

Contact

Andrew Sexton, 212-941-3726
andrew.sexton@wunderman.com

THE EVOLUTION OF WUNDERMAN

Innovating since 1958, our vision for the future has always been one where the customer participates. Even when Lester Wunderman founded what would become one of the largest global marketing services networks over 50 years ago, he wanted to practice a new approach, one that engaged people, encouraged an immediate response, and continually applied customer learnings to grow successful businesses. This radically different approach to communications transformed the advertising industry into a trillion dollar business.

1958

Lester Wunderman, Irving Wunderman, Ed Ricotta and Harry Kline decide to pursue their ambition of creating an agency that goes beyond the typical mail order agency of the day, and create one that focuses on engaging the customer. Wunderman, Ricotta & Kline opens its doors in New York City with a staff of 7 and no clients, but still bills over \$2 million its first year.

1959

WRK grows to 17 clients, including CBS, Britannica Press, Harry Abrams Publishers, The Grolier Society, The Alexander Hamilton Institute and Jackson & Perkins.

1968

WRK goes international, opening offices in Canada, London and Paris.

1976

Young & Rubicam (Y&R) grows internationally, acquiring Cato Johnson and other companies in the U.S. and Europe. Over the next three years Y&R continues to fulfill its "whole egg" philosophy of offering expertise in every marketing discipline by expanding more in the U.S. and Latin America.

1979

Y&R begins servicing Ford's Lincoln-Mercury division. Wunderman develops "Dialog Marketing" programs for the auto industry, which revolutionizes how cars are sold.

1986

Martin Sorrell founds WPP Group plc.

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1987

WRK changes its name to Wunderman Worldwide to reflect its international network and servicing capabilities for multi-national companies.

1990

Wunderman Worldwide becomes an independent brand within the Y&R portfolio, building one of the strongest direct marketing and advertising networks in the world. John Sanders becomes the new Worldwide President & CEO.

1992

Wunderman Worldwide and Cato Johnson merge and become the largest behavior-oriented communications company in the world.

1996

Lester Wunderman publishes his autobiography **Being Direct**, which chronicles his life and career. Walter Cronkite describes the book as "a fascinating success exposition of a commercial story that has had a major impact on our civilization."

1997

Wunderman Worldwide lands the Citibank account, still active today.

2000

Wunderman Worldwide changes its name to Impiric to reflect its repositioning as a CRM company that emphasizes technology solutions for marketing profitability and customer loyalty. Y&R becomes a member of the WPP Group.

2001

Daniel Morel is named chairman and CEO. He changes the company name back to Wunderman to reflect its heritage and core value and embarks on a mission to transform the agency for the digital age.

2002

Advertising Age ranks WPP Group as the world's largest advertising organization. Cannes Lions International Advertising Festival hosts the first Lions Direct event and Wunderman takes home the inaugural Grand Prix. Wunderman launches an internal initiative, the Lester Wunderman Award, to inspire marketing innovation and creative leadership and honor the agency's founder.

2003

Wunderman merges with Mediaedge:cia to offer clients robust, channel-neutral media planning and buying resources. The Y&R-Wunderman office in Sydney, Australia takes home the Cannes Lions Direct Grand Prix.

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2004

Microsoft consolidates its relationship-marketing business with Wunderman under the Team Microsoft banner. Lester Wunderman reissues his autobiography **Being Direct** with thoughts on the Internet and its impact on the world.

2005

Wunderman's KnowledgeBase Marketing Group acquires Fortelligent. Team Microsoft expands its work in 29 additional countries.

2006

David Sable named COO of Wunderman. Seattle-based ZAAZ becomes a member of the Wunderman network.

2007

Wunderman expands its digital footprint by acquiring These Days (Belgium), Aqua Online (South Africa) and Blast Radius. KnowledgeBase Marketing acquires a minority stake in DataCore Marketing.

2008

Wunderman continues to expand its digital footprint by acquiring AGENDA (Asia), Actis Systems (now ActisWunderman) (Russia), Kassius (France) and Designkitchen (U.S.).

2009

Nokia selects Wunderman as digital AOR for its global business. Wunderman takes leadership role in the Mobile Marketing Association. Forrester Research includes Blast Radius, Wunderman and ZAAZ in U.S. reports on Interactive and Social Marketing.

2010

Advertising Age ranks Wunderman #1 Direct/CRM agency worldwide. KnowledgeBase Marketing expands across Europe and rebrands as KBM Group; also acquires I-Behavior and Marketing Direct Inc., (now KBM Group: Health Services). Wunderman acquires Comwerks, a digital agency in Singapore. Lester Wunderman turns 90.

2011

KBM Group ranked a leader in The Forrester Wave™: US Database Marketing Service Providers, Q1 2011 with the highest scores in strategy and in global strategy. Wunderman named #2 on Advertising Age's Standout Agency list. Lester Wunderman republishes **Being Direct** as an e-book.

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