WPP Centralizes Production Capabilities, Retiring Hogarth Worldwide

WPP is consolidating its global production talent and operations under a new entity called WPP Production, the holding company told ADWEEK.

The move brings together production powerhouse Hogarth Worldwide with production teams embedded across WPP agencies including Ogilvy and VML. The new unit, which will officially launch on Feb. 23, will employ roughly 10,000 people globally.

Richard Glasson, formerly global CEO of Hogarth, will lead WPP Production as global CEO. As part of the reorg, WPP will formally retire the Hogarth brand.

There are no layoffs as a result of the shift, and Glasson said the transition is not a cost-cutting exercise.

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