

WPP and Google Forge Groundbreaking Partnership to Redefine Marketing With AI

Five-year partnership expansion will empower brands to create hyper-relevant campaigns in days, not months, magnifying proven results across the integrated marketing and commerce journey

LONDON and MOUNTAIN VIEW, Calif., Oct. 14, 2025 /PRNewswire/ -- WPP and Google today announced a five-year expansion of their partnership, dedicated to advancing cloud and AI technology and cultivating the essential skills to transform marketing as we know it. The collaboration aims to revolutionise how brands approach integrated creative, production, media, experience, and commerce, enabling real-time personalisation for millions of customers simultaneously, and moving beyond traditional efficiency initiatives to unlock growth.

The expanded partnership includes a \$400 million spending commitment from WPP for Google technologies, and was cemented in Mountain View during a meeting between WPP CEO Cindy Rose, Google Cloud CEO Thomas Kurian and members of their respective senior leadership teams. The spend will go towards WPP's market-leading efforts to infuse AI into its services alongside the company's increased investment into AI and technology through WPP Open, WPP's AI platform for marketing.

"I'm incredibly excited about how our new and evolved partnership with Google will redefine what's possible for our clients," said Cindy Rose, CEO of WPP. "By delivering bespoke AI solutions and enabling hyper-relevant campaigns with unprecedented scale and speed, we're accelerating innovation across every facet of marketing to drive unparalleled growth and impact."

"Our expanded partnership with WPP is built on a shared vision to harness the power of generative and agentic AI to transform business outcomes," said Thomas Kurian, CEO, Google Cloud. "By enabling WPP to innovate on our AI-optimised technology stack, we are helping to create the future of marketing technology for brands today."

"As an important partner to Google Marketing, WPP has been working closely with us on a number of AI tools and innovations built with Gemini — all focused on driving brand love and real business growth through truly helpful experiences that resonate with our billions of users around the world. I'm excited to continue exploring what marketing and storytelling looks like in this new era, together," said Lorraine Twohill, SVP, Global Marketing, Google.

This partnership will empower WPP clients with groundbreaking AI solutions, transforming how they connect with audiences and achieve business goals. Key initiatives include:

- **Transforming WPP clients' businesses with new, bespoke AI solutions built with Gemini.** This collaboration empowers brands to tackle specific challenges with tailored AI, blending Google's advanced AI with WPP's creative and innovation expertise. AKQA's "[The Generative Store](#)," for instance, redefines personalised retail by dynamically adapting product visuals and messaging for each consumer, leveraging Google Cloud's Vertex AI.
- **Rapid, bespoke AI model development.** Google Cloud's AI products, powered by Google DeepMind models, now fuel WPP Media's AI data solution, Open Intelligence. This enables WPP Media to build and deploy bespoke audience models for clients with unprecedented speed and precision, delivering immediate, measurable impact.
- **Secure, privacy-first data collaboration.** By using InfoSum's Bunkers on Google Marketplace, integrated into WPP Open, WPP is able to enforce secure data collaboration without moving data. This unlocks deeper insights for AI marketing whilst protecting privacy.
- **Revolutionising video and image production.** WPP will receive early access to Google's latest AI models (including Veo, Imagen, and others), integrated within WPP Open, bringing unprecedented creative agility to clients. With these new models, WPP has been able to create new campaign-ready assets for clients in days, not weeks, achieving up to 70% efficiency gains and a 2.5x acceleration in asset utilisation.
- **Preferred access to Google's cutting-edge AI.** Through an expanded research partnership with Google, and access to the latest advanced AI models and data, integrated directly into WPP Open, WPP will be able to develop new audiences and activate highly customised campaigns across all media, inclusive of Google Ad Platforms.
- **Cultivating the next generation of AI talent.** WPP's successful Creative Technology Apprenticeship programme is significantly expanding, with Google now joining as the primary curriculum partner. Building on 50+ permanent placements across WPP agencies since 2022, this initiative will train more than 1,000 early-career creative technologists by 2030. Through a world-leading curriculum (covering creative coding, generative AI, robotics) and real-world challenges from clients like L'Oréal and Unilever, WPP will equip participants to serve client needs in the AI era.
- **Transforming WPP's operations with Google AI for enhanced client service.** Beyond client-facing solutions, Google AI is also set to transform WPP's internal operations, leading to significantly enhanced client service. By integrating Google's advanced AI into WPP's workflows, tasks like automated data analysis, intelligent resource allocation, and instant access to global insights will drive efficiency and collaboration across WPP's global workforce. This means faster

development of cutting-edge solutions, more agile team responses, and ultimately, superior value and speed to clients worldwide.

WPP and Google's shared commitment to innovation means that new solutions are collaborated on, used and validated first within Google's own marketing operations. This real-world application provides invaluable insights, allowing WPP clients to receive effective solutions that accelerate their paths to market-leading results – a unique advantage in the rapidly evolving AI landscape.

Notes to editors:

This significant spending commitment with Google is part of WPP's market-leading investment in AI, which includes £300 million per year to keep WPP at the forefront of AI and further deploy it across the business and their clients.

Illustrative client successes powered by WPP-Google partnership:

- As part of its expanding product venturing capability, WPP design and innovation company AKQA is developing a new generation of AI-powered experiences, transforming websites into intelligent, generative platforms. This includes the live AKQA Generative Store, which recreates personalised luxury retail service digitally, and AKQA Generative UI, launching soon to instantly generate tailored, on-brand pages for users across enterprise and B2B contexts.
- **Global technology company:** Leveraging WPP Open, a pilot programme was launched to develop an AI-powered system for hyper-relevant content creation. This involved building a smart messaging framework based on client insights and deploying 21 virtual persona agents to test and validate creative concepts through more than 10,000 simulation cycles. This intelligent feedback loop refined both insights and content.
- **Global retailer:** Advanced AI agents boosted audience targeting to 98% accuracy and delivered an 80% increase in operational efficiency, freeing marketing teams to focus on strategic initiatives and deeper customer engagement.
- **Multinational energy company:** A custom AI Marketing Agent was developed and deployed via WPP Open. This agent addresses local challenges by automatically generating comprehensive briefs, connecting users with a single point of contact, and drawing on best practice documents, past campaign performance, and a library of playbooks.

About WPP

WPP is the creative transformation company. We use the power of creativity to build better futures for our people, planet, clients and communities. For more information, visit www.wpp.com. This mission is underpinned by [WPP Open](#), the world's most powerful AI platform for marketing. WPP Open integrates our comprehensive offerings, technology, and data into a single operating system, empowering marketers to drive efficiency, accelerate business growth, and deliver transformative solutions that elevate brand experiences and measurable growth. Built on WPP IP and strategic partnerships, it provides a significant competitive edge.

About Google

Google's mission is to organize the world's information and make it universally accessible and useful. Through products and platforms like Search, Maps, Gmail, Android, Google Play, Google Cloud, Chrome and YouTube, Google plays a meaningful role in the daily lives of billions of people and has become one of the most widely-known companies in the world. Google is a subsidiary of Alphabet Inc.

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