



‘Share a book’

Client Relationship Engagement Program

Making friends with existing and prospective clients,
by sharing knowledge from the real world for the real world,
on a continuous basis

CommonPlace Books are an extension of our imperfect memory.
Everybody can contribute to the content of a CommonPlace Book.
In this way the content improves and remains up to date.

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Why client engagement matters

One of David Ogilvy's beliefs was: '*Ogilvy to be a teaching hospital*', based on Thought Leadership practices. Another belief of David was the way brands should communicate with their customers in a one-to-one way. It is what OgilvyOne became famous for. He called this discipline: '*His first love and secret weapon*'. Today, OgilvyOne discipline is described as: '*Creating Valuable Relationships by Design Customer Engagement*'. * It is about connecting customer data and creativity on a One-to-One basis, building a human relationship with a focus on Behavioral Science thinking, creating an experience for customers in a different and relevant way.

'*Being client obsessed*', ** by building and maintaining a different and relevant relationship going beyond our inspirational strategic and creative work. It is about client engagement, which is happening when people experience a bonding moment. Bonding is essential to build mutual flourishing, lasting relationships.

The 'Share a book' Engagement Program' is about sharing valuable knowledge*** from books, *in search of the truth*. The Global Reading Club is a fast track to Thought Leadership knowledge *from the real world, for the real world*. Knowledge that matters, discovering the unknowns. 'Share a book' creates fans, rather than just having a network of clients. The idea is strengthening the relationship with existing and potential clients on a monthly basis. It is the unexpected support The Global Reading Club offers to grow people's talent and career with knowledge. No matter in which line of business people work, no matter what function or level they have, no matter where in the world they live. The promise of the Global Reading Club is: 'No time to read, *in search of the truth*, is history'.

* *Clare Lawson, Global President of OgilvyOne*

** *Devda Bulchandani, Global CEO of Ogilvy and Cindy Rose Global CEO WPP*

*** *LinkedIn released research data (November 2025) that found B2B influencer marketing is flourishing. 87% of B2B buyers prefer credible content from trusted industry influencers. That is, they prefer content from real people – experts and thought leaders – rather than from company branded sales messages.*

It is about Thought Leadership

Thought Leadership is the value of innovative thinking, pushing boundaries of existing thinking. Being a knowledgeable subject-matter expert is at the heart of being an authority. A Thought Leader drives the strategic conversation, staying ahead of the pack, finding the 'blind spots' in running the enterprise.

David Ogilvy was a Thought Leader by showing the way forward in Advertising in the 1950s. He was pushed ahead by relentless curiosity, having a hunger for relevant knowledge. David was always reading. The content of books was his source of inspiration from insights, ideas and perspectives. He was dedicated to the notion of professional progress, all the time. David was driven by Divine Discontent: Never, never, never be satisfied with the status quo.

What keeps people back from reading books?

The number one problem that keeps people from reading books is TIME. Worldwide research* reveals that the overwhelming amount of information, coupled with the lack of effective tools and standardized formats, holds back knowledge workers from reading. Here is a quote from Steven Johnson, author of the book *Where good ideas come from*: "Reading remains an unsurpassed vehicle for the transformation of interesting new ideas and perspectives."

*Source: Bersin by Deloitte 2015

No time to read, in search of the truth,
is history

The Global Reading Club aggregates knowledge from books, all recommended by Ogilvy and WPP key people around the world. It is a completely open learning system and generative platform. A generative platform creates a space where hunches, insights, ideas and serendipitous collisions, adaptations and recycling of knowledge can thrive. The library of books in the Global Reading Club was built over 15 years. Knowledge from books transformed into: *Summaries, Mindmaps, Elevator Pitches, Podcasts, Guiding Principles, Actions for Impact* and *TED Talks or Interviews* with the author. Twelve new books are added annually. Access to the Global Reading Club is free of charge - and free of any obligation in terms of sharing personal or company data. No cookies used.

The Global Reading Club's Guiding Principles

(Developed over a period of a decade)

1. Access is free of charge and free of any obligation to share personal or company data for all WPP employees and their clients.
2. The main drive is to enable visitors to apply new knowledge *from* the real world *for the real world*, as knowledge not applied is worthless.
3. The system is unlocking the real value of books, you never suspected to exist.
4. Only books recommended by Ogilvy and WPP key people around the world are selected.
5. A new book every month.
6. Closing the no-time-to-read and laziness gap.
7. Sustainable economic model. A few-to-many network initiative. Value creation by the network for the network and beyond.
8. Knowledge to grow individual and group intellectual value, supporting talent and career development.
9. A decision-reduction-platform, absorbing insights, ideas, inspiration and perspectives from books, making better decisions, faster.
10. A humanistic digital generative knowledge platform, prevailing equal opportunities for everybody, regardless of level, discipline, or region, resulting in wealth creation at every level.
11. User friendly website with focus on visitors. Nothing else.
12. Voluntary readers/editors from Ogilvy and an array of WPP companies from around the world.
13. Readers/editors are not compensated. They act based on the reward of contributing to this network phenomena and benefit from visibility on the global website, joining the elites of value creators.
14. It is a digital network learning platform, facilitating what is remembered and what has been forgotten.
15. A proven long-term knowledge source, as books from the early days of the Global Reading Club are still valid, connecting the known to the unknown.
16. An intellectual property source.
17. The biggest long-term advantage of the Global Reading Club is the continuous refreshed, relevant knowledge drive for our employees and our existing and prospective clients.
18. Monthly Newsletter on new books, distributed in the Ogilvy and WPP global network.
19. Facilitates local agencies to run their own Client Engagement Program for their existing and prospective clients.

What do you need to execute the Engagement Program?

For each book you can avail of:

- a. Draft letter (which you can personalize)
- b. The Newsletter

To execute the monthly program, you need:

1. For *clients*, an email address database with names of relevant people in the *exciting* client's organization.
2. For *potential clients* an email address database with the names of relevant people in the *prospective* client's organization.

Furthermore, you will need an assistant to execute the engagement program monthly, someone who can also maintain a schedule of who got which Newsletter and when. And who oversees updating the email address database.

How to activate this Engagement Program?

The execution of the Engagement Program is simple.

Go to www.globalreadingclub.com. Click on the book you would like to share. Go to 'Share a Book' Engagement Program.' Here you will find the Newsletter and the draft letter to download. You can personalize and sign the letter with your own name. All future published books on the Global Reading Club will have these two engagement elements (letter and Newsletter). Thus, you have a stock of engagement material instantly available, while every month a new book will be added to the Global Reading Club website.

Database Management Protocol

This part outlines the data management protocol for the ‘Share a Book’ Client Engagement Program. The framework is structured around two core scenarios—engaging existing clients and reaching out to potential clients—to provide a clear and secure process for managing contact information. This protocol is designed to ensure brand consistency, uphold data confidentiality, and enable personalized, high-value communication with both audiences.

1. Database for Existing Clients

This database is for contacts within organizations that are current clients of a WPP Operating Company (OpCo). The primary goal is to strengthen relationships through value-added content.

Responsibility and Ownership:

- Each WPP OpCo is individually responsible for setting up, managing, and owning its client database.
- This decentralized model ensures that all client data remains confidential and is managed directly by the team with the established client relationship.

Required Data Fields:

- First Name
- Last Name
- Function
- Email Address

Communication Personalization:

- To maintain the established relationship and provide a personal touch, the ‘Share a Book’ letter sent to this target group will be personalized and signed by the CEO of the respective local OpCo’s.

Data Maintenance:

- Each OpCo is responsible for the accuracy of its client list. Data should be reviewed and updated on a regular basis (minimum quarterly) to remove outdated contacts and add new ones.

2. Database for Potential Clients/Prospects

This database is for contacts within organizations identified as potential future clients. The primary goal is to introduce them to Ogilvy's Thought Leadership in a relevant and non-intrusive way.

Responsibility and Ownership:

- This database will be managed and owned centrally by the WPP Amsterdam office.
- This centralized model ensures a coordinated, consistent, and high-level approach to new business outreach, preventing duplicate or uncoordinated communications.

Required Data Fields:

- First Name
- Last Name
- Function
- Email Address

Communication Personalization:

- To provide a unified and impactful introduction, the 'Share a Book' letter sent to this group will be personalized and signed by Eric Kramer.

Data Maintenance:

- The central office will manage the integrity of the prospect list, sourcing contacts ethically and ensuring information is current. The list will be reviewed periodically to ensure relevance.

3. Process and Governance

- Communication Cadence: It is recommended that communications be sent on a consistent, monthly basis to align with the release of new book content.
- Compliance and Consent: All email communications must strictly adhere to global data privacy standards (e.g., GDPR, CCPA). Every email must include a clear and functional link for recipients to unsubscribe or manage their preferences.
- Performance Tracking: Program success should be measured by tracking KPIs such as open rates and click-through rates.

4. Recommended Platform for Execution (e.g. Mailchimp)

The use of a professional email service platform is required for program execution to ensure scalability, security, and compliance.

- Core Functionality: A platform such as Mailchimp provides the necessary tools.
- List Management: Securely hosting separate and confidential databases/lists for each OpCo and the central prospect list, with capabilities for segmentation.
- Email Distribution: Efficiently deploying personalized letters and program newsletters using templates that ensure brand consistency.
- Compliance and Analytics: Automating the handling of unsubscribes and providing a dashboard for tracking engagement metrics and program KPIs.

Draft launch letter to introduce the 'Share a Book' Client Engagement Program

Dear Julian,

I would like to share a unique initiative with you - the Ogilvy Global Reading Club.

The Global Reading Club has existed since 2015 and contains over 100 books, which have been read and edited by qualified Ogilvy and WPP employees around the world. The Global Reading Club is not just a website with books; it is a knowledge window to Thought Leadership from the real world. The sources are books, written by world-class authors. Each book is a masterpiece of Thought Leadership. Books are selected and recommended by Ogilvy and WPP key executives around the world.

The Global Reading Club is a fast-track learning system which enables you to extract, absorb, refresh, and apply knowledge. *'No time to read is history'*. New books are added to the website every month.

Here are the six standardized formats the learning system is based on:

- Summary - 30/45 minutes reading
(A multi-page, chapter by chapter summary of the complete content of the book)
- Mindmap - 15/30 minutes reading
(A complete overview of the entire book on one or multi-pages)
- Podcast - 20/30 minutes listening
(Listen and grab the total story in a nutshell)
- Guiding Principles - 10/15 minutes reading
(Guiding Principles are do's and don'ts in our daily life, influencing our thinking, acting, and behavior, when making decisions or judge things that matter)
- Ted Talks or interview with the author - 15/20 minutes listening
(The most interesting TED Talks or interviews about the subject of the book)
- Actions for Impact - 5 minutes reading
(‘Actions for impact’ sums up how to activate the learnings from the book)

Access is free of charge and free of sharing personal or company information. I will ensure you receive the Newsletter, covering a recently published book. The attached Newsletter covers the book *Unleashed* by Frances Frei and Anne Morrisson. One of the best Leadership books at this moment. Here is the link to the: [Global Reading Club](#)

Enjoy reading and listening.

Eric Kramer

WPP Country Manager Netherlands

P.S. Attached is the Newsletter, covering the book *Unleashed*.

Newsletter *Unleashed*



The Global Reading Club
One year smarter by next month.
Issue 36

Recommended by Yves Baudechon

Read & edited by Jai Kotecha, Ogilvy Social Lab Amsterdam

Unleashed
A Leader's Guide without apologies, to break with the past
The aim of leaders is to unleash the levers of success, by empowering the people around you to unleash their full potential. The starting point of true leadership is discovering the greatness in talented people. The foundation of leadership is trust that's built when leaders reveal empathy, logic and authenticity. A fresh new view on the role of leaders and what makes them successful, based on decades of studying and advising organizations for decades.

"The principle behind Unleashed is empowering the people around you. What could be a better leadership principle for all of us at WPP to unlock the talent of all of our 100,000 people around the world?"
Mark Read, Chief Executive Officer at WPP
[Start reading](#) [Listen to Podcast](#)

The Global Reading Club also recommends:

A better future for everyone
'Hit Refresh' is a book about transformation – taking place inside people and the company, to make our dreams believable and ultimately achievable. The most successful organizational leaders we know are the ones who put culture at the very centre of what they do. That's exactly the mentality that made CEO Satya Nadella and his leadership team so effective at Microsoft.
[Go to book](#)

One year smarter by next month
Absorb key insights, ideas and get inspiration from a range of essential books in our user-friendly formats, totally free.
[How it works](#)

Coming soon:

Knowledge not applied is worthless...
Please feel free to pass along this monthly Newsletter to colleagues and friends. Subscription is free. Contact us if you are interested in becoming a reader/mentor.
[Share this newsletter](#)
Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list.
presented by **Ogilvy**

Draft letter example for the book

The illusion of choice

Subject: The Power of Behavioral Science for personal and business growth

Dear Julian,

It is an illusion we and consumer make choices consciously

Most choices we and consumers make are based on previous existing beliefs and past experiences. The reason why we do not consciously make choices, is based on saving us energy and time. You could say we make choices on the automatic pilot. This is the case with most of our own routine choices.

In Behavioral Science this habit of making 'automatic pilot' decisions is referred to as *Cognitive biases*. These are systematic patterns of thinking and decision-making, strongly influenced by our held beliefs and habitual thought processes. These biases serve as mental shortcuts that help us understand and navigate the world around us in a way that is convenient and meaningful to us. Essentially, they shape our perception of reality and guide our actions. It is important to recognize that these beliefs and behavior can become *outdated* or *less relevant*, because our interests and priorities evolve through different phases of life.

The problem with these 'automatic choices' is that our biases can get rusted over time, blocking our mind to walk new paths. We can walk into the 'unknown' areas of life, if we are stimulating our mind to actively look for new ideas, especially in making important decisions or gaining inspiration from new insights. We must, by times, rethink our existing beliefs and habits. Biases block walking *unknown paths*, which is essential finding new solutions to existing problems.

In marketing, consumers make, consequently, most often buying decisions based on their existing biases. In other words, they stay with their earlier choices. Existing biases of consumers, however, can be influenced. If you know how. He explains how to approach these biases based on real life experimental testing.

In *Behavioral Science* nothing is argued from authority or gut feel point of view alone. *Behavioral Science* is based on carrying out experiments through solid testing or research. *Behavioral Science* is purely based on a scientific way of thinking. The ideas in the book, how to solve problems with existing biases, are based on robust findings from the real world. The idea of changing existing biases is to take the insights from the book into human nature and apply them personally and in marketing.

Listen to the engaging conversation in the *Podcast*, study the *Mindmap* and the *Actions for Impact*, then read the *Summary*. <https://globalreadingclub.com/books/the-illusion-of-choice>

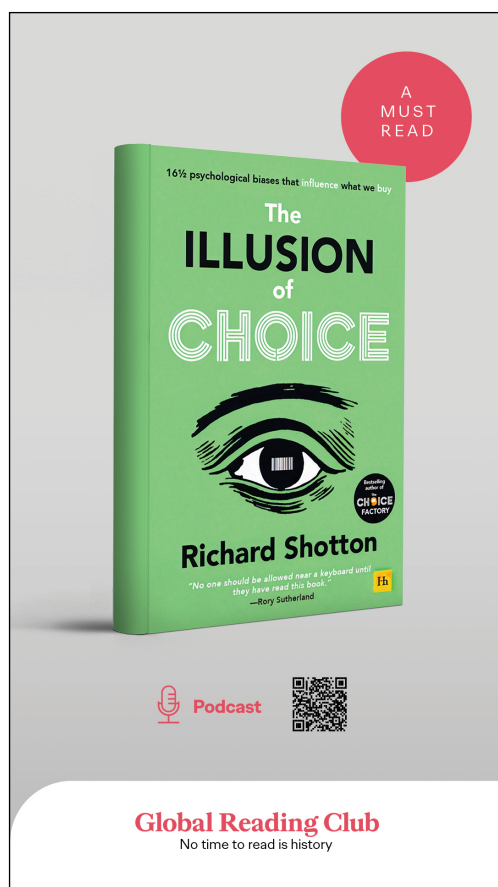
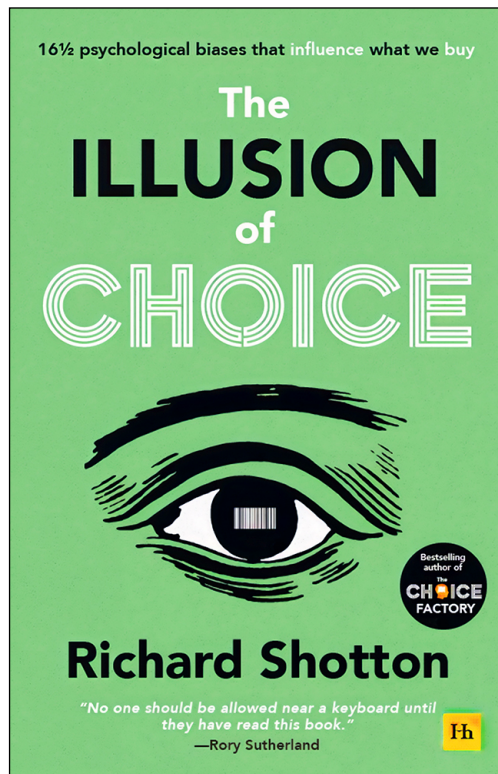
Enjoy reading and listening.

Eric Kramer

WPP Country Manager Netherlands

P.S. Attached is the Newsletter, covering the book *The Illusion of Choice*

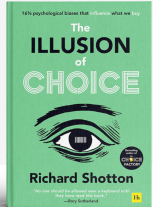
Newsletter *The Illusion of Choice*



The Global Reading Club
No time to read is history

Issue 60

Recommended by **Twan Wierze** | Ogilvy Amsterdam



Read & edited by Twan Wierze | Ogilvy Amsterdam

The Illusion of Choice

The Power of Behavioral Science for personal and business growth

It is an illusion we make choices consciously. Most of the choices are based on previous existing beliefs and past experiences. The reason why we do not consciously make choices repeatedly, is based on saving our thinking energy and time. But our biases can get 'rusted' over time, blocking our mind to walk new paths. Behavioral Science stimulates us to rethink our existing beliefs and habits. We must reevaluate and rethink our beliefs and behavior to open doors to new areas of behavior.

[Start reading](#) [Listen to podcast](#)

The Global Reading Club also recommends:



The Power of Habits

Why we do what we do and how to change

Habits emerge in corporations and business, across societies and in people's lives. Most choices we make may feel like well-considered decisions, but they're not. They're habits. Each habit means relatively little on its own, but habits can have enormous impact on our health, productivity, financial security, and happiness. The central argument about habits is that habits can be changed, if we understand how they work.

[Go to book](#)

The Global Reading Club summarizes content of books since 2015, in different formats to facilitate optimal learning.

 30/45 min read

 15/30 min read

 15 min study

 20/30 min listen

Join as an editor

Enrich your life by joining the elites who read and edit a book for the Global Reading Club. Your involvement will enhance the way you learn from books that matter personally and professionally. You need to be able to commit time of dedicated reading and editing a book. The reward is a new learning experience, and you will be featured on the Global Reading Club website. Participation is on voluntary basis.

[Join as a Reader/Editor](#)

Coming soon:



Knowledge not applied is worthless...

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powered by **Ogilvy**

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[Global Reading Club](#)

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