

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

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FORM 8-K

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CURRENT REPORT  
PURSUANT TO SECTION 13 OR 15(d) OF THE  
SECURITIES EXCHANGE ACT OF 1934

Date of report (Date of earliest event reported): March 10, 2008

The Interpublic Group of Companies, Inc.

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(Exact Name of Registrant as Specified in Charter)

Delaware	1-6686	13-1024020
(State or Other Jurisdiction of Incorporation)	(Commission File Number)	(IRS Employer Identification No.)
1114 Avenue of the Americas, New York, New York		10036
(Address of Principal Executive Offices)		(Zip Code)

Registrant's telephone number, including area code: 212-704-1200

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(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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**Item 7.01**                    **Regulation FD Disclosure.**

On March 10, 2008, The Interpublic Group of Companies, Inc. presented at the Bear Stearns 21<sup>st</sup> Annual Media Conference and posted its presentation at this conference on its website. A copy of the presentation is attached hereto as Exhibit 99.1 and incorporated by reference herein.

**Item 9.01**                    **Financial Statements and Exhibits.**

Exhibit 99.1:            Presentation dated March 10, 2008 (furnished pursuant to Item 7.01).

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

THE INTERPUBLIC GROUP OF COMPANIES, INC.

Date: March 10, 2008

By: /s/ Nicholas J. Camera  
Nicholas J. Camera  
Senior Vice President, General Counsel  
and Secretary

# Bear Stearns 21<sup>st</sup> Annual Media Conference



March 10, 2008

# Cautionary Statement

This investor presentation contains forward-looking statements. Statements in this investor presentation that are not historical facts, including statements about management's beliefs and expectations, constitute forward-looking statements. These statements are based on current plans, estimates and projections, and are subject to change based on a number of factors, including those outlined in our most recent Annual Report on Form 10-K under Item 1A, Risk Factors. Forward-looking statements speak only as of the date they are made, and we undertake no obligation to update publicly any of them in light of new information or future events.

Forward-looking statements involve inherent risks and uncertainties. A number of important factors could cause actual results to differ materially from those contained in any forward-looking statement. Such factors include, but are not limited to, the following:

- our ability to attract new clients and retain existing clients;
- our ability to retain and attract key employees;
- risks associated with assumptions we make in connection with our critical accounting estimates;
- potential adverse effects if we are required to recognize impairment charges or other adverse accounting-related developments;
- potential adverse developments in connection with the ongoing SEC investigation;
- risks associated with the effects of global, national and regional economic and political conditions, including fluctuations in economic growth rates, interest rates and currency exchange rates; and
- developments from changes in the regulatory and legal environment for advertising and marketing and communications services companies around the world.

Investors should carefully consider these factors and the additional risk factors outlined in more detail in our most recent Annual Report on Form 10-K under Item 1A, Risk Factors.

# Interpublic Overview

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**\$6.6 billion revenues | 43,000 employees**  
**4,000+ active clients | 80+ operating units | 100+ countries**

**DRAFTFCB**



octa8on

Deutsch



R/GA



JACK MORTON  
the experience to inspire



McCANN ERICKSON

MRM PARTNERS

momentum

UniversalMcCANN

WEBER SHANDWICK  
WORLDWIDE

HILL|HOLLIDAY

# World Class Clients

L'ORÉAL



NOKIA



<sup>SC</sup>Johnson  
A FAMILY COMPANY

SONY



Microsoft®



WAL\*MART®



Johnson+Johnson



 NOVARTIS



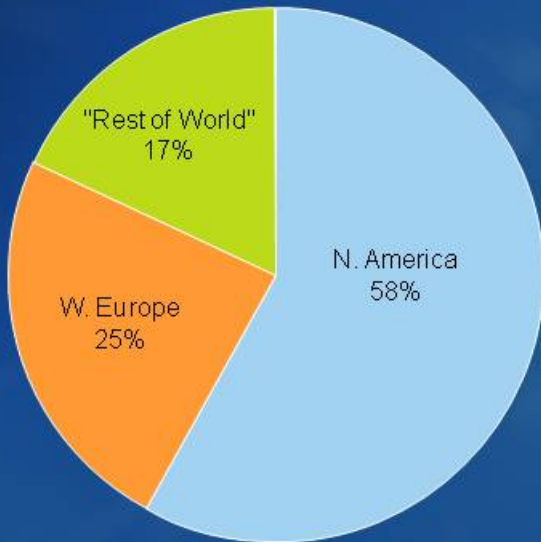
  
Nestlé

 gsk  
GlaxoSmithKline



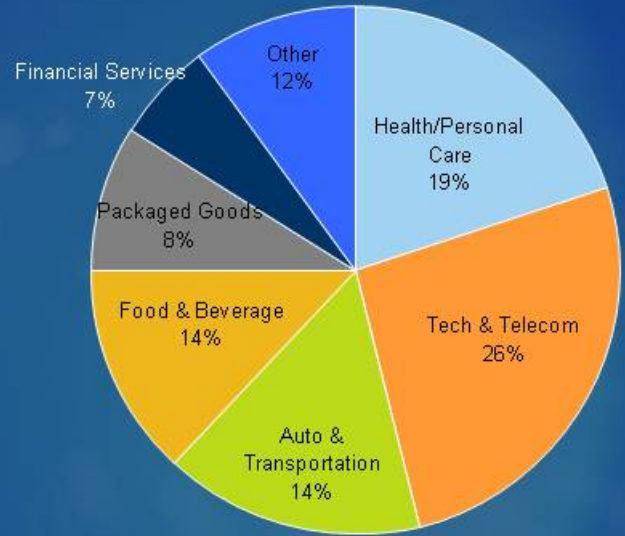
# Diversified Revenue Base

## By Geography



"Rest of World" includes AsiaPac, LatAm, E. Europe, Middle East and Africa

## By Industry Sector



Top 100 clients

(percent of 2007 revenue)

# Turnaround Progress to Date

## 2005-06

- Began strengthening financial controls
- Enhanced liquidity and financial flexibility
- Established best-in-class corporate governance practices
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- Restored organic growth trajectory
- On front foot strategically: Draftfcb, aligned media model
- Investing in high-growth disciplines and geographies
- SOX-compliant at 12/31/07

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## 2008 Goals

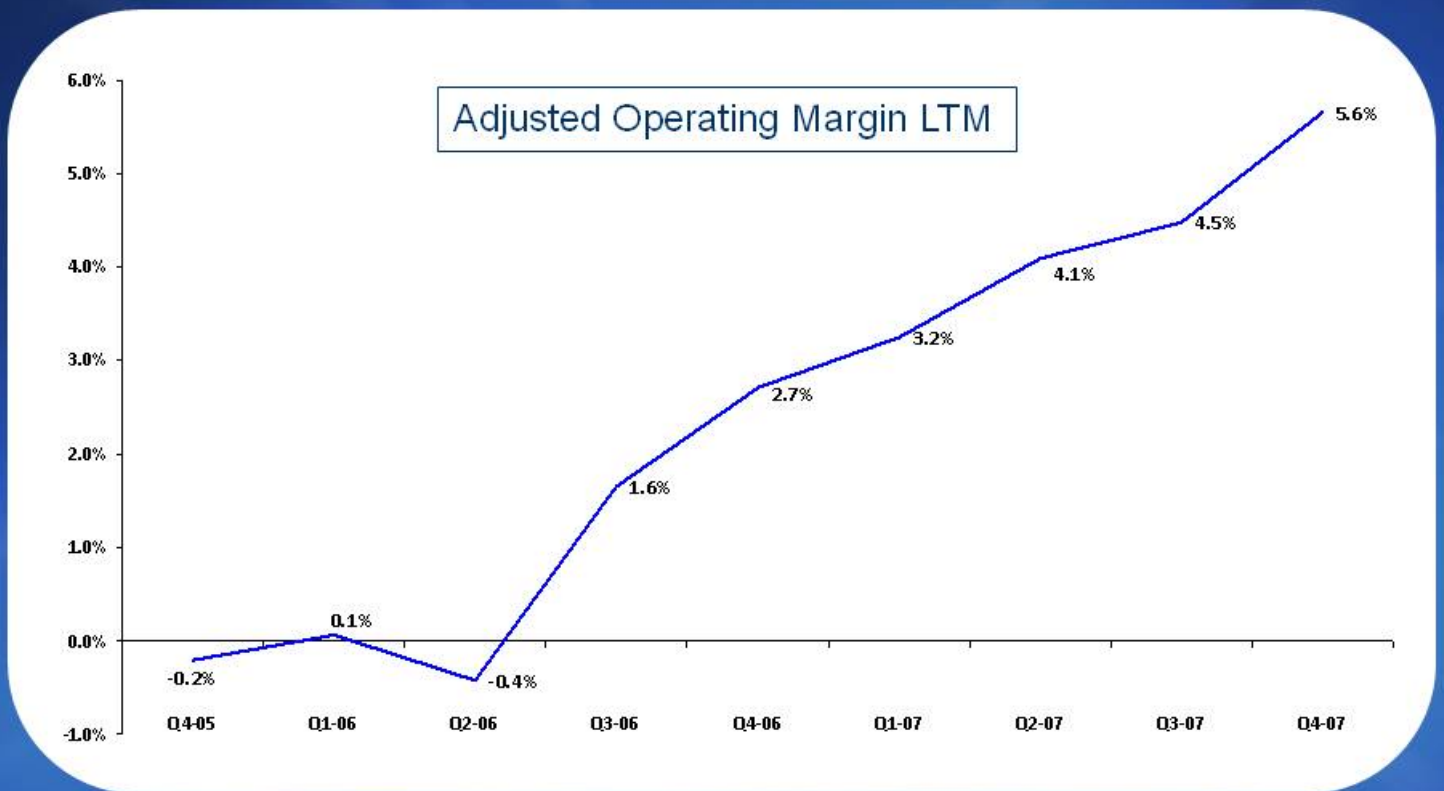
- Further refine offerings to meet emerging client needs
- Competitive organic growth performance
- Achieve margin target of 8.5-9.0%

# Increasingly Competitive Offering



Reconciliation to closest comparable GAAP financial measure is included in the appendix to this presentation as filed with the SEC and is available on our website, [www.interpublic.com](http://www.interpublic.com).

# Improving Profitability



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# Going Forward

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# Major Operating Groups

McCANNWorldgroup



Premier network for integrated, global campaigns

**DRAFTFCB**

Modern global agency model combines accountability with creativity



High-value ideas in high-growth markets

**Aligned media offering**

Initiative and Universal McCann

**CMG**

Best-in-class marketing specialists

**US Independents**

Exceptional domestic agencies



# Clients Increasingly Seek Integration

- **Multiple disciplines**
  - Television, Print, CRM, Web, Outdoor, Events, PR, Mobile, Search Marketing, Social Media, Internal Communications
- **Global scale**
- **Accountability of results**

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Dow: *The Human Element* →

# Strong Embedded Digital Capabilities

## Global Networks

- Draftfcb (Area 23, Fuel, Hacker Group)
- Initiative (Amphibian, ID Media)
- Lowe (Brindfors, Roche, Strateus)
- McCann Erickson (McCann Digital, TAG)
- Universal McCann

## Integrated Agencies

- Campbell-Ewald
- Carmichael Lynch
- Deutsch
- Hill Holliday
- The Martin Agency
- Mullen

## Marketing Specialists

- Futurebrand
- Jack Morton
- Kaleidoscope
- Momentum
- Wahlstrom Group (C2L)
- Weber Shandwick (ScreenGrab)

# Strong Specialized Digital Assets

**MRM Worldwide**

top three global digital agency (McCann Worldgroup)\*

**R/GA**

premier creative digital agency, top 20 global agency\*

**Reprise Media**

search engine marketing/optimization

**Ansible**

mobile marketing

**Emerging Media Lab**

thought leadership/alliances

*BzzAgent*

digital word-of-mouth (partner)

*Facebook*

social networking (partner / investor)

*Joost*

new media platform (partner)

*Radian6*

social media monitoring (partner)

*Spot Runner*

digital production (partner / investor)

*Spongecell*

online event marketing (partner / investor)

\*Based on Ad Age digital agency rankings

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Nike: *Nike Plus* →

# New Business Wins: Q407 – Q108



# 2008 Priorities

- Continue to build on revenue momentum
- Further strategic investment behind high-growth opportunities in digital assets and BRICs
- Significant opportunity to drive improved profitability
- Competitive organic growth and 8.5% - 9.0% operating margin

# **Bear Stearns 21<sup>st</sup> Annual Media Conference**





# Reconciliation of Organic Revenue Growth LTM

Last Twelve Months Ending	Beginning of Period Revenue	Components of change during the period			End of Period Revenue
		Foreign Currency Changes	Net Acquisitions / Divestitures	Organic	
12/31/05	\$ 6,387.0	\$ 40.4	\$ (107.4)	\$ (45.7)	\$ 6,274.3
3/31/06	6,325.8	(10.9)	(132.6)	90.8	6,273.1
6/30/06	6,423.7	(8.8)	(157.5)	(62.1)	6,195.3
9/30/06	6,344.3	(13.9)	(140.4)	19.4	6,209.4
12/31/06	6,274.3	20.6	(165.4)	61.3	6,190.8
3/31/07	6,273.1	78.4	(147.2)	18.6	6,222.9
6/30/07	6,195.3	102.4	(124.7)	169.7	6,342.7
9/30/07	6,209.4	137.3	(110.9)	213.0	6,448.8
12/31/07	6,190.8	197.5	(70.7)	236.6	6,554.2

(\$ in Millions)

# Reconciliation of Adjusted Operating Margin LTM

<b>Last Twelve Months Ending</b>	<b>Operating Income (Loss)</b>	<b>Restructuring and Other Reorganization-Related Charges (Reversals)</b>	<b>Long-Lived Asset Impairment and Other Charges</b>	<b>Adjusted Operating Income (Loss)<sup>(1)</sup></b>
12/31/05	\$ (104.2)	\$ (7.3)	\$ 98.6	\$ (12.9)
3/31/06	(94.7)	-	98.6	3.9
6/30/06	(133.3)	8.2	98.6	(26.5)
9/30/06	(4.2)	14.3	92.1	102.2
12/31/06	106.0	34.5	27.2	167.7
3/31/07	141.4	33.5	27.2	202.1
6/30/07	210.1	22.0	27.2	259.3
9/30/07	240.3	21.0	27.2	288.5
12/31/07	344.3	25.9	-	370.2

<sup>(1)</sup> Adjusted operating income (loss), excludes the effect of restructuring and other reorganization-related charges (reversals) and long-lived asset impairment and other charges.

(\$ in Millions)