specialists

The right talent applied up front allowed us to answer our Client’s brief in just three months—rather than the six months such assignments often require.

OUR PEOPLE
SMART. NIMBLE. FOCUSED. FEARLESS.
Our global talent is defined and searchable through REDProfiler™, our strategic services database. REDBrain™ contains our best practice and emerging practice intellectual property. And our global tools and products are defined in the REDStore™.

Our strategic talent lives in many of our best-in-class disciplines, specialty business units, communities of practice, and custom innovation teams. In a world where the old definitions of brand and marketing strategy are changing daily (due to new levels of business transparency and speed), OgilvyRED was created to unlock the value of Ogilvy expertise for our Clients.

With these three assets, we move quickly—assembling core teams of people from widely varying areas of expertise, according to the strategic issue. The Ogilvy network of more than 1,200 senior leaders is the core of OgilvyRED. Read on to learn about how we extend this with our Open Source approach.
We draw upon experts from a wide variety of fields—specialized consultants, technology partners, industry innovators, academic think tanks, and best-in-class research providers.

**WPP Digital**

**Kantar, WPP's Consumer Insight Group**

**GroupM, WPP’s Media Investment Services Unit**

**The Brand Union**

**Landor**

**BrandAsset Consulting**

**CTM**

**Gerson Lehrman Group**

**MarketShare Partners**

OgilvyRED's entirely Open Source approach activates and mobilizes the right resources for the Client challenge at hand—within Ogilvy, WPP and beyond our own borders.
GROWTH STRATEGY
Identifying and activating the drivers of short- and long-term revenue and profit growth.

- Business Acceleration
- Brand Portfolio Strategy
- Customer Value Strategy

INTEGRATED SOLUTIONS STRATEGY
Improving marketing impact (ROI) for brands with integrated planning: pricing, packaging, distribution, financial modeling, marketing communications.

- Communications Planning
- Integrated Marketing Planning
- Marketing Effectiveness

INNOVATION STRATEGY
Designing “the next new thing”

- Creative and Content Innovation
- Digital, Social, Emerging Technologies
- Data and Marketing Automation

We focus on three primary areas.

OUR PRACTICES
There is no shortage of strategy consultancy in the marketing landscape. Nor any scarcity of marketing agencies—digital, traditional, social, or integrated. And certainly no lack of research, analysis, and measurement shops.

Our Clients tell us it’s a struggle to bring these elements together effectively to grow their brands and businesses as they face difficult new challenges.

OgilvyRED builds Board and C-level documentation to demonstrate short-term success, as well as optimization blueprints for long-term acceleration. We help organizations move from theory to the strategic actions that propel businesses forward quickly.

If you need a resource that will own your business results with you by connecting big thinking with pragmatic “getting it done” and clear metrics, OgilvyRED can help.

OgilvyRED creates actionable plans... not PowerPoint theory.
OgilvyRED provides strategic growth and innovation consulting to some of the world’s best-known brands in many categories.
OgilvyRED builds global and local teams through our five hubs.

Our hubs are located in New York, London, Singapore, Beijing, and São Paulo. We also tap into centers of excellence throughout the 450 offices in the Ogilvy network. Our teams travel anywhere and everywhere.

For each engagement, we identify the specific talent and tools required and work side by side with Clients, from research and discovery through iteration and execution.

For current Ogilvy & Mather Clients, your Client Service lead is the door to knock on for help from OgilvyRED. For new Clients, please contact Carla Hendra.