

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 2, 2009

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The Interpublic Group of Companies, Inc.  
(Exact Name of Registrant as Specified in Charter)

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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)

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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 8.01 Other Event.**

On March 2, 2009, The Interpublic Group of Companies, Inc. presented at the Deutsche Bank 17th Annual Media & Telecommunications Conference. A transcript 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 2, 2009 (filed pursuant to Item 8.01).

**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 2, 2009

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

# Deutsche Bank 2009 Media and Telecommunications Conference



March 2, 2009



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:

- ▶ potential effects of a weakening economy, for example, on the demand for our advertising and marketing services, on our clients' financial condition and on our business or financial condition;
- ▶ 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, including changes in assumptions associated with any effects of a weakened economy;
- ▶ potential adverse effects if we are required to recognize impairment charges or other adverse accounting-related developments;
- ▶ risks associated with the effects of global, national and regional economic and political conditions, including counterparty risks and 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.



## Overview

- Over the past three years, significant achievement resulting in a stronger company
- Well-positioned for a more challenging environment
- Strategically, well-positioned for long-term value creation

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## FY 2008 Results

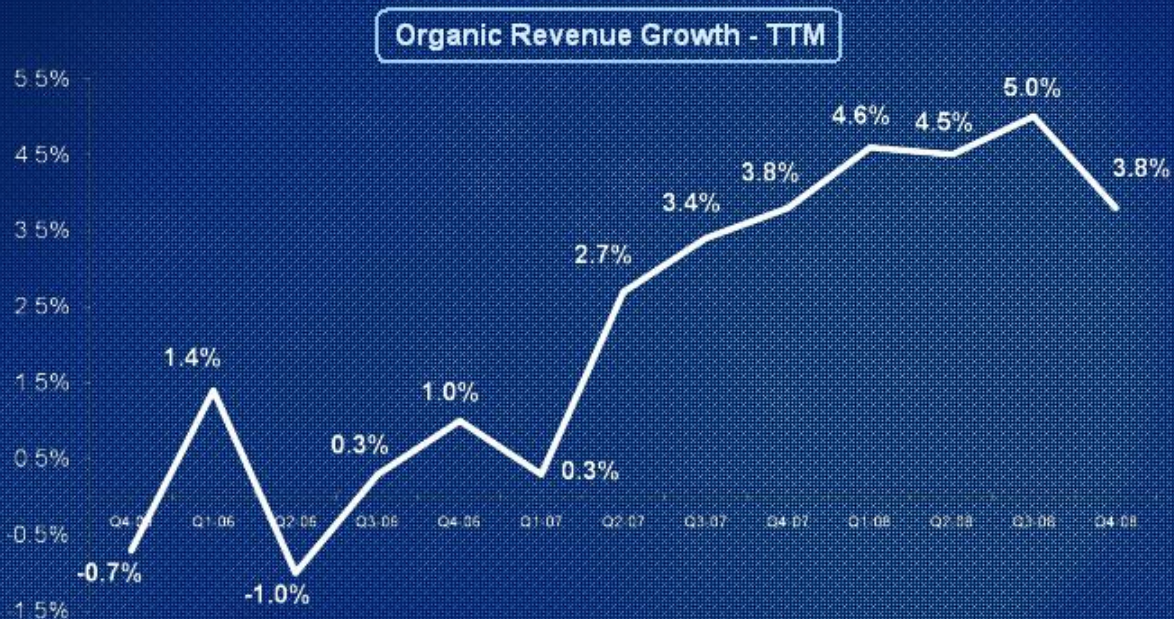
	<u>2008</u>		<u>2007</u>		<u>Change</u>
Revenue	\$ 6,963		\$ 6,554		6.2%
Operating Expenses:					
salaries & related	4,343	62.4%	4,139	63.2%	4.9%
office & general	2,013	28.9%	2,045	31.2%	(1.5%)
Restructuring/Other Reorg.	<u>17</u>		<u>26</u>		
Operating Income	<u>590</u>		<u>344</u>		71.3%
Diluted EPS	\$ 0.52		\$ 0.26		100.0%

\$ in millions except earnings per share

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## Organic Revenue Trend

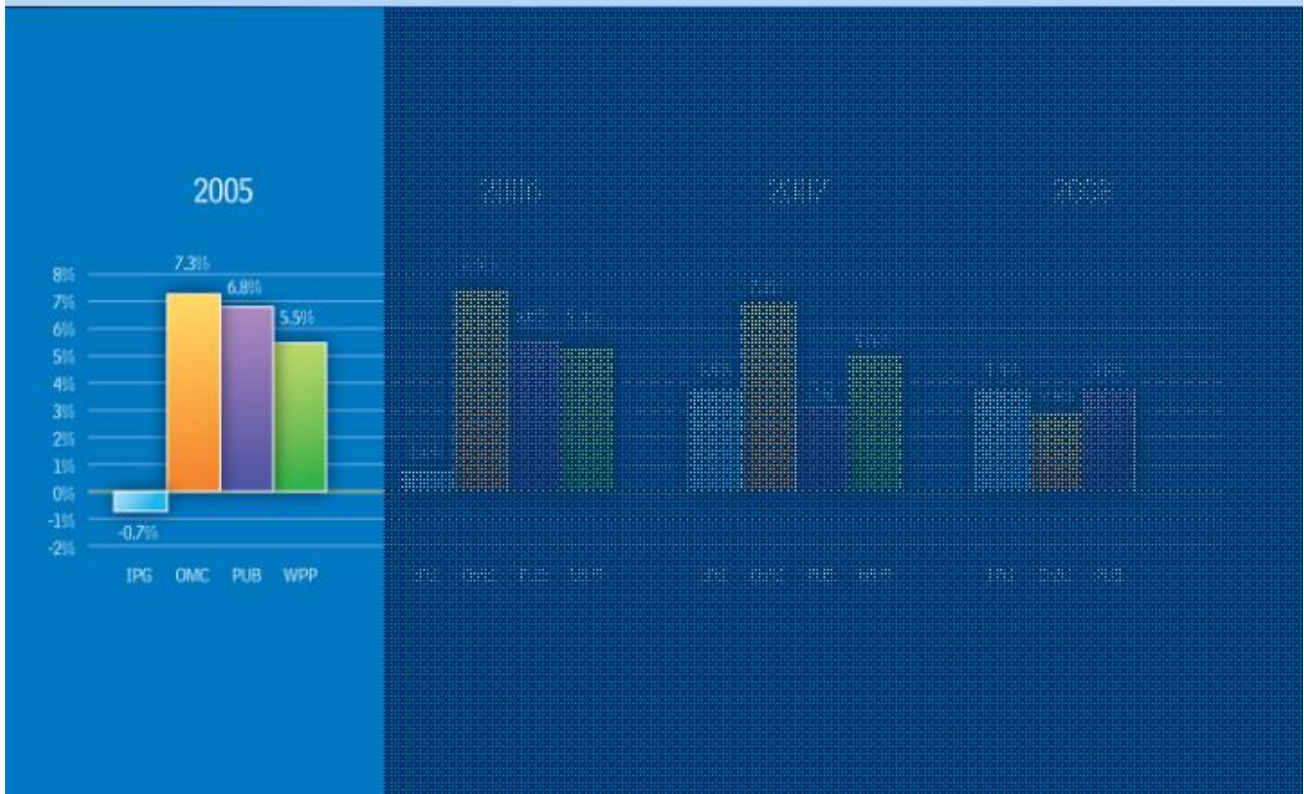


A reconciliation to revenue is included in the appendix to this presentation as filed with the SEC and is available on our website, [www.interpublic.com](http://www.interpublic.com).

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## Organic Revenue Growth vs Peers



## Organic Revenue Growth vs Peers





## Organic Revenue Growth vs Peers



## Organic Revenue Growth vs Peers







## Significantly Improved Profitability



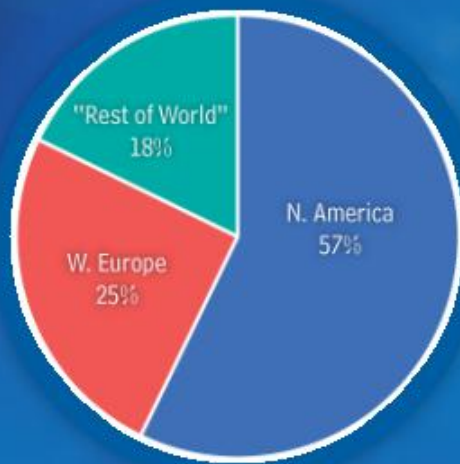
IPG excludes the effect of restructuring and reorganization-related charges (to morale) and long-lived asset impairment and other charges. Reconciliation to closest comparable GAAP financial measure is included in the appendix to this presentation as filed with the SEC and is available on our website, [www.interpublic.com](http://www.interpublic.com).

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- 2006-2008: three years of significant achievement resulting in a much stronger company
- **Well-positioned for a more challenging environment**
- Strategically, company is well-positioned for long-term value creation



## Diversified Revenue Base



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



Top 100 Clients

(percent of 2008 revenue)



## Strong Financial Resources

- \$2.3 billion cash & short-term investments
- \$2.1 billion total debt
- Debt maturities well-distributed
- Do not rely on short-term financing
- \$335 million three-year revolving credit facility through July '11
- \$750 million ELF credit facility through June '09



## Cash Flow from Operations



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## Cost Opportunities Remain

- Focus on flexible cost structure
  - Salaries and headcount
  - Temporary labor
  - Incentive compensation
- Continue to address legacy inefficiencies
  - Productivity is key
  - Enhanced financial tools and insight
  - Improved management and finance talent
- Specific agency opportunities

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## World Class Clients

L'ORÉAL



NOKIA



Johnson  
A FAMILY COMPANY

SONY



Microsoft®



WAL★MART®



Johnson+Johnson



NOVARTIS





## Major Operating Groups

<b>McCann Worldgroup</b>	Premier network for integrated, global campaigns
<b>Draftfcb</b>	Modern global agency model combines accountability with creativity
<b>Lowe Worldwide</b>	High-value ideas in high-growth markets
<b>Mediabrand</b>	Unique offering aligns Initiative and Universal McCann with brand agencies
<b>CMG</b>	Best-in-class marketing specialists
<b>US Independents</b>	Exceptional domestic agencies

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## Digital: Increasingly Key to Growth

- Must be at the center of our thinking and of the programs we create for our clients
- As such, we have embedding/are enhancing digital capabilities at all of our agencies
- Certain stand-alone players and leading-edge competencies work across the group

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# Digital: World-class Specialized Assets

**R/GA** premier creative digital agency, top 10 global agency\*  
**MRM Worldwide** top three global digital agency (McCann Worldgroup)\*

**Reprise Media** search engine marketing/optimization

**HUGE** online business and e-commerce

**Ansible** mobile marketing

**Emerging Media Lab** thought leadership/alliances

*Social Networking*  
*New Media Platforms*  
*Digital Media Monitoring*

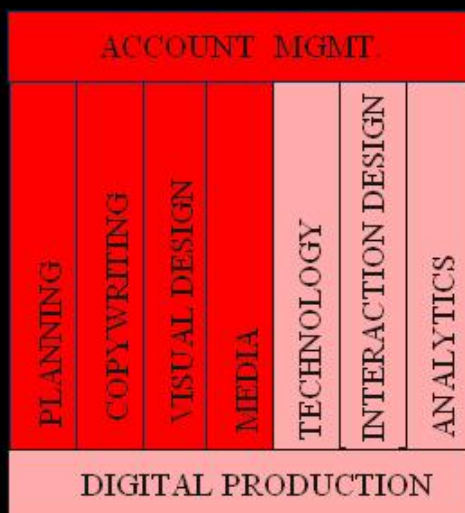
**Facebook, Social Vibe, Bzz Agent**  
**Navic, Joost, Spotranner**  
**Radian6**

\*Based on Ad Age digital agency rankings

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R/GA

## The Agency for the Digital Age™

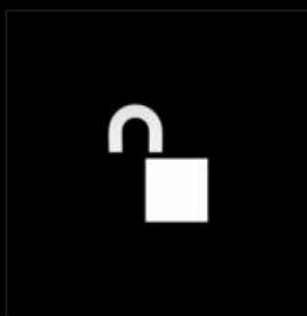


- Digital advertising
- Mobile
- Emerging platforms
- Retail

# The Agency for the Digital Age™



WEBSITES



360° CAMPAIGNS



CRM PROGRAMS



SYSTEMATIC DESIGN



APPLICATIONS



ECOMMERCE



## Digital: Strong Embedded Capabilities

### Global Networks

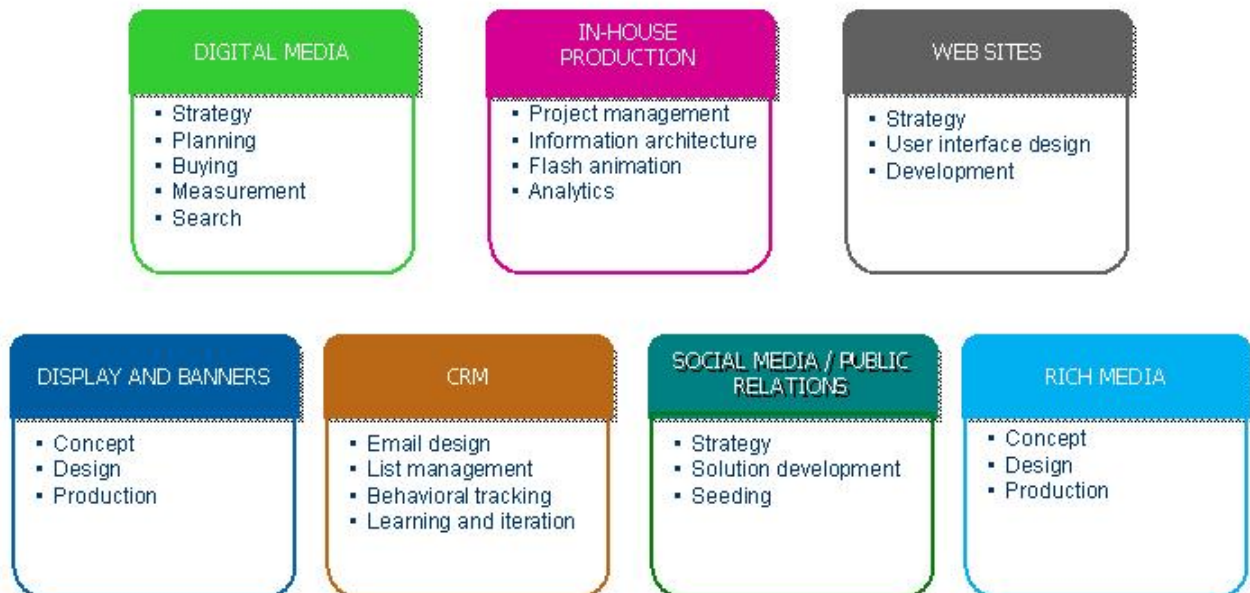
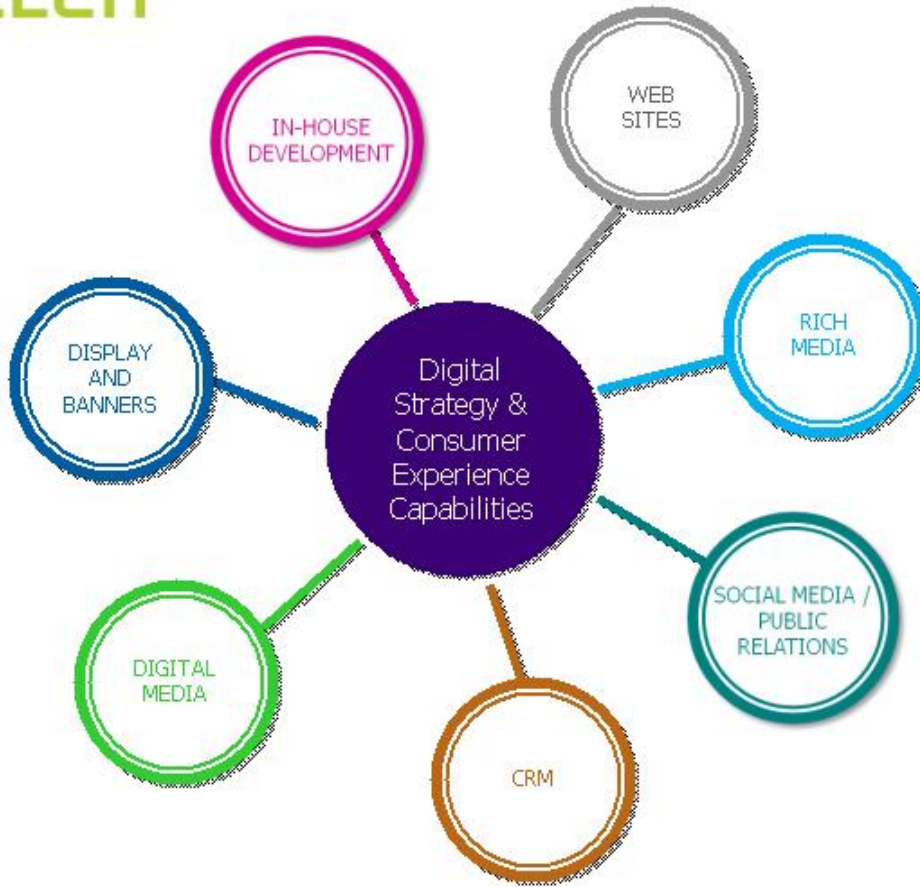
- Draftfcb (Area 23, Fuel, Hacker Group)
- Initiative (Amphibian, ID Media)
- Lowe (Brindfors, Roche, Strateus)
- McCann Worldgroup
- Mediabrands

### Marketing Specialists

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

### Integrated Agencies

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







# Digital Marketing Services Report Card

## 2005

Marketing Strategy	Creative	Media Planning, Buying	Emerging Media	Technology and Programming
Establish digital marketing objectives and integrate with overall marketing strategy	Produce new media campaigns across all digital channels – sites, display ads, web video	Plan, purchase and measure digital ad units – trafficking and reporting of contextual ads, like SEM	Build marketing on digital media channels like mobile, gaming, interactive TV, digital OOH	Design and develop back-end applications that integrate and support marketing campaigns



# Digital Marketing Services Report Card

## 2009

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## Reconciliation of Organic Revenue Growth

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
3/31/08	6,223.0	217.8	(45.9)	285.5	6,680.3
6/30/08	6,342.7	244.9	(12.6)	288.4	6,863.4
9/30/08	6,448.8	237.5	32.8	324.4	7,043.5
12/31/08	6,554.2	71.5	87.6	249.4	6,962.7

(\$ in Millions)

# Reconciliation of Adjusted Operating Margin

Last Twelve Months Ending	Operating Income (Loss)	Restructuring and Other Reorganization-Related Charges (Reversals)	Long-Lived Asset Impairment and Other Charges	Adjusted Operating Income (Loss)
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	108.0	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
3/31/08	410.7	29.7	-	440.4
6/30/08	485.7	39.0	-	504.7
9/30/08	530.9	37.6	-	568.5
12/31/08	589.7	17.1	-	606.8

(\$ in Millions)