

WPP Brazil findings preview

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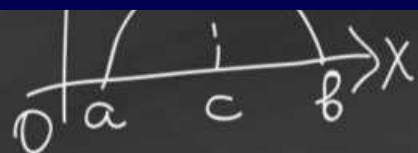
18/08/2026

Today

- | | |
|--------------------------|-----|
| 1. The IRG storyline | 30' |
| 2. Linking our solutions | 5' |
| 3. Additional inputs | 5' |
| 4. Training | 5' |
| 5. IRG marketing | 5' |
| 6. Q&A | 10' |

Traditional business growth formulas are failing

① $x=a, x=b$
 $f'(x)=0$



$$\lim_{x \rightarrow 2} (x-2) = 0,$$

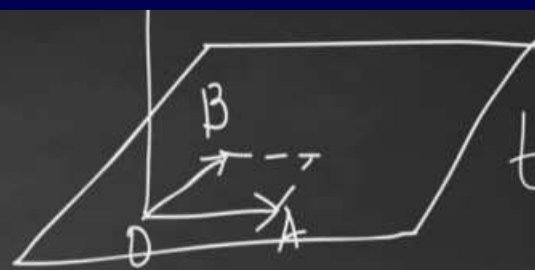
$$x = \rho \cos \varphi, y = \rho \sin \varphi$$

$$\lim_{x \rightarrow 2} (x+4) = 6 \neq 0$$

$$\rho = \sqrt{x^2 + y^2},$$

$$\operatorname{tg} \varphi = \frac{y}{x}$$

$$\lim_{n \rightarrow \infty} \left(1 + \frac{1}{n}\right)^n = e, n \rightarrow \infty$$



$$\operatorname{tg} 2d = \frac{2B}{A-C}$$



$$Ax^2 + 2Bxy + Cy^2 + 2Dx + 2Ey + F = 0,$$

$$\begin{cases} Ax_0 + By_0 + D = 0, \\ Bx_0 + Cy_0 + E = 0 \end{cases}$$

$$\begin{aligned} d(xe^{-x^2}) &= x de^{-x^2} + e^{-x^2} dx = xe^{-x^2} d(-x^2) + e^{-x^2} dx = \\ &= e^{-x^2} (1 - 2x^2) dx \end{aligned}$$

$$\begin{vmatrix} A & B \\ B & C \end{vmatrix} \neq 0$$

$$\frac{d \frac{e^t - e^{-t}}{e^t + e^{-t}}}{\frac{e^t + e^{-t}}{(e^t + e^{-t})^2}} = \frac{(e^t + e^{-t}) d(e^t - e^{-t}) - (e^t - e^{-t}) d(e^t + e^{-t})}{(e^t + e^{-t})^2} =$$



$$x_0 = - \frac{\frac{|DB|}{|EC|}}{\frac{|AB|}{|B|}}, c$$

They excel at spotting and choosing the right wave

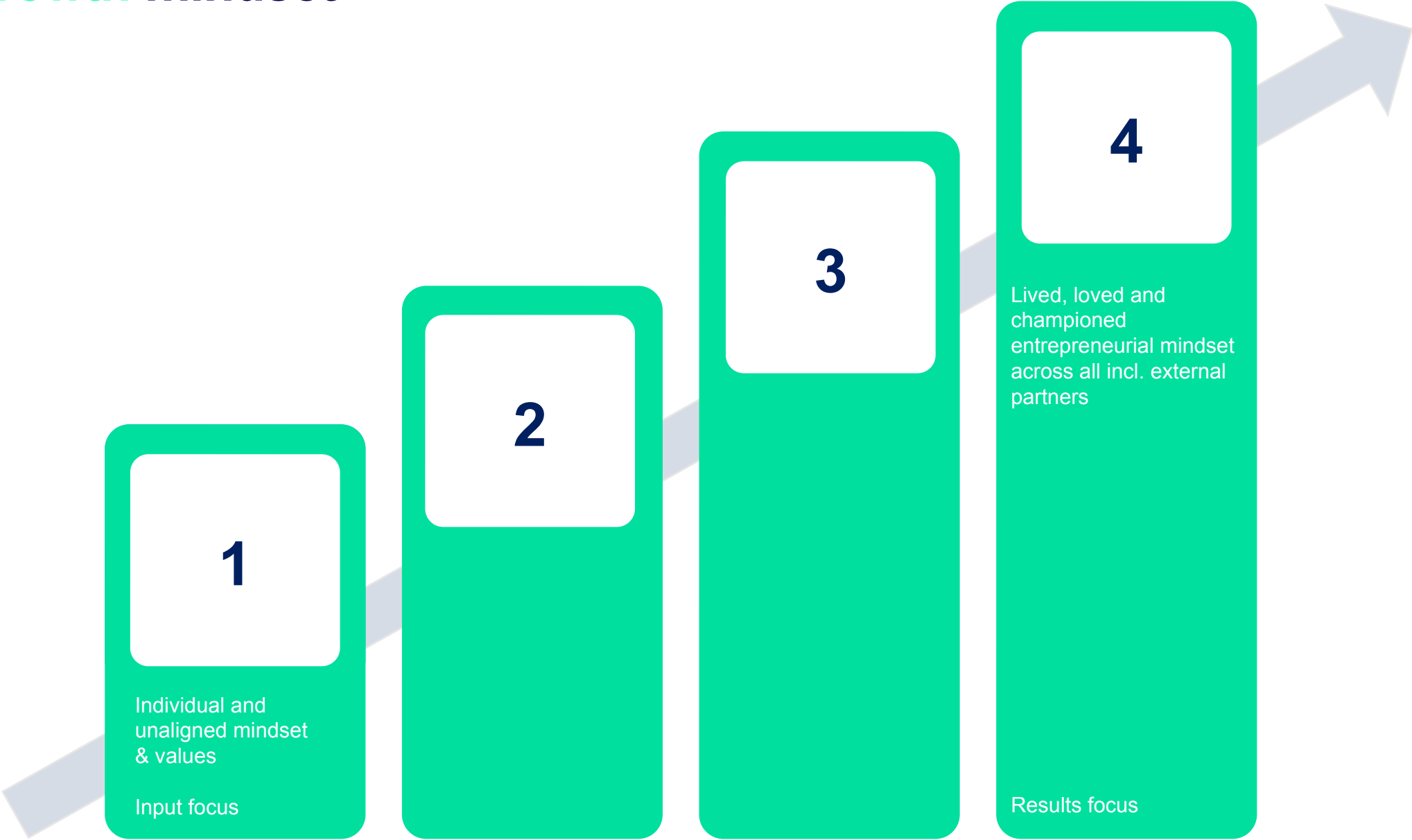


85%

33%

**Assess and
understand
market
developments**

Real growth mindset



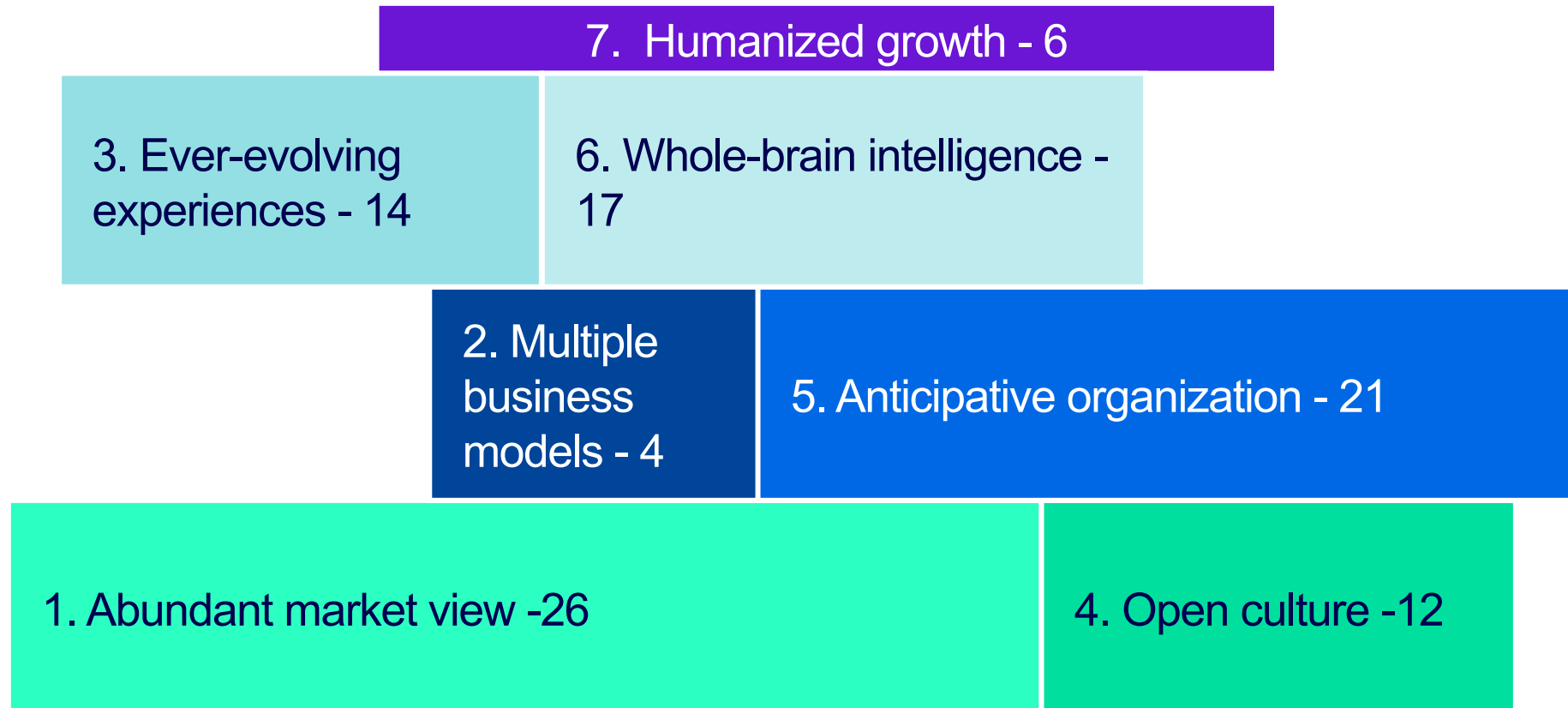
Actions

Redefine career paths in your company from a linear trajectory to a “jungle gym”

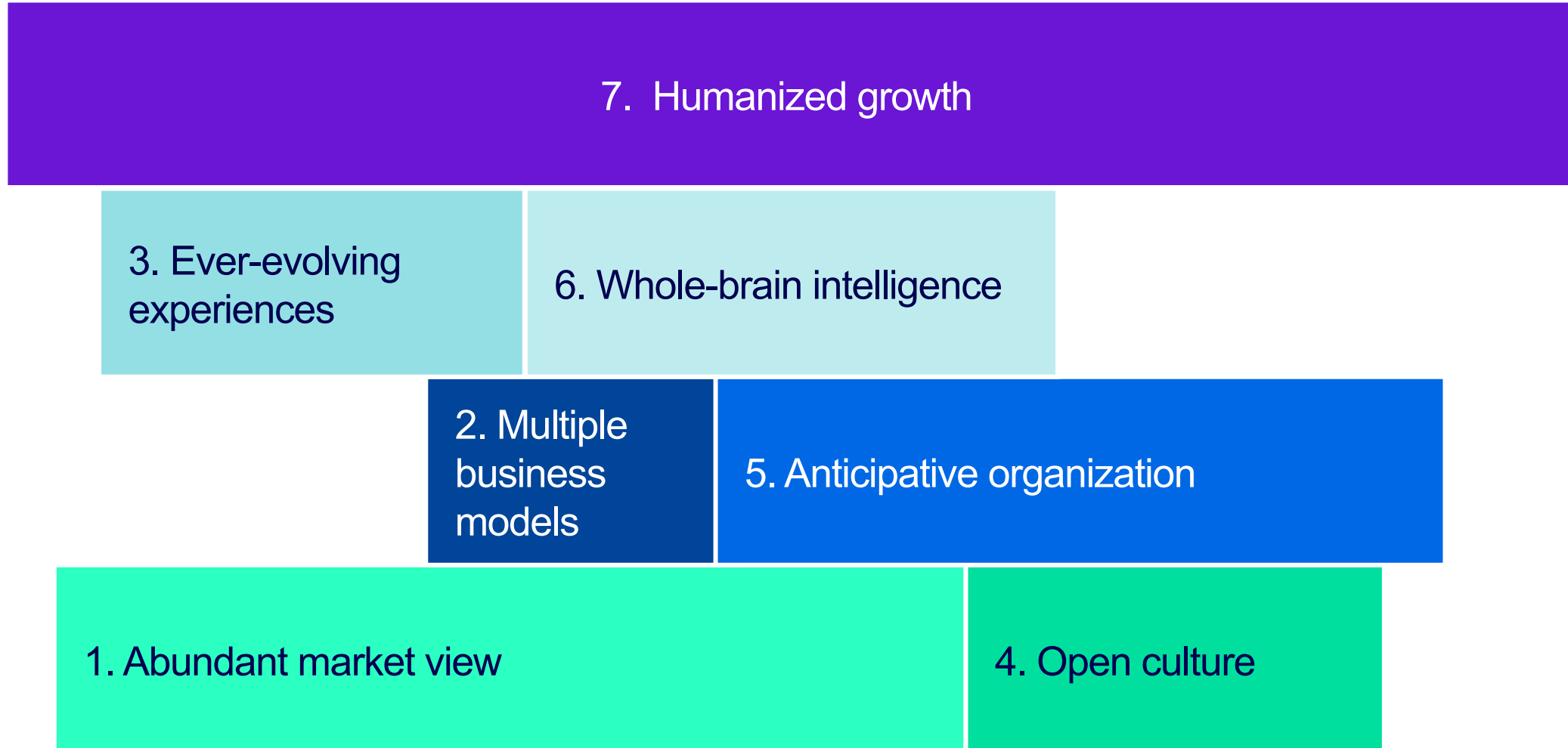
Celebrate and reward intrapreneurship

Reconfigure your (leadership) team from “male, pale and stale” to truly diverse

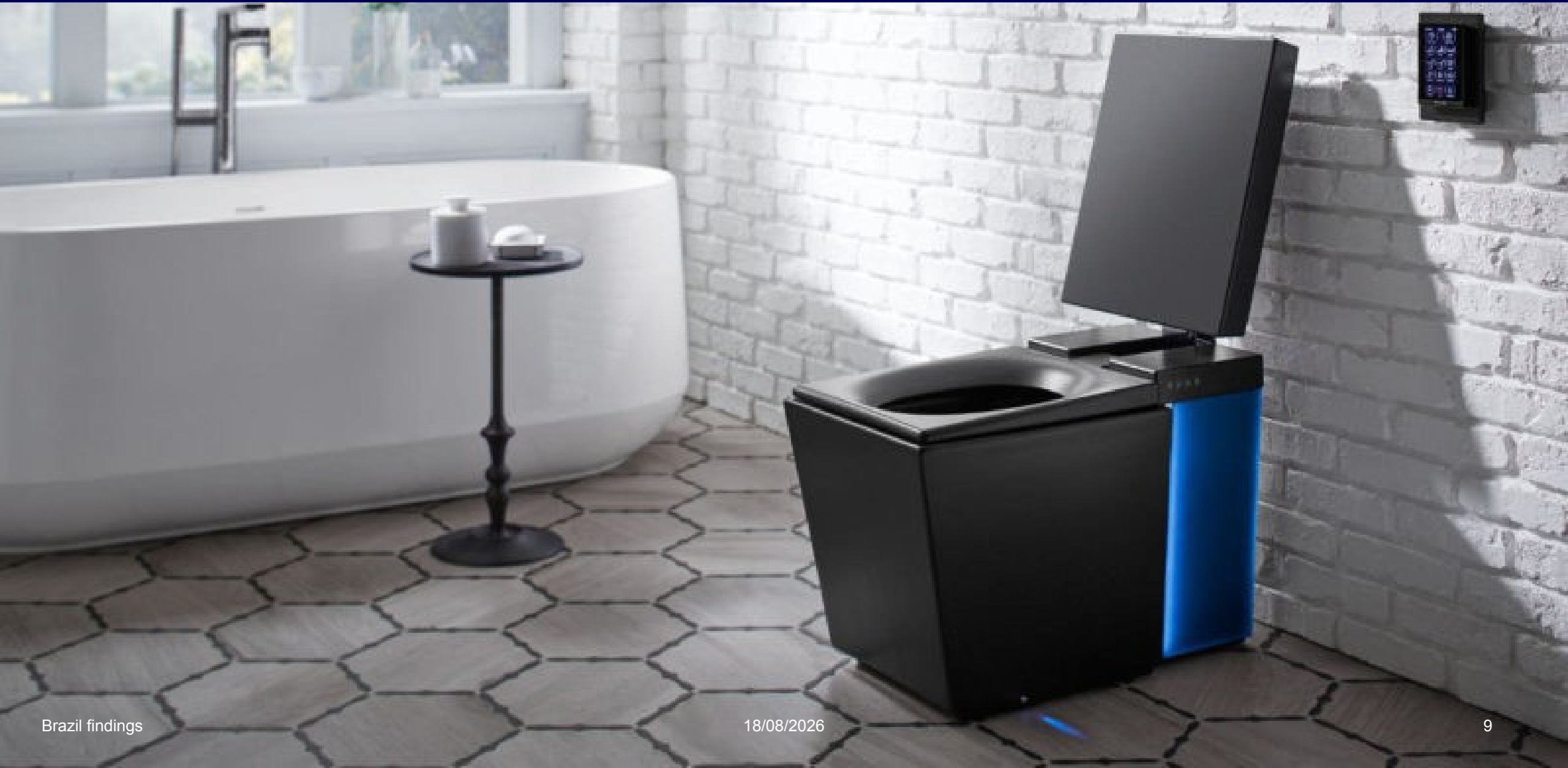
The status quo



The emerging future



... and shiny digital toys that distract...

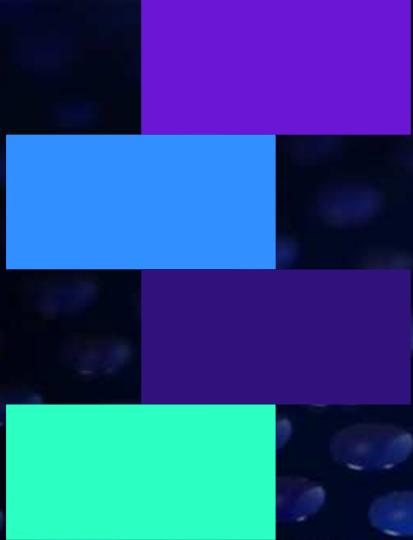


... making markets ...



3. Don't go at it alone





Real
Growth
Foundation

Thank you

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