

GLOBAL COMPACT END OF YEAR  
COMMUNICATION ON PROGRESS REPORT  
(2011-2012)



JWT- JORDAN  
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## **Part 1**

### Statement of Continued Support

We, at JWT, believe that whenever there is a healthy work environment and a wonderful atmosphere to create ideas, we'll satisfy our clients and go beyond their expectations. We provide our team with whatever it takes to push them forward and give all the needed efforts to get the job done perfectly. Our team spirit and talented minds are the main reasons behind our clients' satisfaction.

What makes JWT employees great to work with is their skill, dedication and diversity. JWT employees are individuals who diligently work as a team to achieve utmost excellence for their clients. Ethical conduct and anti-corruption are critically important in our approach to business.

At JWT we are not just working to make profit, we're working because we love what we do and we enjoy it, we work to make a better future for advertising, to reach new heights with our creative ideas and touches, and that's what we call success.

Sincerely

**Suleiman I Matouk**  
**Managing Director**



## Part 2

### About JWT

The agency of international minds had Jordan in mind for 6 years through its affiliation with IDEA. Finally, in 2011, the world's advertising pioneer, JWT, gained full-fledged presence in Jordan.

The benefits of merging solid local expertise with the international forte of JWT served to further the quality of services extended to the agency's clients in Jordan.

On the regional level, JWT is one of the leading agencies with offices in Algiers, Bahrain, Beirut, Damascus, Dubai, Cairo, Casablanca, Jeddah, Kuwait, Riyadh and Tunis. The list of clients, from around the region, includes Audi, Egypt Tourism Authority, HSBC, NBK, Red Bull, Safi Danone, STC, Tunisiana, Vodafone, and Zain.

JWT Jordan prides itself on its ability to attract, recruit, and retain dedicated professionals to serve high-profile local clients like Arab Wings, Fine, HSBC, Jordan Engineers Association (Cordoba Resort), Lexus, Military Credit Fund, Nokia, Toyota, and Zain to name but a few.

JWT Jordan's integration with JWT provided the agency with an interactive platform, enabling it to utilize the expertise and skills available in 200 offices across 90 countries. The high standards of creativity, maintained by JWT as a whole, and JWT Jordan's constant development of its resources, both ensure the agency will continue to provide its expanding network of clients with the highest levels of world-class communication services.

JWT was originally founded by William James Carlton in 1864. It was renamed by James Walter Thompson in 1877 to The James Walter Thompson Company and later became J. Walter Thompson. WPP Group acquired the company in 1987 and, in 2005, the agency was re-launched as JWT.

JWT's global firsts include establishing the first full-service advertising agency, creating the first international network - opening its London office in 1899 and having offices in 30 countries by 1930, hiring the first female creative director in 1908, making the first-ever testimonial ad in 1925, inventing the grilled cheese sandwich for its client "Kraft" in 1930, producing the first-ever TV commercial in 1939, and developing account planning in 1968.



### Part 3

#### Actions

- **Human rights guiding principals**

At JWT, we follow the human rights principals of allowing equal opportunities to each individual, with intolerance to discrimination towards sex, religion or race.

- Recruitment: In our offices, there is an equal ratio among both sexes and staff is hired solely upon their skills and resumes. We believe in the effective abolition of child labor as well, being that a minor under the age of eighteen is not admitted to work in the company.
- JWT internship program: We also open our doors to university students and others to intern with us and learn the difference between doing your job and enjoying your job.

- **Environment:**

In our offices, we implemented most measures taken in the conservation of energy, as we replaced many of the light-bulbs in the office to energy saving ones. We installed light sensors in the staircases that operate on motion and are switched on only after the sun has set.

There is also a strong policy in the office not to print any document unless it is affiliated with the agency, or it is extremely necessary. Recycling is an important standard any advertising agency should have; being that the use of paper is tremendous within the offices. It provides a great way to make use of the large quantity of paper used, which in turn is colossally beneficial to the environment.



## Part 4

### Measurement of outcomes

- We constantly observe the most important indicators to us; the satisfaction of our employees and that of our clients. As such, we are continuously reassured by what our staff tell us and encouraged by what we hear from our clients. We are further encouraged by the tangible outcomes we are already witnessing as direct results of our environmental and social responsibility practices.