



SPN Ogilvy

ASSESSMENT LETTER

December 18, 2008, Saint Petersburg

A group of students from Graduate School of Management of Saint Petersburg State University has carried out a research of corporate culture at SPN Ogilvy communications agency. The project team members are: Mohammed Hussein, Henry de Boussac, Aymar Monnoyeur, Philipp Stoll, Victoria Tikhonova and Arina Leonenko.

The key objectives of the project were to examine the corporate culture of SPN Ogilvy, identify existing or potential problems and work out recommendations on how these can be resolved.

The team has demonstrated a profound knowledge of theoretical basics of the subject and research methodology. The research methods have been reasonably chosen and have successfully complemented each other. The final report represents a detailed and comprehensive analysis of the situation.

It is also worth highlighting that the team has been very passionate about the work, trying not just to do a task, but to carry out an in-depth research that would bring practical benefits to the company.

The only remark I would like to make is that the final recommendations were expected to be more systematic. I would also suggest that the team considered more thoroughly specific features that set apart the organizational cultures of Ogilvy Worldwide and SPN Ogilvy. Due to the difference of business cultures and cultures in general, the possibility to implement all Ogilvy worldwide values to SPN Ogilvy practice, as recommended, seems disputable. Therefore it would be very interesting for us to get the team's suggestions about the values which need adaptation and how exactly they can be adjusted.

Basing on all said above, I would estimate the team's work as 9 of 10.

I would like to thank every team member and the Academic Advisor, Ms. Anastasia Chanko, for the opportunity to cooperate within the project. This has been the first time when the detailed research of the agency's corporate culture was carried out, and we will be pleased to use the received data and the recommendations in practice.

Best regards,

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