

1. How many clients will the combined company serve?

The combined company will serve over 6,000 clients.

2. How have clients reacted thus far? What's being done to protect the business – and ensure that current pitches are successful, despite the changes?

We've been as open as possible with our clients and pitch consultants throughout this whole process, and the response has been incredibly positive. Clients are excited about where Omnicom is headed and are eager to see how it will benefit them. Many of our top clients have relationships with both Omnicom and Interpublic and have been eager to meet with us to discuss benefits and synergies. Most importantly, our approach gives clients real choices. This strategic flexibility is why Omnicom has the industry's most enduring client partnerships.

3. Are existing clients expected to transition to new models with new agencies? Will you keep dedicated teams or fully blend them into the new structures?

Yes, some clients will move to new models, but our main focus is to make sure there's no disruption to their service. We're bringing clients into the strongest parts of our network, so they have even better access to talent, new skills, and fresh creative ideas. The goal is to improve what they get from us—not to make things more complicated.

We've already been having conversations with our clients, and most are excited and ready to see what's possible. They understand that change takes a bit of time, but they're looking forward to seeing how Omnicom's strengths in data, creativity, technology, and global reach can help their business stand out.

At the end of the day, it's not about which agency name is on the door. It's about the people behind it and the great work we can do together. Once clients saw the potential and know their teams are only getting stronger and more agile, their feedback has been overwhelmingly positive.

4. What are the advantages for clients, and when will they start seeing those benefits?

There are immediate and near-term benefits. First, our partnership with clients remains our top priority. They'll continue to work with the people who understand their brand, now backed by the combined strengths of Omnicom and IPG. That means more resources and advanced tools, and greater marketplace and geographic scale to drive measurable impact.

In the near term, clients can expect continuity in the way we work together. Over time, they'll see enhancements—like stronger media scale, deeper insights, and more integrated solutions—that directly benefit their business.

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CLIENT FAQs

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A few examples:

- Anchored in Acxiom, we now have an unmatched data and identity solution, which enables us to recognize 5X more people online across the end-to-end consumer journey – giving clients unrivaled precision in identifying, understanding, and activating the audiences that drive growth.
- We now have the strongest global and retail media ecosystem, with over \$70B in media investment under our management, which translates to greater value, optimized for speed, precision and performance for our clients.
- Only Omnicom combines the industry’s most recognized creative capabilities with an AI-powered production engine, connecting our elite data set to 26 offices, 7 regional production hubs, and 6,000+ creative engineers as one global engine that fuses creativity, technology, talent, and tools to create breakthrough content experiences at scale. This model delivers content solutions with efficiency, consistency, creative excellence—and most importantly, results.

