

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

SCHEDULE 14A
(Rule 14a-101)

INFORMATION REQUIRED IN PROXY STATEMENT
SCHEDULE 14A INFORMATION

Proxy Statement Pursuant to Section 14(a) of the
Securities Exchange Act of 1934

Filed by the Registrant Filed by a party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))**
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting material pursuant to §240.14a-12

Acxiom Corporation
(Name of Registrant as Specified In Its Charter)

The Interpublic Group of Companies, Inc.
(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

- No fee required
- Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

(1) Title of each class of securities to which transaction applies:

(2) Aggregate number of securities to which transaction applies:

(3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):

(4) Proposed maximum aggregate value of transaction:

(5) Total fee paid:

Fee paid previously with preliminary materials.

Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the form or schedule and the date of its filing.

(1) Amount previously paid:

(2) Form, Schedule or Registration Statement No.:

(3) Filing party:

(4) Date Filed:

IPG

Michael Roth, Chairman and CEO



1961
FOUNDED



\$7.47B
NET REVENUE



50,200
ASSOCIATES



4,000+
CLIENTS



90+
OPERATING UNITS



100+
COUNTRIES

World Class Offerings

GLOBAL CREATIVE NETWORKS

McCANN

FCB
FOOTE, CONE & BILDING

MULLENLOWE GROUP

MEDIA OFFERINGS

IPG MEDIABRANDS

UM

Initiative

M/GNA

REPRISE

Orion

CADREON

MULLENLOWE
MEDIASPACE

TRILIA

MARKETING SERVICES

WEBER
SHANDWICK

JACK MORTON

octagon

GOLIN

FutureBrand

DEVRIES
GLOBAL

m

GLOBAL DIGITAL SPECIALISTS

R/GA

HUGE

MRM // McCANN

MULLENLOWE
PROFESSOR

U.S. INTEGRATED AGENCIES

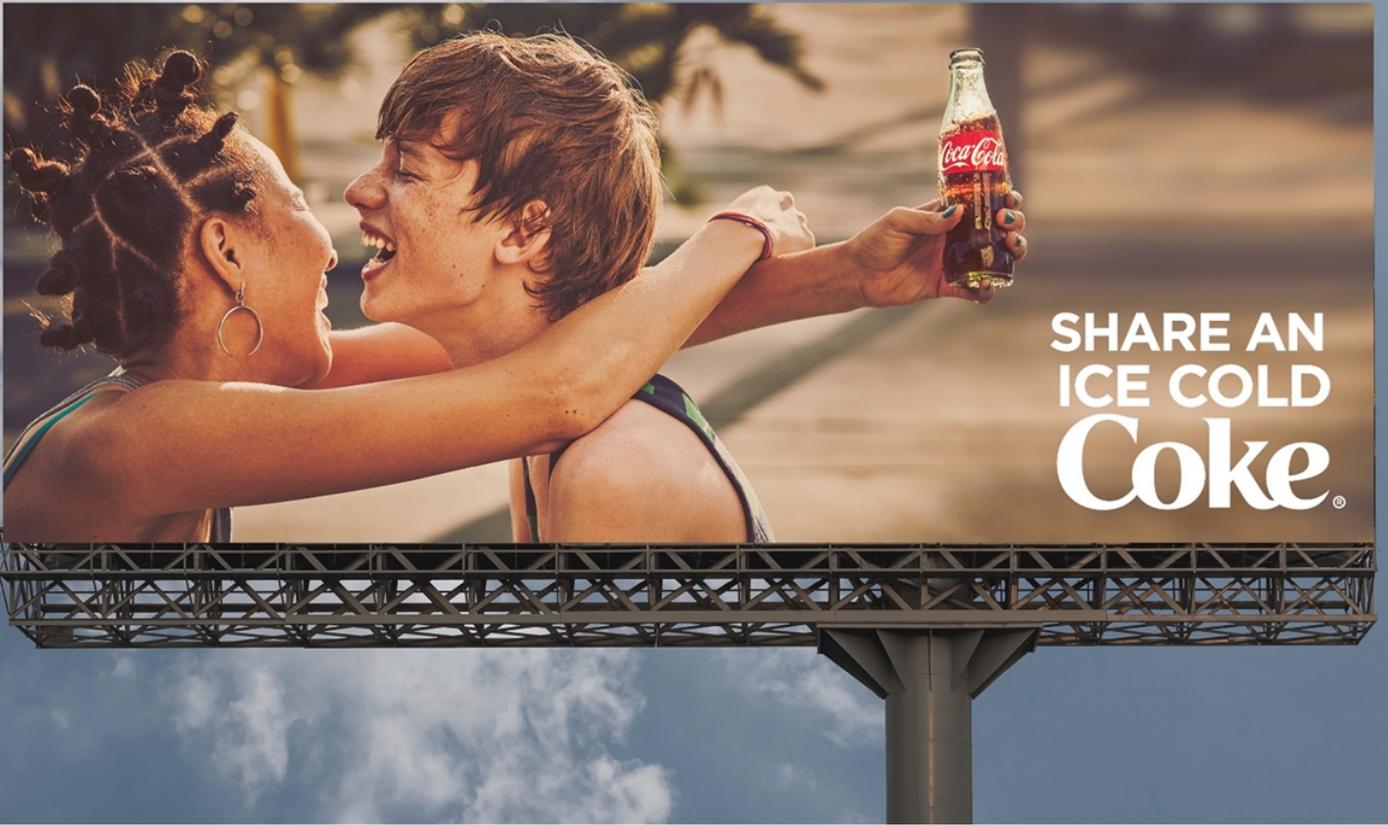
CAMPBELL
EWALD

Carmichael
Lynch

DEUTSCH

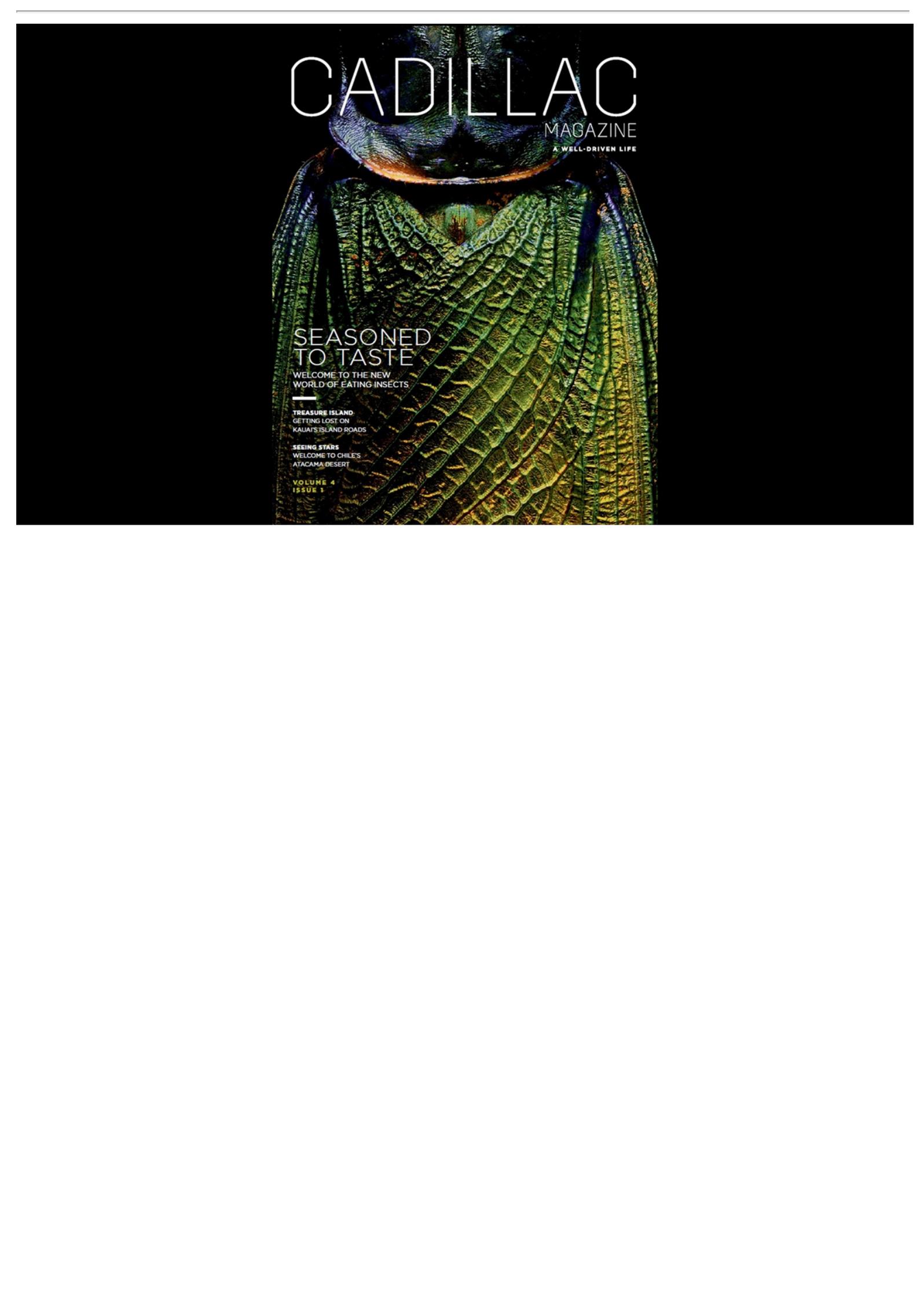
HILL HOLLIBAY

the
martin
agency



SHARE AN
ICE COLD
Coke®





CADILLAC

MAGAZINE
A WELL-DRIVEN LIFE

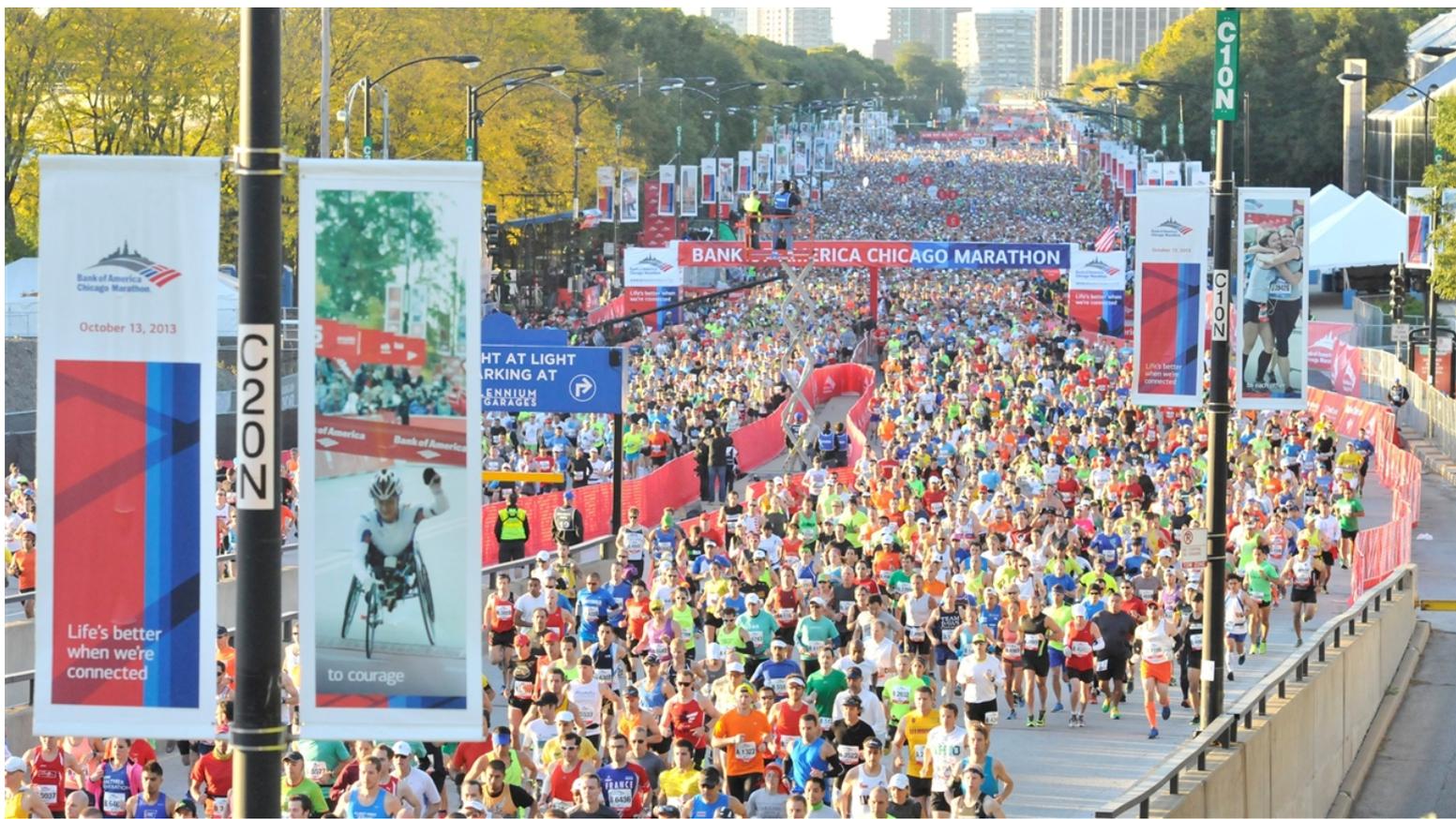
SEASONED TO TASTE

WELCOME TO THE NEW
WORLD OF EATING INSECTS

TREASURE ISLAND
GETTING LOST ON
KAUAI'S ISLAND ROADS

SEEING STARS
WELCOME TO CHILE'S
ATACAMA DESERT

VOLUME 4
ISSUE 1





find the 8

A first-of-its kind scavenger hunt on Snapchat that combined GPS, real-time data, and augmented reality.

"Prepare for a new kind of advertising to take over your city."

PST@MPANY

"Represents a new world of using AR for promotions or advertising."



Idea

To launch the new iPhone 8 on Verizon, we created an interactive gaming experience that challenged players to find hidden Snapchat lenses in their city for a chance to win a new iPhone.



How it worked



1. At the start of the game, players received clues that hinted at the lens' location and when it would be unlocked.



2. GPS directed them to the precise location, which was prepopulated with geo-fencing.



3. Players also had to show up at the right time. Real-time data, like weather reports, let us unlock the lens at precise moments.



4. Once players got to the right place at the right time, the lens revealed itself.



5. Players were encouraged to submit the most creative Snaps for a chance to win.

Results



31 minutes
Users spent an average of 31 minutes playing which is 5x the average engagement time on Snapchat (52s).

330,000 players
Over 5 days, thousands of people fanned out across eight cities nationwide in search of the 8.

3x sales
iPhone 8 sales in active markets outperformed comparable markets threefold.



■ IPG FINANCIAL OUTPERFORMANCE

Strong Long-term Organic Growth

Performance in Industry Context



WPP like-for-like growth of net sales; like-for-like revenue growth was 8.2%, 5.3%, 3.0%, -0.3%, respectively, in 2014, 2015, 2016, and 2017.

Shareholder Returns that Outpace Industry Average



Source: Bloomberg LP
Total shareholder return earned over the holding period to April 30, 2018 with reinvestment of dividends.

A Modern, Nimble and Responsive Holding Company Model

- The talent to deliver **creative ideas that protect and grow brands** in an era of consumer and media disruption
- **Open architecture solutions** are collaborative, high-impact and right for today's market
- **Leading-edge media capabilities** purpose-built to be agnostic and transparent
- **Commitment to data privacy protection** and consent-driven consumer practices
- **Destination for top-talent** thanks to industry-leading commitment to diversity and inclusion
- Culture based on **fairness, flexibility, doing what's right**
- **Positioned for the future**

World Class Client Partners

	ABInBev	Alphabet	amazon	Bank of America. 		 Boehringer Ingelheim
	<i>Coca-Cola</i>	E*TRADE	FCA <small>FIAT CHRYSLER AUTOMOBILES</small>	 GlaxoSmithKline		
	<i>Johnson & Johnson</i>	LAN  TAM <small>... LATAM AIRLINES GROUP ...</small>		 Liberty Mutual. <small>INSURANCE</small>	L'ORÉAL	 mastercard.
 Microsoft	 Nestlé	 NOVARTIS		 Reckitt Benckiser		SONY.
 Spotify	 <small>UNITED STATES POSTAL SERVICE®</small>	 Unilever	verizon ✓	 Volkswagen	 WESTERN UNION	 ZURICH®



IPG CULTURE

ALL ABOUT
TALENT
OUR
PEOPLE
DEFINE US.
WE STRIVE TO
NURTURE
GROW AND
ADVANCE
careers
BY GIVING OUR
PEOPLE THE TOOLS
TO SUCCEED
FROM CUTTING-
EDGE TECHNOLOGY
TO ONGOING
PROFESSIONAL
DEVELOPMENT

IN ALL WE DO-
WITH EACH OTHER
AND OUR CLIENTS
-WE ENCOURAGE
INNOVATION
COLLABORATION
TRANSPARENCY

WE BELIEVE THE
GREAT WORK OUR
PEOPLE DO DESERVES
RECOGNITION. WE
CELEBRATE
our wins
HONORS AND
CREATIVITY
AND ENCOURAGE
AND HIGHLIGHT
WORK THAT
makes
A DIFFERENCE

**FUTURE
FACING**

**CREATIVELY
DRIVEN**

WE DELIVER CLIENT-CENTRIC, INTEGRATED
SOLUTIONS THAT BUILD BRANDS AND
DRIVE RESULTS. OUR TEAMS REFLECT
THE CONSUMERS CLIENTS MUST
reach to succeed

WE STRIVE FOR *inclusion &*
diversity AND TO IMPROVE THE
COMMUNITIES WHERE WE LIVE & WORK. OUR DIFFERENCES
INSPIRE FRESH THINKING & GREAT WORK

**CLIENT AND
COMMUNITY
ORIENTED**

“ IPG leads the way on creativity and integration. ”

– Gideon Spanier, *Campaign*, 2017

“ IPG CEO Michael Roth sees data analytics and transparency as key differentiators. ”

– Ryan Joe, *Ad Exchanger*, 2016

“ While agency holding companies all emphasize their culture, career opportunities and diversity, no industry leader has been as single-mindedly focused on advancing diversity, and especially gender equality, as IPG. ”

– Jack Meyers, *Media Village*, 2017

The IPG logo is rendered in a bold, white, sans-serif font. The letters are closely spaced, with the 'P' and 'G' having a slight overlap. The background behind the logo is a dark blue field with a faint, glowing network of white lines and dots, resembling a molecular or digital structure.The acxiom logo features the word 'acxiom' in a lowercase, white, sans-serif font. The letter 'i' is replaced by a white wireframe globe. Below the main text, the words 'MARKETING SOLUTIONS' are written in a smaller, all-caps, white, sans-serif font. The background is the same dark blue network pattern as the IPG logo.

Philippe Krakowsky
Chief Strategy and Talent Officer, IPG
Chairman and CEO, IPG Mediabrands

Macro Issues Weighing on Ad Industry

Intensifying "Traditional" Competition

Client pressure on fees and terms

Questions regarding transparency

Competition for and cost of tech-skilled talent

Disintermediation Risk

Google, Facebook

Clients internalizing programmatic activity

Tech-enabled digital creative

Non-Traditional Entrants

Accenture, Deloitte, PWC

IBM, Salesforce, Adobe

Key role of data & analytics

Key Components of the Future-Facing Holding Company

- ✓ Media, creative and content capabilities are a significant strength & differentiator relative to the emerging competitors
- ✓ We are well-positioned as marketing integrators – *Open Architecture*

Equally strong data capabilities will provide:

- Tools for people-based, precision marketing
- New revenue streams, or enhance the value of existing capabilities & services
- Ability to assess the value that our work generates for clients' businesses

Major Developments in Data Landscape – Past Six Months

- **Privacy** has become an urgent driver in the conversation around data (high-profile breaches, GDPR)
- Privacy concerns and potential **regulation** empower entities that own data and handle data responsibly
- **Clients** are increasingly seeking help in taking control of and maximizing the value of their first-party data
- A foundational piece of the data ecosystem – **AMS** – **became available**
- Our industry's approach to data needs to evolve accordingly

Ability to ethically source, manage & leverage first-party data and PII will be a differentiator

The Opportunity:

Combination Will Shape Next Wave of Innovation in Data-Driven Marketing

- **Brings together** premier media and marketing agencies with the leader in data and personalized messaging
- **Creates huge opportunities** and benefits for brands and CMOs
- Acxiom's leadership position in data stewardship coupled with IPG's long-standing commitment to transparency are a **culture match rooted in respect for the consumer**
- We can offer clients unique end-to-end solutions that will change the way in which we work for brands, and **accelerate the onset of outcome-driven marketing**
- Together, we can bring **art and science to life**

Combined Business Offerings

IPG



axiom
MARKETING SOLUTIONS

MARKETING STRATEGY & EXECUTION



Creative Design



Media Strategy



Digital Experience



Campaign Execution



Campaign Measurement

UNIFIED DATA LAYER

Global Data Offerings

Omnichannel Services

Next-Gen Solutions

Data Privacy, Data Security & Ethical Use of Data

Where We Will Focus Our Energy and Attention

- New revenue opportunities for both IPG and AMS businesses
 - Data products will make our media solutions even smarter, driving opportunity for our programmatic and performance media offerings
 - Cross-sell opportunity is high on both sides, supported by demand from existing accounts
- Other opportunities provide incremental upside
 - International expansion (AMP)
 - Analytics (UM, Initiative)
 - Numerous other use cases across the IPG portfolio (data management & CRM, eCommerce, BT consultancy, audience activation & segmentation)

Highly Complementary Businesses



+



Full range of world-class media and marketing services

Foundational component of the data ecosystem with long-term relationships

Accelerate growth and margin expansion

Accelerate growth and maintain accretive margin

Leader in Transparency

+

Leader in Data Ethics

Our commitment:

Acxiom and IPG share a values system –
which we will grow and strengthen

We will respect and nurture the talent
and practices you already have in place

TOWN HALL *roundtable discussion*



JOE KELLY
talent



DENNIS SELF
co-president



TOM CUNNINGHAM
communications



RICK ERWIN
co-president



ELLEN JOHNSON
finance



PHILIPPE KRAKOWSKY
strategy



ARUN KUMAR
data & tech

IPG

Michael Roth, Chairman and CEO

Cautionary Statement

Additional Information and Where to Find It

This communication may be deemed to be solicitation material in respect of the acquisition of the Acxiom Marketing Solutions business by IPG. Acxiom will file relevant materials with the SEC in connection with the proposed transaction, including a proxy statement on Schedule 14A. The proxy statement will be filed with the SEC and Acxiom will mail or otherwise make available the proxy statement and a proxy card to each stockholder entitled to vote at the annual meeting of stockholders of Acxiom relating to the proposed transaction. ACXIOM STOCKHOLDERS AND OTHER INVESTORS ARE ADVISED TO CAREFULLY READ THESE MATERIALS (INCLUDING ANY AMENDMENTS OR SUPPLEMENTS THERETO) AND ANY OTHER RELEVANT DOCUMENTS FILED WITH THE SEC IN RESPECT OF THE PROPOSED TRANSACTION WHEN THEY BECOME AVAILABLE, AS THOSE DOCUMENTS WILL CONTAIN IMPORTANT INFORMATION ABOUT THE PROPOSED TRANSACTION. Acxiom stockholders and other investors may obtain free copies of the proxy statement and other relevant materials in connection with the proposed transaction (when they become available), along with other documents filed with the SEC, at the SEC's website (<http://www.sec.gov>).

IPG, Acxiom and their respective directors, executive officers and employees may be deemed to be participants in the solicitation of proxies in respect of the proposed transaction. Information regarding the interests of these directors and executive officers in the proposed transaction described herein will be included in the proxy statement described above. Additional information regarding Acxiom's directors and executive officers is also included in Acxiom's proxy statement for its 2017 annual meeting of stockholders, which was filed with the SEC on June 29, 2017. Additional information regarding IPG's directors and executive officers is also included in IPG's proxy statement for its 2018 annual meeting of stockholders, which was filed with the SEC on April 11, 2018 and is available on IPG's investor relations website free of charge.

Forward-Looking Statements

This communication contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Forward-looking statements generally relate to future events, including the timing of the proposed transaction and other information related to the proposed transaction. In some cases, you can identify forward-looking statements because they contain words such as "may," "will," "should," "expects," "plans," "anticipates," "could," "intends," "target," "projects," "contemplates," "believes," "estimates," "predicts," "potential" or "continue" or the negative of these words or other similar terms or expressions that concern the proposed transaction and the parties' expectations, strategy, plans or intentions regarding it. Forward-looking statements in this communication include, but are not limited to, (i) expectations regarding the timing, completion and expected benefits of the proposed transaction, (ii) plans, objectives and intentions with respect to future operations, customers and markets, and (iii) the expected impact of the proposed transaction on the parties' business. Such expectations and beliefs regarding these matters may not materialize, and actual results in future periods are subject to risks and uncertainties that could cause actual results to differ materially from those projected. These risks include the risk that the proposed transaction may not be completed in a timely manner or at all; the effect of the announcement or pendency of the proposed transaction on the parties' business relationships, results of operations and business generally; risks that the proposed transaction disrupts current plans and operations; and general market, political, economic and business conditions. The forward-looking statements contained in this communication are also subject to other risks and uncertainties, including those more fully described in IPG's and Acxiom's filings with the Securities and Exchange Commission (the "SEC"), including IPG's Annual Report on Form 10-K for the period ended December 31, 2017, Acxiom's Annual Report on Form 10-K for the period ended March 31, 2018 and any other documents filed from time to time with the SEC by IPG or Acxiom. The forward-looking statements in this communication are based on information available to IPG as of the date hereof.

Except as required under applicable law, IPG undertakes no obligation to update the information contained in this filing or any other forward-looking statement. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date thereof.