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Value Prop Theme	Description
<b>Omni</b>	Our marketing and sales intelligence platform, powered by agentic AI and driving unrivaled precision in identifying, connecting with, and influencing the audiences that drive growth
<b>Advertising</b>	Our creative and brand catalyst, bringing together the world's most recognized and effective creative agencies to build distinctive brands that are creatively celebrated and commercially proven
<b>Branding</b>	Our change agent for the world's leading brands – helping businesses, people, and communities move forward – trusted to create recognizable brands and position them for long-term success
<b>Media</b>	Our leading media ecosystem that transforms unmatched scale into solutions designed for growth. A proprietary approach that turns 2.6 billion consumer IDs, over \$70 billion in media investment, and 40,000+ specialists into a single adaptive client Growth Ecosystems
<b>Precision Marketing</b>	Our performance powerhouse, modernizing marketing operations while driving game-changing advancements in customer experience and brand performance
<b>Flywheel</b>	Our commerce and retail media accelerator, combining tailored expertise with unprecedented product solutions to drive incremental sales and share growth for our clients
<b>Public Relations</b>	Our reputation and influence authority, anticipating issues, shaping public debate, and propelling brand and business growth.
<b>Production</b>	Our connected content and production engine delivering scalable, agile content solutions with efficiency, consistency, creative excellence—and most importantly, results
<b>Health</b>	Our multi-specialty healthcare communications network, uniting trail-blazing agencies across every element of the healthcare journey
<b>Acxiom</b>	Our leading data & identity solution, helping brands better recognize and stay connected to consumers across the marketing ecosystem

# OMNI

Omni is the world's most comprehensive marketing and sales intelligence platform. With flexibility at the core, Omni can amplify any client data set, martech stack, capability, or growth ambition. It connects our teams end-to-end across bespoke client workflows, enriching their work with intelligence from our elite data and identity spine, the largest media and commerce ecosystems, the deepest cultural insights, and the highest-performing content. Powered by a next-gen agentic interface, teams in every corner of Omnicom can harness AI to scale their human ingenuity, work more efficiently and effectively, and drive greater business impact.

## Our New Advantage

**Elite Data Set:** Acxiom is the world's largest, most ethically sourced identity resolution and data service, with up to 28% higher accuracy and 90%+ match rates. Through Acxiom's 2.6 billion unique customer profiles worldwide and 56 years of purchasing data combined with Flywheel Commerce Cloud, the largest digital transaction data set, and Omni's deep inventory and content effectiveness data, we're able to give clients unrivaled precision in identifying, connecting with, and influencing the audiences that drive growth.

**Next-Gen Agentic Interface:** Our self-service agentic interface allows everyone at Omnicom to be an AI innovator, and to learn and build faster and more easily than ever before. Teams easily create custom, multi-modal agents that combine frontier LLMs and are underpinned by data and specialist applications to scale expertise, drive efficiency, and supercharge innovation.

**Enterprise Workflow:** Omni is the bedrock for our end-to-end orchestration and integration across insights, planning, creative, production, media, connected commerce, social engagement, and advanced measurement. This empowers our teams across Omnicom to leverage real-time decision-making, precise activation, and smarter, predictive marketing at scale.

**Premier Partnerships:** Global scale and local precision are unlocked through 500+ direct and partner integrations, activating verified audiences seamlessly across every channel. First-mover partnerships with the leading tech platforms power advanced agent development and allow us to test and pilot the latest innovations before they're released.

**Unmatched Flexibility:** Omni is built for global, complex environments, supporting the unique needs of every client, brand, and market and adapting as needs change – with the simplicity of one centralized entry point. We leverage any combination of clients' existing martech investments and maximize their value. Our architecture is open by design and preserves ownership and transparency, so data travels wherever the marketer needs it.

## Meet Our Leadership



**Duncan Painter**  
CEO



**Christine Gambino**  
Chief Operating Officer

## Recognized For

- Over a decade of AI & cloud innovation
- 24K monthly active users across 77 countries
- Supporting 41+ frontier LLM models
- 16,000 engineers and technologists
- Industry's Largest, Most Accurate Data & Identity Service:
  - 2.6B global IDs; 260M in US (refreshed daily)
  - 10,000+ consumer attributes
  - 12B online sales transactions
  - 180M cultural signals

# OMNI

## Standout Work



### No Walkers, No Game

Walker's (Pepsico)

Walkers was losing market share to less expensive, store-brand chips and needing help positioning themselves as a brand worth paying more for, even in uncertain economic times. Flywheel supported the “No Walkers, No Game” campaign celebrating the ritual of game-day chips with a multi-channel strategy to engage European soccer fans across the customer journey during the Euro Cup and Champions League tournaments. That included high-impact content and experiences; personalized, contextual engagement at each stage of the shopper journey; and shopper-specific targeting for deeper conversions, all driven by AI. This resulted in 3x brand lift, +300% ROA, +37% increased conversion rate, and +6 pts in purchase intent.



### AI-Powered Prediction

Nissan

For Nissan, we've been able to bring together the power of AI to link customer shopping activity and macroeconomic forces to sales outcomes – enabling us to predict future sales. With our gold standard data and advanced modeling techniques, we are able to predict sales 30, 60, and 90 days out and proactively adjust our marketing activity and spend.

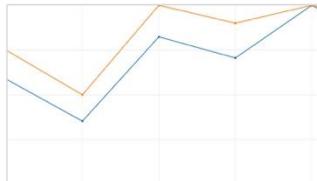
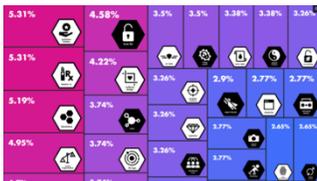


### Treat Me Like a Dog

Temptations (Mars)

Through proprietary research we uncovered a staggering statistic: cats are nearly 32% less likely to get treats daily than dogs. We coined this disparity the 'Treat Gap' and we made it TEMPTATIONS' mission to close it. Using Omnicom AI tools, we created cats begrudgingly dressed as dogs and our message memorable, shareable, and actionable. Paid, owned, and earned media educated the masses on the massive 'Treat Gap' while strategic, data-driven sampling targeted unjust households under-treating their cats.

## Best in Class Apps & Agents



### Q Cultural Intelligence

Q is an AI-powered cultural intelligence platform that allows you to identify, organize, and quantify cultural trends. Q pulls from over 140 countries in more than 50 languages 24/7, giving you easy access to local and global insights. It forecasts the impact of emerging trends across 1, 5, and 10 years and connects them to the audiences that matter to your brand.

### Retail Demand Index

The Retail Demand Index anticipates future sales so our teams can address sales gaps via predictive marketing and proactive actions. It's fully transparent, providing a holistic view of key metrics to explain trends in relation to business outcomes.

### AI Neurotesting

Using machine learning and AI tools, we can synthesize our neurotesting data back into our design system and templates to understand performance before assets are deployed. Married with element-level, in-market performance feedback, we can make sure that our client's ads are working at the intersection of cognitive science and marketing science.

### Audience Explorer

Audience Explorer helps you turn data into marketing insights you can use to uncover trends, better understand audiences, and find new ways to reach them. It uses AI to surface hard-to-identify audience behavior and matching across any platform, both with and without ID-based matching – so you can better connect with and convert the audiences that matter.

# OMNICOM ADVERTISING

**Omnicom Advertising** is the world's biggest creative network, comprised of iconic agencies trusted by almost two thirds of the world's leading companies to build distinctive and lasting brands that are creatively celebrated and commercially proven. Omnicom Advertising is supported by Omni, the industry's most elite cultural and customer intelligence, and partners with Omnicom's connected capabilities to drive growth and fame for an enviable list of clients.

## Our New Advantage

**Creative Flexibility:** Our expanded agency roster includes world-class global networks, creative boutiques, multicultural shops, and customer experience specialists – all organized around a client's business challenges and brands. This allows us to match clients with a partner that is the best fit for them – from a boutique designed to make a challenger more competitive to a global network built to match the reach of a category giant.

**Recognized Talent:** Our iconic agency brands and their unique cultures are a lightning rod for ambitious talent – and now come together in the world's largest creative network with over 30,000+ brilliant minds. From Emmy award-winning ideas to creative engineering, our specialists around the world offer the depth and breadth brands need to have real impact.

**Cultural Intelligence:** Omnicom Advertising boasts one of the most comprehensive sets of cultural, consumer, and business intelligence in the industry. Now augmented by Acxiom's 2.6 billion unique customer profiles worldwide, we can solve a broader range of business problems – unlocking even greater cultural understanding, consumer personalization, and effectiveness.

**Highly-Tuned AI:** Fed on the intelligence, experience, and taste of the best and brightest across our expanded group, we've developed proprietary agents to uncover and refine customer insights, brand strategy, and distinctive creative concepts that perform at every touchpoint. Omni connects these creative platforms across Omnicom's data and capabilities, allowing everyone at Omnicom to be an AI innovator, and to learn and build faster and more easily than ever before.

**Effectiveness:** We are leaders in creative effectiveness and commercial impact and have created a disciplined practice capable of executing on both. Through precise, measurable, and predictive campaign analysis and planning, a tight integration with media and commerce, and now a wider pool of commercially proven work to measure against, we improve the creative effectiveness of our work to drive performance.

## Meet Our Leadership



**Troy Ruhanen**  
CEO



**Deepthi Prakash**  
COO

## Core Solutions

**Brand & creative strategy:** Build distinct and enduring brand platforms that create category leaders – and that reach beyond marketing to unlock broader business impact and innovation

**Creative development:** Creatively-led, audience-based approach enabling CMOs and brand leaders to talk the language of business; driving both short and long-term growth through our creativity

**Brand experience:** Creative built for the end-to-end: breakthrough ideas that transcend channels and cultures and can be personalized at scale across thousands of touchpoints

**Social & influencer:** Translate a creative platform across social channels, unlocking the power of organic engagement, social influence, and audience-driven storytelling

## Recognized for...

- #1 most awarded creative network over the past decade
- #1 largest global creative network
- #1 most effective holding group – 2025 Effies, 2025 Cannes Lion Grand Prix for Effectiveness
- 175+ Cannes Lions in 2025
- 16x Fast Company's Most Innovative Companies (across TBWA, McCann, FCB, Deutsch, and The Martin Agency)

# OMNICOM ADVERTISING

## Standout Creative & Innovation



### Dial Dali

Goodby, Silverstein & Partners for The Dali Museum

An AI-powered experience offering individuals an opportunity to engage in a conversation with legendary artist, Salvador Dalí – to ask about art, time, dreams, his fondness for lobsters or anything in between.



### Not Even WhatsApp

WEST BBDO for WhatsApp

A bold statement on privacy reminding the platform's nearly 3 billion monthly users, how no one, not even WhatsApp, can see or hear your personal messages.



### Shot on iPhone

TBWA\MAL for Apple

Launched in 2015, the global campaign showcases the iPhone's video-capturing capabilities through short films shot on the device – ranging from 1-minute nature documentaries to 30-minute stories from some of the world's top filmmakers.



### Caption with Intention

For Rakish Entertainment & Chicago Hearing Society

A groundbreaking new caption design system that transforms how deaf and hard of hearing audiences experience film and television using a animation, color, and variable typography to convey not just dialogue, but emotion, tone, and pacing.



### Scratch and Sniff

Team Lola for Lynx (Unilever)

To launch Lynch's lower body spray – a fragrance designed specifically for the down there area of a man's body – the brand used an unconventional medium: scratch and sniff billboards.



### Everyday Tactician

McCann London for Xbox

To launch Football Manager 2024, a gamer got a once-in-a-lifetime opportunity to work for Bromley F.C. – and ended up beating all odds to help get the London-based soccer club promoted to League Two for the first time in history.



### Adoptable

Colenso BBDO for Pedigree

Adoptable uses AI to put real, adoptable shelter dogs at the center of global advertising, accelerating PEDIGREE's mission to end dog homelessness, by turning every PEDIGREE® ad into an ad for a shelter dog near you.



### First School Poo

FCB for Andrex

75% of UK school kids don't feel comfortable doing a poo at school. To tackle this and remove the shame over natural bodily functions, FCB launched a multichannel campaign to end school toilet embarrassment.



### The Final Copy of Ilon Specht

McCann for L'Oreal

"Because I'm Worth It," L'Oreal's most universal mantra, has been its cornerstone for more than fifty years, yet the complicated origin story of the iconic phrase was largely unknown until a 2024 short film shed light on the woman behind the words.



### It Matters Where You Stay

TBWA for Hilton

Hilton, set to expand tenfold in India, launched a campaign with TBWA\Singapore and TBWA\Chiat\Day New York featuring Deepika Padukone to tap the country's growing middle-class and B2B markets, generating 5B+ global views and a record-breaking Instagram Reel.



### The Amazon Greenventory

Africa for Natura

Challenging the misconception that profit from the Amazon requires deforestation, sustainable beauty brand Natura partnered with local agro-extractive communities, using advanced technology and local knowledge to identify trees with cosmetic potential, shifting the focus from deforestation to sustainable harvesting.

# OMNICOM BRANDING

**Omnicom Branding** drives meaningful change for the world's leading brands — helping businesses, people, and communities move forward. Our agencies have been trusted to create some of the most recognizable brands and are dedicated to positioning brands for long-term success. As early leaders in brand valuation and with decades of expertise in brand economics, we create strategies that build strong brand value and deliver measurable business impact.

## Our New Advantage

**Brand Transformation Authority:** As trusted advisors to the world's leading companies, we architect bold brand transformations — from identity and architecture to employer branding and M&A. Our deep bench of strategists, researchers, and designers brings proven expertise in category-defining launches, heritage brand modernization, and portfolio optimization — delivering strategic clarity that accelerates business impact.

**Next-Gen Agentic Interface:** Our self-service agentic interface within Omni supercharges our proprietary brand strategy, cultural intelligence, and valuation expertise — enabling teams to rapidly generate brand architectures, test positioning against consumer and cultural data, and identify where brand investments will generate the highest shareholder and brand value — allowing you to build or reposition with precision and confidence.

**Elite Data Set:** By connecting Acxiom's 2.6 billion customer profiles with cultural trend data and decades of brand economics data, we uncover the deep insights that inform business-defining brand strategy. This enables us to build brands that resonate across geographies and culture — positioning you to lead in emerging markets and shifting consumer landscapes with insight others can't access.

## Recognized For

- Four of the top branding and design agencies globally
- #1 for branding, M&A / spin-offs, and package design
- 25 years of publishing the authoritative Best Global Brands list and one of the first to do brand valuation
- Leader in D&AD Pencil and Red Dot awards
- Created the term and symbol for "Wi-Fi" (Interbrand)
- Designed the London 2012 Olympics logo (Wolff Olins)
- Simplified filing taxes with the IRS by creating the 1040EZ form (Siegel+Gale)
- Redesigned Kit Kat packaging in the US (Sterling)

## Meet Our Leadership



**Mark O'Brien**  
CEO

## Core Solutions

- **Brand Identity & Governance:** We create unified brand systems and award-winning designs that express who an organization is and how it serves customers. Our AI-powered governance frameworks, tools, and training ensure visual, verbal, and experiential brand expressions are applied effectively, enabling teams worldwide to deliver a coherent and differentiated customer experience across every touchpoint.
- **IPOs, Mergers & Spin-offs:** We translate complex corporate transactions into clear brand strategies, names, architectures, and identities that build confidence among investors, employees, and customers. By ensuring brand is a key success lever, we help newly combined or independent companies enter the market with clarity and momentum.
- **Brand Valuation & Economics:** We quantify the economic value of brands through rigorous, data-driven methodologies that link customer demand, financial performance, and competitive strength. These insights guide strategic decisions and help leaders invest in the brand as a proven lever of growth and long-term value creation.

# OMNICOM BRANDING

## Standout Work



### Brand Identity Evolution

#### LEGO

The LEGO logo has always been a consistent recognizable design element but the brand needed to be able to offer a fluid and cohesive brand experience across all physical products and digital platforms. Interbrand created a set of design elements that the LEGO Group could own to evolve its existing brand identity across all physical and digital elements. Recognizing that the company's youngest fans are still learning to read, Interbrand researched modes of visual storytelling. They found a promising answer in the semiotics of comic books and replicated these design elements in the brand experience. The result is increased global recognition for the brand and already driving efficiency and consistency.



### Brand Relevance

#### U.S. Army

The U.S. Army had recently faced recruiting challenges due to a competitive labor market and a perceived lack of relatability to Gen Z's values and priorities. Findings from comprehensive research revealed that youth are driven by a desire for purpose and passion-seeking personal and professional growth as well as a sense of community and belonging. While the Army offers undeniable opportunity for fulfillment in these areas, its brand lacked the platform and tools to convey its identity and offerings with conviction. Siegel+Gale helped the U.S. Army express its brand in the most credible and compelling way by portraying the Army as a landscape of possibilities, communicating Army values in a consistent and authentic way, and enabling communications to thrive in a digital media environment.



### Spin-off

#### GE HealthCare

When GE decided to spin off its healthcare operations, it needed a new brand identity that maintained a century of heritage while pushing the brand in a new direction. GE HealthCare worked with Interbrand to reimagine their brand as more human-centric, innovative, and bold. We took the core elements of the GE brand, including its iconic monogram, and created an entirely new wordmark and visual identity. We also created a complimentary set of colors to evoke the diverse people, organizations, and institutions that GE HealthCare serves. As the company becomes more human-centric, we helped create a photography style reflecting real, raw emotion. We also helped craft a tone of voice using a plainspoken, low-jargon approach — refreshingly different from the rest of the industry.



### Brand Architecture

#### Decathlon

Decathlon is the 3rd biggest sports company in the world. It designs for all sports, all people and all levels. Despite its scale, Decathlon's cultural impact in sport was faint and it was losing out on younger audiences. Wolff Olins worked to transform its retailer brand into a global sports brand that could adapt across 70 markets. Research revealed that people's love for sport is not rooted in winning but in the enjoyment and wellness it brings. This major insight, combined with Decathlon's proud legacy of accessibility, led to the development of our brand strategy. A portfolio of 85 brands were streamlined into one unified brand: Decathlon.

## Thought Leadership & Innovation



### Best Global Brands

For over 25 years, Interbrand has determined the economic value of the world's strongest brands, bringing unparalleled insight into what is needed to create and maintain a leading brand that outperforms the market and delivers outside returns.



### Brand Forecasting Through AI Market Simulation

We create a digital twin of a brand's market that enables us to forecast the impact brand changes (e.g. increased spend on advertising) will have on KPIs (e.g. sales). This allows the brands we work with to have data-driven confidence to make business and brand decisions underpinned by a systemic understanding of their business impact.



### By Leaning into Change, Luxury is Learning to Thrive

A brand's willingness and ability to lean into next-gen luxury consumers' desires and lifestyle, craft brand experiences that are emotionally resonant and not just functional, and reimagine their brand heritage into something timely and relevant will dictate tomorrow's winners.



### How K-Pop Redefines Music

Now a global trendsetter, K-pop's meteoric rise was once unimaginable. It transformed songs into culture, and then culture into a way of life. Along the way, it changed its fans' lives, too. Dive into K-pop's remarkable success through the lens of Arena Thinking, a branding perspective from Interbrand that helps us see beyond the conventional boundaries.

# OMNICOM MEDIA

**Omnicom Media** designs ecosystems for growth — connecting insight, data, technology and talent to help the world's leading brands grow faster, decide smarter, and act with certainty. Powered by Omni and backed by \$70 billion in media investment, we orchestrate and curate capabilities across media, commerce, and content to turn every investment into measurable value. We are trusted by the world's most ambitious businesses to design adaptive systems that deliver performance today and transformation for tomorrow.

## Our New Advantages

- **Designed for Growth:** Our proprietary approach turns 2.6 billion consumer IDs, over \$70 billion in media investment, and 40,000+ specialists into a single adaptive Growth Ecosystem. It's not a collection of services — it's intelligence at work, orchestrating and curating capability to maximize business outcomes.
- **Smart Scale:** With over \$70 billion in buying power, including \$10 billion in retail media, Omnicom Media converts unmatched scale into advantage — optimizing performance across every market, every quarter, every decision.
- **Unified Intelligence Platform:** Omni integrates Omnicom's proprietary data, creativity, and AI into one decision engine — calculating the path to growth and activating it in real time with precision, personalization, and performance at scale.
- **Identity at Scale:** Anchored in Acxiom RealID™, we enrich 2.6 billion verified global IDs with trillions of cultural, media, and commerce signals — creating the most connected and dynamic view of the consumer in the world.
- **Commerce Built for Growth:** Through Flywheel, our advanced commerce capability, we connect media, retail, and sales to deliver precision across the full path to purchase — transforming consumer touchpoints into measurable performance.
- **Creators with Speed:** Creo, our creator capability, transforms 15M+ creators and 1,000+ categories into a precision system for cultural relevance. We operate creators as a media channel, woven directly into Omni and measured with the same rigor as paid media.
- **Talent Network:** With 40,000+ specialists across 70+ markets, Omnicom Media's network is fluid, modular, and built to multiply momentum — assembling around each client's challenge, delivering results, then reconfiguring for what's next.

## Recognized for...

- #1 Most Effective Media Holding Group — 2025 Effies
- #1 in media billings with \$70B+
- A Leader in Global Media Management as Recognized by Forrester
- #1 Most Creative Media Holding Group – 2025 Cannes Lions
- Home of RECMA's Best Performing Global Media Network (OMD) for Ten Consecutive Editions
- Home of More Dominant Agencies in More Countries than Any Other Media Holding Group (RECMA)
- Stewards of Over \$1.46 Trillion in Brand Value (As Quantified by Interbrand)
- #1 in Growth Momentum (COMVergence)
- More Media Agency of the Year Awards Than Any Other Network: OMD, Initiative, PHD, UM, Hearts & Science and Mediahub

## Meet Our Leadership



**Florian Adamski**  
CEO

## Core Solutions

- **Strategy & Planning:** Connect audience insight into measurable outcomes across every market and region.
- **Investment & Activation:** Deliver precision, performance, and value at scale, optimizing every dollar through market intelligence and real-time adaptability.
- **Analytics & Measurement:** Translate data into foresight connecting signals across the ecosystem to predict outcomes, quantify impact, and optimize performance.
- **Sports & Entertainment:** Leverage the world's most passionate audiences to drive cultural engagement and brand performance through data-led partnerships and immersive experiences.

## How It's Delivered:

- Design adaptive systems that integrate data, technology, and talent to accelerate growth, optimize operations, and transform enterprise performance.

# OMNICOM MEDIA

## Standout Work



### The Redditor Edit

BMW

The Škoda Octavia had become practical but boring, with slipping sales and forgettable ads. To shift perceptions, we turned to Reddit superfans. On r/CarTalkUK, users voted on every design detail, creating “The Redditor Edit,” a real, purchasable model. Fans test-drove it first, and their genuine reviews powered the campaign across OOH, social, and digital. The campaign reached 61% of the UK audience, and Octavia orders increased +255% above target.



### Michael CeraVe

L’Oreal

CeraVe turned its first Super Bowl into a cultural moment with a month-long conspiracy that Michael Cera had created the brand. Influencer “sightings,” leaked photos, and a playful feud fueled the mystery until the Super Bowl spot revealed the truth. The campaign exploded across social, generating 32B impressions and the highest moisturizer sales in CeraVe’s history—becoming the Super Bowl’s most talked-about beauty campaign.



### Me feat. Me

Nosotras

Nosotras created “Me feat. Me,” the first duet between a transgender artist and his past self, to support everyone who menstruates—including those transitioning. Using AI to revive his earlier identity, the song debuted at Chile’s main LGBTQIA+ event and spread across concerts, radio, and Spotify. It quickly became a community anthem, generating major earned media and reinforcing Nosotras’ position as an inclusive, culturally relevant leader in menstrual care.



### GoodTings

2degrees

2degrees shifted its Fight for Fair beyond price by addressing parents’ real concern—kids using smartphones without guidance. “Good Tings” turned digital-safety lessons into culture, partnering with grime artist Scrufizzer across unbranded social, Spotify, and family media. The idea scaled quickly, earning 63M impressions, engaging 40% of New Zealanders in the First Phone programme, and driving a 39% lift in mobile-plan sales.

## Thought Leadership & Innovation

### Generative Engine Optimization – The New Paradigm for Discovery in the GenAI Era

GEO reframes discovery for a world where generative engines replace traditional search. As consumers shift to AI-led queries, brands must optimize for visibility within conversational, multi-turn interactions, not keyword rankings. The article introduces a new strategic discipline – spanning content, credibility, behavioral signals, and code – to ensure brands are surfaced, trusted, and recommended by AI systems in an emerging zero-click landscape.

### Marketing in an Agentic World

Agentic AI signals a fundamental shift from insight generation to autonomous action. This article explores how multi-agent systems will orchestrate fragmented marketing platforms, automate routine optimization, and elevate teams to higher-order creative and strategic work.

The core argument: AI won’t replace marketers, but marketing organizations that harness agentic models will outperform those that don’t, redefining capability, workflow, and competitive advantage.

### The Creator Playbook – Six Practical Models to Harness the Creator Economy

The creator economy has become central to brand growth, demanding a more strategic approach than one-off activations. This playbook sets out six scalable models - from licensed creator ads to product co-creation – showing how brands can drive performance, cultural relevance, and commerce.

Its argument is simple: creators are now strategic infrastructure, and brands that systemize how they partner will unlock disproportionate impact.

### The New Codes of Effectiveness – Brand Growth with Modern Marketing

Effectiveness fundamentals remain constant, but the experience age demands new ways of delivering them. This article outlines four principles – from long ideas and integrated ecosystems to synergy planning and experience-based measurement – that help brands turn fragmentation into competitive advantage.

Its central belief: growth now comes from orchestrating many small, connected interactions that build memory, meaning, and momentum across the full consumer journey.

# OMNICOM PRECISION MARKETING

**Omnicom Precision Marketing** is our performance powerhouse. With deeply specialized agencies and consultancies across experience design, CRM, and marketing technology, Omnicom Precision Marketing delivers transformative solutions rooted in data, technology, and AI. Underpinning Omnicom's strength across creative, media, production, and commerce, we help global clients modernize marketing operations while driving game-changing advancements in customer experience and brand performance.

## Our New Advantage

**Elite Data Set:** We enable precision targeting at every stage of the customer journey through Acxiom's 2.6 billion unique customer profiles worldwide and 56 years of purchasing data, now combined with Flywheel Commerce Cloud, the largest digital transaction data set, and Omni's deep inventory and content effectiveness data.

**AI End-to-End:** Our new next-gen interface in Omni provides the infrastructure to connect agents across the full content supply chain – allowing us to be more tightly integrated with creative and media, create more seamless and data-driven experiences across the ecosystem, and improve efficiency and brand performance.

**A Deeper Bench of MarTech Expertise:** Now backed by a 6,000-person team of cloud, data, and applied AI specialists – and supported by premier partnerships with global platform leaders – we transform business models and connect marketing ecosystems to enable performance faster, smarter, and more efficiently than ever before.

## Recognized For

- Twice named a Leader in The Forrester Wave: Marketing Creative and Content Services (Q1 2025, Q2 2023)
- More than 400 creative and data awards in the past two years, from Cannes Lions and Effies to Data IQ and DMA awards
- Adobe's most specialized and recognized global Platinum Partner and 2025 Solution Partner of the Year
- Salesforce Global Summit Partner and 2023 Outstanding Implementation Partner
- Leader in Gartner's Magic Quadrant for Global Marketing Agencies (MRM)

## Meet Our Leadership



**Luke Taylor**  
CEO



**Kathy Simmel**  
Chief Operating Officer



**Addison Deitz**  
Chief Client Development Officer

## Core Solutions

**Customer Experience:** Full-service ecosystem design across the customer journey that make content and experiences that are more connected, more engaging, and drive better brand performance

**CRM Decision Sciences:** Driving long-term value and repeat purchases through modernized data capture, segmentation, personalized audience building, and AI-driven predictive analytics connected to media

**Consulting & Transformation:** Modernize and implement operating models, martech ecosystems, and ways of working to enable speed and unlock the full value from clients' investments

# OMNICOM PRECISION MARKETING

## Standout Work



### Talk Like Walken

BMW

Enabled any BMW model to be fully customized, localized, and dynamically adapted across the customer journey, ensuring a seamless, personalized experience everywhere the brand shows up. Developed an innovative retargeting approach — when someone customizes a car but doesn't submit a lead, they're retargeted with a 1:1 render of their exact vehicle (model, color, exterior), dynamically delivered in the right channel, at the perfect moment. 31% lead-to-sale conversion rate.



### Team x

Mercedes-Benz

Our service model for Mercedes-Benz — known globally as team x — is a harmonized media / content ecosystem, where each customer interaction is highly personalized, consistent and predictive, building toward a richer and more connected luxury automotive experience. Team x is built on a connected talent model, a single global platform and a unified workflow across all teams and markets, delivering 40% cost efficiencies, 35% faster time to market, 100% brand compliance.



### Apple.com

Apple

We have an embedded team of 200 people working in close partnership with Apple in Cupertino. We're integrally involved with a vast range of channels, but apple.com has been a major focus for nearly a decade. What does that entail? Global product launches. Revamping the checkout process. Making potentially painful transactions (like buying and setting up an iPhone) extremely simple and delightful. Updating Apple's iconic e-commerce flow, and even working with the retail and the careers divisions.



### Dreaming Engine

Four Seasons

Entering a fiercely crowded yacht market, Four Seasons Yachts needed to stand out. While rivals pushed amenities, we built a CRM program around self-discovery—orchestrating design, data, and tech to personalize onshore experiences for travelers who didn't just want more options, but more crafted and curated choices. It worked: 350% over sales targets and a \$500M+ booking pipeline of future demand.

## Thought Leadership & Innovation



### The AI-Enabled Marketing Lifecycle

The AI-enabled marketing lifecycle is OPM's continuous, data-driven workflow, built on Workfront, that transforms marketing into an intelligent, adaptive system. It uses predictive and generative AI to plan strategies and create personalized content at scale. Agentic AI automates activation and optimization across channels, continuously learning from performance data. The result is a self-improving ecosystem where creativity, technology and data work together to deliver smarter, faster, and more relevant marketing.



### Generative AI and the 3D Content Pipeline

Harnessing the power of photorealistic, high-fidelity rendering engines and virtual production, we deliver visually stunning and immersive experiences that extend the potential of 3D assets. Our methodology produces high-fidelity dynamic video that can be augmented by real-time rendering with variability on angles, time of day, weather and environments. This opens up entirely new opportunities for content creation and immersive experiences.



### The Affinity Hub

The Affinity Hub is our tool for unlocking insights and opportunities at every step of the customer journey. It helps us understand the moments that matter through insights pulled from a combination of deep research, real-time website data and content performance data. This helps teams act before problems arise while quickly curating insights and suggestions, which can then be fed into an AI to create marketing or media plans.



### Five Steps to a Future-Proof AI Governance

The path to AI implementation is fraught with challenges, including issues of bias, hallucinations, cost overruns, inaccurate generation and data privacy. This whitepaper details OPM's approach to developing a tailored AI governance program that balances innovation and governance to ensure fast yet safe and cost-effective AI deployments.



**Flywheel** is Omnicom's commerce and retail media accelerator. The world's largest and most advanced end-to-end commerce specialism, Flywheel's modern commerce solutions are seamlessly integrated across Omnicom's capabilities, connecting marketing and sales more closely than ever. From cutting-edge digital environments to brick-and-mortar stores, Flywheel drives commerce experiences at every step of the customer journey, accelerating growth for the world's leading brands. Our unified, best-in-class service combines tailored expertise with unprecedented product solutions to drive incremental sales and share growth for our clients.

## Our New Advantage

**Industry-leading Partnerships:** Flywheel has industry-leading partnerships across 100+ retailers and 400+ marketplaces in 30+ global markets. Our partnerships grant us not only a technological advantage, but exclusive access to scale advantages that we pass directly to our clients. Early access and the depth of our partnerships allows us to build smarter, faster, and more vastly than anyone else in the industry – and give clients feature superiority rather than feature parity.

**Best-in-Class Practitioners:** Our team of practitioners are not only certified across all major retail platforms, but we hire the industry luminaries who built the platforms. With a new, more tightly connected infrastructure across commerce and shopper capabilities, our scaled expertise with a small team feel is optimized for a client's region, marketplace, and category.

**Data & Technology:** Flywheel Commerce Cloud, the largest digital transaction data set, is AI-powered and now backed by Acxiom's 2.6 billion unique customer profiles. This single source of truth for our teams across the full customer journey means tighter feedback loops, optimized performance, and holistically driving outsized results across commerce channels. We can move beyond just measuring returns on ad spend to measuring the complete consumer relationship – from acquisition through to long-term value.

**Marketplace Intelligence:** Flywheel's market share data is the industry's most comprehensive and accurate solution. Since its inception, we have data on trillions of projected sales with 95% accuracy for market share projections. Flywheel Market Share is fully integrated into Flywheel Commerce Cloud, enabling teams to make better creative, media, and retail operations decisions in the context of the category and competition.

## Recognized For

- 400+ digital marketplace partnerships
- Work with 50+ of the top 100 publicly listed global CPG brands
- #1 global retail marketplace platform & reseller of Amazon media
- Named Leader in Forrester Commerce Wave 2024
- 20+ commerce hubs globally
- 10+ years of Effie Award-winning work
- Flywheel clients outpace Amazon indexed growth by nearly 2X

## Meet Our Leadership



**Alex McCord**  
CEO

## Core Solutions

**Managed Retail Media:** Full-funnel, full-service retail media management for the world's leading brands, including personalized strategies and first-mover opportunities for Amazon Marketing Cloud, single-SKU campaign management, efficiencies through automation

**Retail Excellence:** Integrated suite of services – from inventory forecasting to risk identification – meticulously designed to enhance growth, protect your brand, improve operations, and manage your content effectively

**Content & Creative:** Blending impactful storytelling with performance to deliver search-optimized copy, images, videos, enhanced content, brand stores, and advertising creative that resonate with consumers and crack retailer algorithms

**Strategic Consulting:** Marketplace intelligence and unique proprietary frameworks combined to define the future landscape, assess threats and opportunities, and the drivers that are impacting the future of brands to build your commerce success

**Shopper Media:** Unite digital and physical media for stronger results and efficiency. With deep expertise and the industry's largest dataset, we leverage customer ID, behavioral intent, and purchase data to precisely reach the right shoppers, in the right place, at the right time



Standout Work



**TikTok Shop**

Hanes

Hanes’ TikTok Shop launch turned boys’ tank tops into a summer viral hit with 9,000 shoppable creator videos and \$500K in revenue from 30K units in the first month. The three-pronged strategy: spark massive awareness via thousands of authentic creator posts with minimal upfront cost, convert directly on TikTok Shop, and drive a halo lift on Amazon. Products listed on both TikTok Shop and Amazon saw a 26 percentage-point sales lift versus Amazon-only listings. This playbook showcases how creator-led commerce can accelerate brand growth across channels.



**Connected Media**

Clorox

Clorox’s full funnel back-to-school home cleaning campaign came to life via deep partnership and collaboration with OMD and Walmart Connect. True customer journey excellence meant activating upper funnel (Audio, CTV), mid-funnel (DSP Offsite), and lower funnel (Onsite Display, Search) together, then using MTA to optimize in-flight and attribute sales impact precisely. Real-time measurement empowered rapid adjustments that moved the needle, driving a 3.7% incremental sales lift and \$6.2M in incremental IOM sales, with an iROAS of \$1.96.



**Full Funnel Measurement**

SCJ

For SCJ, we are now evaluating in terms of the full path to purchase and measuring how exposure to national media influences conversion rates. We evaluate what shoppers search on Amazon after seeing a national ad and action key insights like a high volume of competitor brand searches after national exposure. Once we identify key elements like brand mentions, we can quantify overlap and incremental reach with display, eliminating wasted spend and sharpening our audience targeting.



**Tentpole Event Success**

Liquid IV (Unilever)

Liquid I.V. faced a highly competitive category during Prime Day, with increased cost per click, aggressive competitor conquering, and major shifts in Amazon’s shopping experience. They worked with us to establish a data-driven, three-pronged approach powered by Amazon Marketing Cloud insights and full-funnel Amazon Ads activation. The approach delivered immediate sales growth and long-term customer acquisition, establishing Liquid I.V. as a leader in the hydration category during Prime Day.

Thought Leadership & Innovation



**FlyLaunch**

Our AI-powered agent transforms short product descriptions into comprehensive Amazon launch plans, complete with media strategies, timelines, and risk assessments enabling speed and consistency.



**Total Commerce**

This new report helps brands deepen their understanding of their own shoppers, close the gap between “brand” and “shopper marketing” budgets, create connectivity in content strategies, and drive innovation in shoppable advertising.



**AMC Five Year Lookback**

Amazon Marketing Cloud (AMC) is a secure, privacy-safe, cloud-based clean room solution, from which advertisers can perform analytics and build audiences. Flywheel already boosts Amazon sales for clients nearly 2x, and now has a first-to-market agreement to extend a brand’s AMC purchase lookback data to 5 years, unlocking even greater performance insights.



**Return on Consumer**

We’re providing complete transparency across the customer journey. Instead of campaign metrics, we now provide customer progression through all OAIPL stages – Opportunity, Awareness, Interest, Purchase, and Loyalty. This allows our partners to track not only where customers convert, but how they move between stages, identifying exactly where opportunities exist to improve funnel performance.

# OMNICOM PUBLIC RELATIONS

**Omnicom Public Relations** is our reputation and influence authority. We are the largest network of communications, public affairs, and consulting agencies in the world. Powered by unmatched access to data and AI solutions, we provide business leaders with a direct line to expertise that anticipates issues, shapes public debate, and propels brand and business growth.

## Our New Advantage

**Earned-First Brand Building:** By marrying talent, technology and tools, we connect brands with consumers in meaningful ways. We blend community-driven, earned-at-the-core strategy and creative with integrated media expertise to help brands win with communities, in culture and in commerce.

**Public Affairs Powerhouse:** Our seasoned practitioners, working in major capitals around the world, run political campaigns, represent the interests of our clients at the highest levels of government, build and run coalitions that move issues, and help marketing teams navigate brand safety.

**Full-Service Advisory:** As businesses and brands face increasingly complex global challenges, our clients benefit from expert guidance across a full spectrum – reputation, language strategy, change management, crisis management, public affairs, internal communications, and more – all connected by integrated teams and data-driven intelligence.

**Renowned Talent:** From award-winning journalists to PhDs to top government strategists, our multidisciplinary teams' experience and counsel help brands and businesses lead through any challenge.

**Next-Gen Agentic Interface:** Our self-service platform empowers teams to deliver communication strategies that fuse predictive intelligence with compelling content and credible storytelling. By harnessing AI agents, teams can anticipate audience needs, automate insights, and adapt messaging in real time—supercharging precision, personalization, and performance in PR.

**Elite Data Set:** Omni enhances OPR's insight to impact solution, OmniearnedID, with Acxiom's 2.6 billion unique customer profiles worldwide to enable precision targeting, predictive analytics, and true earned media attribution. Our intelligence turns communications into a catalyst for influence and credibility—anchored in trust, powered by AI, and designed to scale earned impact across every audience.

## Meet Our Leadership



**Chris Foster**  
CEO



**Avra Lorrimer**  
Chief Client  
Officer

## Core Solutions

**Reputation strategy:** Build and sustain reputation and mitigate risk through executive advisory, predictive intelligence, and strategic foresight that helps brands anticipate trends, strengthen stakeholder relationships, and unlock growth opportunities

**Earned creative acceleration:** Embed earned insights and expertise throughout the planning and execution process to elevate creative ideas and amplify business impact

**Market shaping:** Commanding market access, influencing policy, and reshaping electoral and legislative environments to position brands ahead of change.

**Influencer engagement:** Mobilize strong relationships, authentic storytelling, real-time activation, and data-driven insights to build credibility, trust, and measurable growth with key audiences

**Crisis mitigation & management:** Anticipate and manage crises through a global network of experts powered by AI tools that enable real-time scenario planning, multidimensional risk analysis, and faster, more informed decision-making when speed matters most

## Recognized for...

- Trusted advisors to 17 of the Fortune 20 and over half of Fortune 100 brands
- 60% of clients stay with us for 10+ years
- Highly awarded & home to the first PR agency to win a PR Lions Grand Prix
- Leverage and influence with political leaders on both sides of the aisle & around the globe
- Innovative technology and AI solutions that leads the industry and increase our impact

# OMNICOM PUBLIC RELATIONS

## Standout Work



### The Other Venice Wedding

**FleishmanHillard for JCPenney**

As Jeff Bezos' \$10 million wedding in Venice, Italy captured global attention, JCPenney flipped the script, hosting a \$10,000 wedding at the same time in Venice, CA. Every detail, from attire to accessories, came from JCPenney, proving that glamour doesn't have to come with a billionaire price tag. The campaign activated culture, community, customization, and commerce to make the brand aspirational yet accessible, sparking a major cultural conversation, influence engagement, and requests for styling. The result: 400K site visits from social, hundreds of media mentions, a 370% increase in video completion rates, and a tripled share of voice, proving that true connection and style can thrive on any budget.



### The Misheard Version

**Golin for Specs Savers**

Hearing loss scares people into avoidance—most delay testing for 10 years. Specsavers needed to make hearing tests impossible to ignore. We partnered with Rick Astley to transform one of the world's most famously misheard songs into an actual hearing test. Rick re-recorded "Never Gonna Give You Up" with commonly misheard lyrics, then released it to 'Rick-Roll' the nation. The song was played 20M times in just 8 hours, made news in 95% of major UK titles, and hearing test bookings surged 1220% above target.



### Grandfluencers

**Porter Novelli for Lilly**

For Lilly Neuroscience, we reimagined influencer marketing by partnering with dynamic older creators, known as "grandfluencers," to challenge perceptions of who is at risk for early-stage Alzheimer's. Their authentic voices encouraged audiences to talk with their doctors about brain health and recognize signs of what could be "more than normal aging." Using an integrated PESO approach blending live events, earned and organic storytelling, and paid amplification, we deepened awareness and engagement with our target audience, reframing the conversation around cognitive health as an empowering call to action.



### Pop-Tarts Edible Mascot

**Weber Shandwick for Kellanova**

Pop-Tarts moved beyond breakfast with the first-ever Pop-Tarts Bowl. Highlighting the brand's Crazy Good spirit, Weber Shandwick upended game day to put food and fan culture at the heart of college football. The centerpiece was the ultimate symbol of team spirit -- the world's first edible mascot from a brand that has always sacrificed everything for flavor. Pop-Tarts' largest earned effort ever generated 7x average brand searches on game day, 4B+ impressions, \$1M in first-party data, and 15x more mentions than competing bowls. The NY Times declared it "won the internet," cementing its cultural relevance and place in snacking.

## Thought Leadership & Innovation



### AI Optix

**OPR**

AI Optix is our global solution for improving brand visibility, reputation, and purchase readiness in AI-driven search. Using a multi-disciplinary approach, AI Optix brings together Omnicom's subject matter expertise in earned media, SEO, content and commerce and is underpinned by a five-part success framework.



### The Fairness Factor: Earning Trust in the Age of Rage

**OPR x Maslansky + Partners**

This report reveals how polarization and public frustration are reshaping trust in business and leadership. The study uncovers the forces fueling division, and, more importantly, offers actionable strategies to help brands and leaders shift from confrontation to meaningful conversation. The Fairness Factor equips clients with the insights and language they need to navigate today's volatile landscape and build stronger, more resilient reputations.



### Appetite for Change

**Ketchum**

With consumer expectations and anxieties at an all-time high, Ketchum's "Appetite for Change" research reveals important insights on what matters now to Americans when it comes to food. First fielded in March 2025, with a second round in July 2025, Appetite For Change explores how consumer perceptions around food are evolving, confidence levels in MAHA, thoughts on Ultra Processed Foods, seed oils, and artificial colors, and consumers' waning trust in food and government. Its insights are helping food and agriculture clients, and those in adjacent industries, navigate one of the most transformative years for the food industry in decades.



### Sphere

**DDC Public Affairs**

Sphere is an audience-first intelligence and engagement engine built for public affairs, mapping who and what truly impacts policy at the congressional district, state and federal level. It maintains a living, real-time model of stakeholders, policymakers, and impacted publics as the issue and policy landscape evolves. This intelligence powers precision targeting, scalable advocacy engagement, and rapid content development—enabling teams to test messages, refine policy frameworks, and activate the right audiences at exactly the right moment to ensure maximum business impact.

# OMNICOM PRODUCTION

**Omnicom Production** is our connected content and production engine. We design and deliver connected content for brands at global and local scale. With the vision of “Craft That Works” and through the “Atomic Content” methodology, we transform every stage of content, connecting creative platforms with media and commerce. We leverage AI-powered tools, platforms, and connected data to support large-scale global campaigns, content amplification, and the development of scaled and synthetic content. Omnicom Production delivers scalable, agile content solutions with efficiency, consistency, creative excellence—and most importantly, results.

## Our New Advantage

**Craft:** We believe modern craft is about a mix of best-in-class creativity and cutting-edge technology. We expertly balance live action craft and synthetic solutions, from managing high-profile tier 1 shoots to our world-class post capability to 3D modelling and animatics with AI. We leverage our combined \$3Bn production spend and our creative reputation to attract culture-driving production partners.

**Unmatched Scale:** Our expanded footprint spans 26 offices and 7 regional production hubs, connected together as one global engine that fuses creativity, technology, talent, and tools to create breakthrough content experiences at scale.

**Exceptional Talent:** With an even deeper bench of recognized creators and makers, our teams serve as a strategic partner, ensuring the highest quality content, pushing the boundaries of connected content experiences within and across every channel. Our leading in-housing expertise goes beyond software—integrating strategy, staffing, and workflow orchestration to help clients own their content engine.

**Data-Enabled Content:** Acxiom’s 2.6 billion unique customer profiles worldwide and 56 years of purchasing data, the largest digital transaction data set within Flywheel Commerce Cloud, and Omni’s deep inventory and content effectiveness data – now all within the relaunched Omni – are infused at every point in our end-to-end content supply chain, giving our teams the foundation to create more creative, personalized, and effective content at scale.

**AI End-to-End:** Our new next-gen interface provides the infrastructure to connect agents across the full content supply chain, enabling us to elevate production, automate content delivery, achieve previously impossible creative feats, and optimize for performance in real time.

**Efficiency:** Every content solution we design is bespoke to our partners’ needs, culture, and technology to unlock the most significant efficiency gains. Each content engine aligns our teams on a single workflow that scales craft through data, automation, and Gen AI – exponentially increasing content velocity, reducing asset waste, and supercharging performance.

## Meet Our Leadership



**Sergio Lopez**  
Global CEO



**Eddie Legorburu**  
Chief Operating Officer



**Angharad Jones (AJ)**  
Chief Strategy Officer

## Core Solutions

**Content development:** Design and activate connected content strategies spanning digital, print, social, and commerce to drive measurable brand impact and growth

**Omnichannel production:** Produce high-quality content across video, photography, animation, VFX, digital, with studio services to bring ideas to life in every medium, delivering impactful creative at global and specialized levels

**Content amplification, adaptation & global delivery:** Scale, localize, and adapt content across languages, cultures, and markets to maximize campaign reach and relevance, ensuring content resonates locally, with quality and consistency

**Content experience transformation:** Design, implement, and optimize breakthrough end-to-end content production models, powering brand growth through the simplicity, efficiency, and consistency of connected content

## Recognized For

- Working with 60 of the top 100 brands (Interbrand Best Global Brands, 2025)
- 20 active AI partnerships with leading production platforms
- 6,000 creative engineers

# OMNICOM PRODUCTION

## Standout Work



### Global Production Transformation

#### Nissan

For Nissan, we built a bespoke global production model. Powered by an AI and automation-enabled content ecosystem with global content visibility, right-shored resourcing, and productivity management tools, we were able to achieve 25% year-on-year efficiency gains.



### VFX Craft Scaled

#### Apple

Craft that works is about traditional craft like our VFX and CG artists that work with Apple combined with the automated design systems we build with our intelligent content orchestration solution. This allows us to create Apple quality craft at scale and at amazing speed –1333% faster than before, reaching 19 markets in 3 hours.



### Global Decoupled Production

#### L'Oreal

For L'Oreal, supercharged Omnichannel versioning, adaptation, translation, and transcreation for 30 brands across 40 markets. This partnership has transformed L'Oreal's production ecosystem and resulted in a 30% cost reduction and 25%+ improvement in time to market, powered by a shift from a model dominated by manual production to a position where over 80% of output is powered by automation.

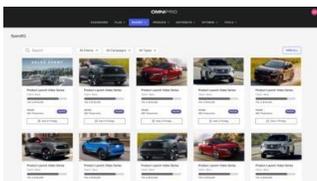


### End-to-End Content Production

#### Sony PlayStation

We built a partnership with Sony PlayStation spanning global production shoots, mastering, and content adaptation and localization in every market. We delivered brand, product, and games content across over 40 markets with on and nearshore teams in every region.

## Thought Leadership & Innovation



### SpendIQ

SpendIQ delivers full control, data, and insights across every production dollar and activity. With global production reporting provided through a unified campaign dashboard and smarter spending enabled by AI powered production bid comparison data and tools, we've been able to deliver proven impact across multiple clients including Nissan, Kenvue, Mars, and Philips.



### Omni3D

Our synthetic production agent automates background generation for 3D scenes, allowing teams to scale high-quality CG image assets without extensive post work or location shoots. It also supports multi-market and multi-platform content needs through easy scene adaptation and visual consistency.



### State of the Art Studios

Our studios are built for all the modern needs of production and are designed for hospitality, welcoming our client and agency partners into the production process. It's all connected by Adobe Workfront to foster deeper integration between strategy, creative, and production across the Omnicom network.



### Intelligent Content Orchestration

Our next-gen content orchestration solution generates scaled creative through our enhanced design system and bespoke suite of dynamic templates. Our proprietary algorithms learn from live performance data and your highest performance indicators to generate creative recommendations tailored to audiences – enabling full automation according to anticipated conversion.

# OMNICOM HEALTH

**Omnicom Health** is the world's largest, most robust, multi-specialty healthcare communications network. We unite trail-blazing agencies across every element of the healthcare journey, from drug discovery to market access, healthcare professional and patient/consumer engagement from disease state awareness and throughout the brand's lifecycle. Powered by Omni and Acxiom's unparalleled life sciences data, we are an engine of creativity and science, unlocking the power of deep human expertise with transformative technology, insights, and cultural amplification delivering smarter, faster ways to drive measurable outcomes across key audiences and stakeholders. With a shared purpose and best-in-class capabilities, we're shaping a healthier, more connected world. We don't just respond to change—we drive it.

## Our New Advantage

**Unrivaled Expertise & Unmatched Scale:** Our expansive, globally integrated network marries unmatched high-science expertise and world-class creativity, further powered by proprietary AI and machine learning, to deliver category-disrupting work. Our approach delivers high-value, behavior-changing work that directly impacts market dynamics.

**Elite Data Set:** The strategic advantage of Omni is defined by its data foundation: the collective intelligence of Omnicom combined with the industry's most advanced life sciences data from Acxiom, providing an unparalleled comprehensive view across patient, healthcare professional, and payer segments. All of this can seamlessly integrate with client data to deliver customized fuel for bespoke solutions. This proprietary data is housed within a HIPAA-compliant, zero-trust data environment, ensuring maximum confidentiality and privacy while delivering unequaled expertise across therapeutic areas.

**Next-Gen Agentic Interface:** Our self-service agentic interface within Omni orchestrates proprietary and healthcare-specific agents and applications, enabling the entire pharmaceutical content lifecycle to operate at the speed of AI. We can directly accelerate the client's production and intelligence flywheel, delivering measurable efficiencies and effectiveness with breadth and depth across every stage, from initial insights and production to final optimization.

## Recognized for...

- Med Ad News Network of the Year
- #1 most creatively awarded healthcare marketing network
- Cannes Lions Healthcare Network of the Year for 5 consecutive years
- 5 Cannes Lions Grand Prix in the past 5 years
- HCG Medical Affairs Global Agency of the Year
- 3X more depth in oncology, immunology, and rare diseases
- 6 Best Places to Work honors since 2022.
- Top Pharmaceutical consultancy in Europe 2025

## Meet Our Leadership



**Dana Maiman**  
CEO, Omnicom Health

## Core Solutions

**Healthcare Professional/Advertising:** Deliver comprehensive advertising services for Healthcare Professionals (HCPs) unifying data-driven insights, strategic creative, and advanced technology/tools to deliver personalized, Omnichannel communications that drive impactful engagement

**Patient Engagement:** Deliver consumer and patient engagement across the full patient journey—from awareness to diagnosis, treatment initiation and adherence to market access, patient storytelling, and beyond

**Medical & Scientific Communications:** Transform complex clinical data into meaningful, evidence-based narratives, pioneering cutting-edge HCP/KOL experiences and peer-to-peer programs at the convergence of people, purpose, science, and technology

**Insights/Behavior Change:** Move beyond basic demographics to uncover underlying, nuanced motivations and barriers informing the perspectives of HCPs, patients, and payers to elicit meaningful change

**Data Intelligence/Media:** Provide a foundation of precise, actionable intelligence to analyze and forecast critical market trends, anticipate and track the impact of different marketing strategies across audiences, and optimize media spend in real time to maximize engagement and ROI

**AI-Powered Healthcare Workflows:** Leverage data, technology, and human intelligence to deliver actionable insights, hyper-personalized and scalable content, and operational efficiencies—driving superior outcomes in healthcare communications with less effort, while maintaining the highest standards of privacy, accuracy and ethical usage

**Value, Access & HEOR:** Demonstrating and communicating the value of healthcare innovations to payers, HTA (Health Technology Assessment) bodies, providers, and patients, all informed by strategic research and real-world evidence (RWE)—to help our clients navigate complex market access landscapes via clear, persuasive, and compliant communications

# OMNICOM HEALTH

## Standout Work



### Badge of Honor

#### Sanofi

Every day, 12 Americans die waiting for a kidney transplant – unless a kind stranger decides to step forward and become an anonymous donor. To find more of these altruistic kidney donors, Sanofi and FCB Health New York launched the “Badge of Honor.” Piloted in Houston, TX, altruistic living kidney donor applications increased from 1 per year to 225 in just 8 months.



### Your Attention Please

#### Novartis

Society’s obsession with breasts is both a blessing and a curse. Their captivating power draws attention but distracts from the crucial need for breast health and care. Your Attention Please harnesses the power of breasts to reframe the narrative and prioritize their well-being. It launched with a Super Bowl ecosystem in 2025, followed by Oscars, and has amplified the Alliance for Breast Cancer Policy. This campaign has outperformed all media benchmarks, including visits, engagement and high value actions, and significantly increased perception of Novartis as a leader in breast health. It also earned critical acclaim, recognized both by premier health care award bodies and through global mainstream media coverage.



### Contrabanned

#### The Prison Library Project

We smuggled a book into women’s prisons. But that’s not the crazy part. 20 states have systematically banned women’s health books in prisons, often labeling female anatomy as “sexually explicit.” Lack of access to health education puts incarcerated women at higher risk of dying from preventable and treatable conditions. While women’s health books can’t be sent to prisons, letters can be. So we sent letters, page by page - to be constructed into an educational book once on the inside, giving women the health education from menstrual health to breast cancer and sexual health.



### Magnetic Stories

#### Siemens Healthineers

Magnetic Stories transforms the audio of scary Magnetic Resonance Imaging (MRI) machines, which can be louder than a military jet, into beautiful children’s audiobooks. With Magnetic Stories, Siemens Healthineers, a top MRI manufacturer, changes the way that hospitals, radiologists, parents and children interact with their product. The campaign is a Cannes Lions Pharma Grand Prix winner.



### Skip the Drama

#### Exact Sciences

The effect: this isn’t a commercial. Exact Sciences and FCB Health New York set out to create a misdirect so that viewers think they’re watching the drama-filled installment of their favorite show, when in reality, it’s about screening for colon cancer. And with Cologuard, there’s no drama to it. Dialing up the humor, and the absurdity, the brand tapped into culture to reach an audience that’s seeing higher rates of colon cancer than ever before.



### Achieve Life Sciences

#### Integrated Omnicom

A first of its kind, integrated agency team network built with AI at the center to enhance data-driven decision making, customer engagement, automation and predictive insights – all in a unified data ecosystem and martech compliant environment.

## Thought Leadership & Innovation



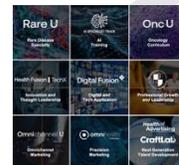
### The Weekly Health Round-Up

We curate and synthesize the most current, relevant, impactful news stories in the health sector across key global markets to help our talent and our clients stay informed, apply real-time developments to our work, and ensure our clients’ businesses reflect the evolution demanded in an increasingly complex environment.



### The Next Big Thing

Our launchpad for bold ideas, breakthrough thinking, and cross-network perspectives harnesses deep expertise to bring actionable thought leadership to a comprehensive set of topics that advances our clients’ businesses and fuels engagement by modern audiences.



### Leveling up Education and Training Programs

The industry’s most in depth learning and development programs – from Rare University to entry level programs, Oncology training, Omni Channel, Digital and Tech Application, as well as Professional Growth and Leadership training. We even had a dedicated AI training team.

# ACXIOM

**Acxiom** is Omnicom’s leading data & identity solution that helps brands better recognize and stay connected to consumers across the marketing ecosystem. It features 2.6 billion global customer profiles and 56 years of purchasing data. To supercharge our client outcomes, we're combining that with Flywheel's Commerce Cloud - the largest digital transaction data set - and Omni's deep inventory and content effectiveness data. Our new data spine will enable unrivaled precision in identifying, connecting with, and influencing the audiences that drive client growth.

## Our New Advantage

**Identity Accuracy at a Greater Scale:** Real ID achieves up to 28% higher accuracy and 90%+ match rates. When fused into Omni AI-enabled workflows and supercharged by our 500+ direct and partner integrations, brands can activate their data at scale and with confidence – offering both reach and precision. Omnicom also gives Acxiom more buying clout and leverage with platforms.

### More Complete View of the Consumer:

Acxiom’s 2.6 billion verified global IDs are enriched with trillions of cultural, media, and commerce signals from Omni & Flywheel, creating a continuously connected view of consumers worldwide we can activate for growth.

**Enterprise Workflow:** Omni is the bedrock for our end-to-end orchestration and integration across insights, planning, creative, production, media, connected commerce, social engagement, and advanced measurement. Omni enables Acxiom to be more deeply integrated across all capabilities, powering paid media and predictive analytics.

**Premier Partnerships:** Global scale and local precision are unlocked through our combined 500+ direct and partner integrations, activating Acxiom’s verified audiences seamlessly across every channel.

## Meet Our Leadership



**Jarrod Martin**  
CEO



**Sean Muzzy**  
President

## Core Solutions

**Data & Identity:** Building a connected, clean, and AI-ready data foundation across all channels, making media decisions smarter and performance better

**Data Management:** Manage, unify, and enrich data; and share and connect data securely to improve conversion and response rate, and increase media reach and efficiency

**Implementation & Execution:** Accelerate data modernization and realize full potential in investment across leading martech and platforms, including AI potential, for even higher ROIx

## Recognized for...

- Acxiom data clean room innovation: Best Marketing Insights Platform – MarTech Breakthrough Awards, 2025
- Deepest Integration with Amazon (agent-to-agent based)
- 25+ year average client tenure for top 25 clients
- 97% client renewal rate
- First ID-based solution in the industry

# ACXIOM

## Standout Work



### Auto

An automaker wanted to reach audiences most likely to purchase an existing vehicle line refreshed with luxury content as well as test aspirational prospect groups. This required identifying the audiences and putting engagement and measurement structures in place for the vehicle launch to evaluate the sales impact of each marketing channel. The result was 20 million in incremental revenue – a 20x ROI with 700 vehicles sold and 5000 vehicle sales influenced.



### CPG

A retailer wanted to evaluate new approaches for data quality and customer recognition to counteract declining results for methods intended to drive online and in-store sales. We performed a head-to-head test of 200 million records with three leading marketing services providers. All providers performed address change/hygiene and identity resolution and applied demographics and append services based on identical source data. Acxiom's solution was 28% more accurate, leading to millions in campaign savings.



### Telco

A telecommunications company wanted to accurately identify audiences and consistently, efficiently analyze customers and prospects in order to deliver improved and highly personalized customer experiences. We built a private identity graph that seamlessly integrated with the company's other analytics platforms, creating a persistent, secure, single customer view. This resulted in a 15% improvement in data matching, 2% increase in average revenue per user, and 15% reduction in churn.



### Financial Services

A regional bank wanted to increase its deposit base, specifically Free Checking accounts using a self-mailer with an incentive of up to \$600 based on qualifying deposits. A Data Portrait Analysis was created to understand characteristics of existing Free Checking customers. This intelligence coupled with Personix segmentation enabled selection of the best audience and delivery of more relevant marketing. This led to an 80% increase in campaign performance and a 28% increase in deposits.

**Thank  
You**

