

1 **Omnicom Media Group – AU/NZ/SG Chemistry & Credentials**

2 **Purpose**

3 The purpose of this meeting is for Australia, New Zealand, and Singapore stakeholders at Amazon to get to know
4 the Omnicom teams they would be working with and to understand Omnicom’s strengths in talent, operations,
5 and capabilities to support Amazon’s current and evolving media needs.

6 **Background | Understanding Amazon’s Needs**

7 Amazon is reviewing global media agency services to ensure the best operating model and offering considering
8 a) rapidly changing consumer media consumption and shopping behaviors; b) ongoing advancements in data
9 and analytic capabilities, accelerated by shifts in consumer data privacy requirements and technology evolution
10 in GenAI and cloud-based infrastructure; and c) Amazon’s commitment to the “Day 1 mentality” and spirit of
11 continuous improvement, which has guided modernisation of Amazon’s media model toward increased in-
12 housing of activities, evolution toward audience-based planning and analytics, and strengthening of media
13 mechanisms and infrastructure for scale benefits.

14 In Australia, SVOD penetration now reaches roughly 90%, and the streaming subscription market has become an
15 increasingly competitive battleground with subscriptions per household at 3.4. Netflix remains the dominant
16 player spanning 65% of households but recorded the first decline in subscriber numbers in June 2023 as
17 Australians are now increasingly switching between providers. Amazon Prime must win a spot as one of the
18 three providers of choice. In 2024, Amazon overtook eBay as the leading marketplace in Australia with 93% of
19 Australians having shopped via a marketplace the previous year. Online shopping behaviors continue to grow
20 since the pandemic boom, with 1.5 million more Australian households now choosing to do their retail shopping
21 online compared with 2019 and the share of retail goods purchased online predicted to rise to 17% in 2024 v.
22 15.6% the previous year. In New Zealand, Prime Video operates in a fragmented SVOD marketplace, however
23 total SVOD daily penetration sits high at 57% - higher than TV (linear + BVOD) which is only 50%. Netflix is the
24 preferred platform for Kiwis, due to being bundled free with broadband from Spark, NZ’s largest telco. While
25 XCM is currently not supported in NZ, we are ready to discuss when the opportunity arises. In Singapore, the
26 SVOD ecosystem covers a wide spectrum of global and local players. PV shares the #3 position with Singapore’s
27 top two telco SVOD offerings (at about 10% each) with Disney+ and Netflix making up the #2 and #1 positions
28 (YouGov). From an XCM perspective, Singapore is an opportunity market with 26% share of monthly
29 marketplace shoppers on Amazon, behind the sub-regional leaders, Shopee & Lazada (64% & 46%).

30 **Opportunity**

31 Welcome to What's Next. What's Next is our ambition to co-create the most effective partnership model to fuel
32 your global growth agenda, address the very distinct needs of your individual lines of business, and accelerate
33 your in-house media and measurement capabilities.

34 We look forward to sharing how Omnicom is uniquely positioned to deliver What's Next in AU/NZ/SG given our
35 extensive experience in agency model innovation, our deep bench of qualified and highly skilled talent, and our
36 industry leading data and marketing orchestration platform – Omni.

37 Large, complex multinational companies chose to partner with Omnicom because of our differentiated approach
38 to agency operations and network connectivity, which we call AaaP (Agency as a Platform.) AaaP provides clients
39 with unmatched flexibility, agility and access to talent and capabilities to constantly meet their evolving needs in
40 a way that no single P&L structure alone can provide.

41 **1. Credentials**

42 Our APAC operation has experience in agency model innovation for large-scale global and regional brands,
43 backed by deep category expertise at global, regional, and local levels. Our proposed team for APAC has relevant
44 experience across brands like Woolworths, Coles, The Warehouse Group, Foodstuffs, Bunnings, Village
45 Roadshow, Apple, Stan, Sony Pictures, PepsiCo, and Warner Bros Discovery. Our proposed leads for XCM and PV
46 reflect our deep retail, entertainment, and digital subscription experience. You can learn more about the team in
47 the accompanying **Team Bios document**.

48 We understand how to move with the speed and flexibility your XCM and PV businesses require. Our teams
49 have an agility mindset and are supported by modern tools and processes to deliver fast, flawlessly. Omnicom
50 has invested into scaled operational advantages, such as agile creative trafficking systems, 24/7 media
51 operations and reporting hubs; and flexible resourcing to provide on-demand servicing support during peak
52 moments such as launches and promotional periods.

53 **Momentum**

54 Omnicom Australia and New Zealand have held unchallenged #1 agency country positions (RECMA &
55 COMvergence) for over a decade. Our success has been a direct result of our customer and client-obsessed
56 approach and capability innovation in anticipation of our clients' needs. Our approach to customer servicing is
57 supported by our recognition for both qualitative and quantitative industry measures that provide the scale and
58 expertise that PV and XCM need to move at the speed of the consumer. COMvergence ranks us #1 in AU & NZ
59 (#3 Singapore) in the latest Billing & Market Share Report. RECMA ranks Omnicom at #1 in Quali-Share (30
60 points) for their AU/NZ Pacific report (March '24) with Singapore ranked #3 overall and #1 in Vitality (April '24).

61 In Australia, our longstanding commitment to excellence and innovation has been recognised by winning The
62 AFR's "Most Innovative Companies" awards for the last 5 years across ANZ. Additionally, in New Zealand, we
63 have been awarded the #1 spot in the WARC Top 100 Media campaigns for the Skinny 'Phone It In' campaign,
64 after multiple wins at all major global awards shows.

65 Our commitment to agility and passion for invention is demonstrated through our work with Virgin Australia and
66 then Real-Time Routes campaign where we increased revenue by 118% via an innovative real-time DCO
67 approach (**See Appendix A: Case Studies and Appendix B: Client Testimonials**).

68 **Size & Scale**

69 Brands choose to partner with Omnicom in APAC not only because of our size and scale but because of our deep
70 bench of specialist talent. Our APAC operation today consists of 21,000+ professionals in which Australia, New
71 Zealand, and Singapore represent ~30% of the employee base and 35% of our regional billings. We hold 1,300+
72 advanced specialist certifications with leading platforms including Amazon, Meta, and Google (**See Appendix C**).

73 In 2023, Omnicom made a strategic acquisition in the commerce space, with Flywheel, adding 850+ specialists
74 across APAC. This acquisition reflects our commitment to constantly evolving our capabilities on behalf of our
75 clients. Flywheel enhances our ability to provide end-to-end solutions that encompass both media and
76 commerce – connecting transactional data and behavioral data for unparalleled commercial insights. With these
77 new capabilities our retail media billings globally now stand at \$10b.

78 **Differentiated Capabilities**

79 Our long-term thinking approach directs our capability development grounded in meeting our client's evolving
80 needs, diving deep to solve the industry's toughest questions such as signal loss and marketplace fragmentation.

81 **Omni: Omnicom's Industry leading Audience and Marketing Orchestration Platform:** Your business is built
82 around making the lives of your customers easier and better, every day. And while you have considerable 1PD,
83 we understand the cautionary approach you take to sharing and extending these valuable datasets. With over
84 10 years of investment in data and technology, Omnicom's approach has been rooted in invention and
85 innovation. We were among the earliest adopters of cloud technology (AWS users since 2012), enabling us to

86 build our lasting and scalable marketing orchestration platform, Omni. Today, Omni has a suite of connected
87 and easy-to-use applications, enabling our teams and our clients to infuse intelligence and automation in every
88 aspect of the marketing workflow, powered by AWS AI/ML services, and most recently our first-to-market
89 integration of Bedrock Generative AI models. **(See Appendix D: Forrester Evaluation)**

90 Our clients are using Omni to enrich their 1P data with unique global and local datasets, develop audience
91 driven media and marketing plans anchored to our database of reach and revenue curves, build media plans,
92 and maintain all planned and actual investments in one centralised application. Omni connects 1P audiences to
93 media inventory to deliver precision and eliminate waste, deploy machine learning to optimise media supply
94 path and bid prices, and deliver comprehensive performance reports coupled with advanced measurement
95 techniques to determine full impact of marketing from brand building to demand generation and conversion.

96 Omni applications are supported by robust audience and identity datasets, built on the principle of neutrality
97 and unbiased data sourcing. We have elected to be a data orchestrator rather than a data broker, offering our
98 clients flexibility in constantly changing privacy and data regulatory environments. Furthermore, we have been a
99 pioneer in adoption and application of cleanrooms, making it a core part of our infrastructure since 2017. Today
100 we have the largest number of instances and highest utilisation of Amazon Marketing Cloud cleanrooms,
101 enabling our teams to deliver robust, relevant insights and optimisation recommendations. We were the launch
102 partner of AWS cleanrooms across the region. In reference to other cleanroom solutions, we can demonstrate
103 numerous advanced examples of these capabilities. Meta recognises Omnicom across this region as delivering
104 the most FBAA solutions globally for their clients. We have pioneered neutral cleanroom solutions with Infosum
105 where we connect 2nd party data assets that powers greater planning insight and optimisation. **(See Appendix E)**

106 Whilst Omni is a global platform, setting benchmarks for excellence and supporting global consistency, it is
107 calibrated for, and fueled by, local data. This allows us to be customer-obsessed and deliver local consumer-first
108 insights in each country and region. Across the region, our capabilities have always been underpinned by 1st and
109 2nd party data strategies. With signal loss upon us, we are partnering with key publishers to unlock site data that
110 delivers outcomes for our clients; for example, Singtel in Singapore, Foxtel in Australia & TVNZ in New Zealand.

111 All Amazon team members and external agencies Amazon partners with will have access to Omni, allowing
112 Amazon and Omnicom to collaborate within the same platform. Because Omni is built on AWS, the applications
113 can be deployed within a dedicated internal AWS instance, incorporating existing internal Amazon tools within
114 the workflow, as well as using Omni applications to accelerate the development of internal capabilities at both a
115 global and region level. Omni powers teams to access from +25 million households, 2,000+ attributes that
116 leverage our capabilities to meet the evolving needs of the region with precision. Our teams utilise Omni
117 applications including channel planning, data governance, audience creation and cultural insights, whose usage
118 statistics showcase a blend of customer-centricity, creative, analytics and operational success. Omni is not top
119 down but flexes locally to enable each country the ability to invent and simplify. In APAC, we implement leading
120 solutions via connected relationships with local product and engineering teams. This has allowed us to deliver
121 local and global firsts, delivering client advantages across all formats and screens. Please see examples of this
122 work in **Appendix F: Country Focused Differentiated Capability Examples.**

123 **Complementary Support for In-Housing:** We have extensive experience with client in-housing solutions, actively
124 contributing at various stages of the in-housing process and across advertiser maturity levels. The evolving
125 nature of in-housing requires modular agency solutions. We tailor our engagement models for a high degree of
126 adaptability, to respond to these dynamic changes. Spark NZ (telco) is an example of how Omnicom supported a
127 client in building out an in-house performance and programmatic delivery function through a dedicated
128 Omnicom Google Marketing Platforms consultancy. We work collaboratively with their in-house team for
129 implementation – effectively treating them as an agency partner. **(See Appendix B: Client Testimonials)**

130 **Global Delivery Hubs:** We see operational excellence as a core competency in this complex media marketplace.
131 Globally we operate 9 operations hubs that deliver efficiency and excellence for over 90% of our global client
132 base. These hubs are 100% built, owned, and governed by Omnicom, and operate as a true extension of our
133 client servicing teams, on a 24/7 365 days a year model. Our hubs support functions from media and data
134 operations and reporting to campaign set up and activation, optimisation, and billing. APAC is home to two such
135 hubs in Nepal and India. For the AU/NZ/Singapore region, we would be delivering strategic and planning
136 expertise centrally from Sydney, traditional media implementation locally, with a hybrid of Sydney and Nepal
137 resource to deliver all digital and performance-based media.

138 **Branded Entertainment & Creative Media:** We help our clients break through and connect with culture through
139 innovative branded entertainment and creative media efforts. Our capabilities across APAC cover media
140 partnerships, sports and entertainment sponsorship, KOL/Influencer strategy and implementation, social media
141 strategy and original content production. Through our Agency as a Platform model, we integrate these specialist
142 capabilities on-demand, no matter the project size or scope. Our approach continues to deliver impactful,
143 award-winning work. See **Appendix A: Case Studies** for more detail.

144 2. Talent

145 **How would you ensure that Amazon has access to the best/right talent within your agency/hold co? How will**
146 **you manage for the different talent profile needs between our categories (e.g., retail vs. entertainment)?**

147 Talent management on your business will be governed by a XLOB Global Talent Lead, supported by fully
148 dedicated talent directors for each LOB in the region. This Talent Unit will assist with local and regional
149 resourcing needs by LOB, tasked with sourcing, onboarding, and retaining top talent. We take a data driven
150 approach to talent stewardship. Amazon will have access to a digital talent system where we will transparently
151 show team utilisation by LOB and by country including open roles, pipeline of prospects, and progress against
152 filling them. This system allows us to further develop specific strategies and tactics for targeting and attracting
153 when and where required. To assess talent and to provide a long-term evaluation tool to measure talent
154 success, it is critical to establish a common set of criteria that are specific to Amazon requirements; locally,
155 regionally, and globally and by LOB. We will establish a Custom Amazon Capability Framework for each core
156 capability e.g., Strategy, Account Management, Analytics. Within each framework there are levels of mastery,
157 from foundation through to expert, which explains WHAT individuals need to do and HOW they need to do it,
158 specifically linked to Amazon's Leadership Principles. An example can be found in **Appendix G**.

159 **Detail your approach & commitments to recruitment, ongoing training/upskilling, retention, driving**
160 **enthusiasm, ensuring cultural fit.**

161 **Recruitment:** Whether identifying talent from within Omnicom or externally, individuals will be evaluated and
162 scored against the Amazon Capability Framework. This will ensure that individuals not only have the right skills
163 but also demonstrate competency against Amazon's Leadership Principles. These capability frameworks will
164 become the bedrock of all individuals' ongoing evaluation and training pathways. For internal talent
165 identification, we will leverage the Omnicom's Talent Connect platform. Talent Connect provides visibility into
166 all 21,000+ Omnicom APAC employees and enables on-demand search capabilities to identify, reach and
167 connect to talent faster. Within Talent Connect we can identify colleagues and subject matter experts across the
168 organisation and leverage the power of diversity, skillsets, mindsets, and experience to source talent. This allows
169 us to source the most relevant talent for Amazon's LOBs, and enables us to create new, agile, specialist teams
170 irrespective of where our specialists are based.

171 Our confidence in a flawless transition including identifying and onboarding the best talent for each LOB is
172 backed by our ongoing successes. We have managed the transitions for some of APAC's largest brands through a
173 process that is seamless and precise, offering a 100% turnkey solution for our clients. In Australia, we

174 transitioned the Victorian Government account across a 12-week period, with the official handover in the final
175 month of their financial year. This included transitioning 90 live campaigns from the incumbent agency,
176 responding to 43 end-to-end briefs, setting up 330+ product codes and completing a digital handover of 251
177 platform accounts. Our bench of existing talent helped offset the hiring pool by 72%, mitigating new hires. From
178 a wider APAC perspective, we recently expanded our AU/NZ remit on Suntory to include six new markets across
179 Southeast Asia, including a hub team. We completed that transition across 64 new positions, including 16 net
180 new hires within 60 days.

181 **Retaining, Motivating and Training/Upskilling Talent:** Like your Customer Obsession leadership principle,
182 starting with the customer and working backwards, we align with the Service Profit Chain philosophy which
183 details the importance of starting with our employee satisfaction to ultimately deliver client satisfaction and
184 business results (**See Appendix H**). Our dedicated Talent Leads for XCM and PV will be responsible for the
185 following: 1) An in-depth job description outlining the roles and responsibilities of their role inclusive of the
186 capability framework. 2) Quarterly evaluations against these criteria inclusive of your Leadership Principles
187 opening a two-way dialogue to what is and what is not working. 3) Identify and reward the top talent scoring
188 highest at demonstrating behavior against criteria and each leadership principle, while raising any performance
189 issues. 4) Internal tracking of team satisfaction 3x per year at the same time as client satisfaction survey.

190 To ensure our talent is motivated and rewarded, we will create an Amazon bespoke financial reward system. We
191 recommend, and would expect, that a meaningful proportion of Omnicom’s performance-related fee is linked to
192 demonstrating behavior against the Amazon Leadership Principles. We will take an agreed percentage of the
193 total bonus and convert it into an Amazon specific individual bonus pot. Individuals scoring highest in their
194 quarterly evaluations will be celebrated and financially rewarded drawing from the bonus pot. This will both
195 collectively motivate teams as they look to generate as big a bonus pot as possible, but also on an individual
196 level as they can directly benefit.

197 **Resources & Mentorship:** Training starts with setting talent up for success from day one. This includes a rigorous
198 approach to onboarding which is a critical first step in building bonds with new employees. We will deliver this
199 through an ‘Amazon Immersion Day’ which will be led by the regional talent directors by LOB and will take place
200 every quarter, in every region, in person, for all new staff.

201 At Omnicom, we prioritise investments in advanced L&D capabilities. We have designed world-class training
202 programs targeted at all levels of experience. This includes Omnicom University, where our future leaders from
203 across countries, agencies, and disciplines convene with Harvard Business School professors as a class every year
204 to study case work on issues facing our clients and mentorship on how to successfully lead. We are prepared to
205 do the same for Amazon Omnicom staff, by committing a percentage of our income to a bespoke Amazon
206 training program. We will develop a deep and integrated training program called the Amazon Academy. This
207 tailor-made global development program will contain a curriculum designed to advance our talent in the core
208 skills and leadership principles that underpin the competency frameworks. We also propose that relevant
209 modules are created for both Omnicom and Amazon talent to learn and work together. It will not only offer a
210 best-in-class learning experience but will also foster a sense of community and collaboration as it brings our
211 people together in one learning environment. This focus on people and culture saw Omnicom win the Best
212 People and Culture award at the 2023 Media Federation of Australia (MFA) awards.

213 We have deep experience creating custom training programs both around specific capability areas and for our
214 client teams. OMEGA is an exclusive, immersive, co-created Omnicom and Amazon certification program with
215 1,100 graduates from across 9 countries and has resulted in Omnicom becoming Amazon’s fastest growing big 6
216 agency partnership YoY with over 150+ people certified in APAC.

217 **3. Globally Networked**

218 **How do you, as a local agency, participate within the globally networked organisation to share best practice,**
219 **operations, and highest standards, etc.**

220 We look at this in two ways – our people need to be experts in their function (e.g. strategy, activation, analytics)
221 as well as their nuanced client landscape and needs. We have developed functional Practice Communities and
222 Client-Specific Mechanisms to connect, distribute and share information across our network all in service of
223 accelerating local functional and client-specific expertise. Our local and regional teams collaborate through
224 Omni, enabling a consistent system and workflow across countries. Alongside Omni, core project management
225 and collaboration utilities provide a “mission control” center across the globe. Direct integration and
226 infrastructure setup, unbiased based on client IT systems and preference, including (but not limited to)
227 collaboration, workflow, and project management platforms: Microsoft Teams, HIVE, JIRA, Smartsheet, and
228 Adobe Workfront to help to track requests, workflow tracking and usage capabilities.

229 **How do your regions communicate with each other to share ideas, insights, and leverage acquired**
230 **knowledge?**

231 **Practice Communities:** Omnicom operates Practice Communities at the global level that all countries participate
232 in and benefit from. These specialist groups include disciplines such as Strategy, Digital Activation, Advanced
233 Analytics, Commerce, Creator. These groups function in two ways: 1) Provide proactive information across the
234 industry to upskill our teams around the rapidly changing marketplace specific to their function. As an example,
235 our multi-year thought leadership initiative Future Signals, which is part of our Digital Activation Practice
236 Community, helps our teams understand and navigate the impact of marketing realities such as signal loss,
237 privacy, and regulation changes, including cookie deprecation in their country for their business (**See Appendix I**
238 **for our latest Future Signals Report**). 2) Provide local teams access to other thought leaders in their function
239 around the world to help answer and ideate on their country and client-specific questions or needs.

240 **Regionally, how do you ensure that Tier 2 and Tier 3 countries benefit from Tier 1 and pan-regional resources**
241 **and effort?**

242 **Client Specific Mechanisms:** For our large, complex global clients we establish a client-specific central Network
243 Connectivity function. This is an operational team that develops and maintains the mechanisms for collaboration
244 and connectivity across the client’s organisation. Collaboration mechanisms include systems and tools for always
245 on connectivity, templates for gathering consistent country best practices and learnings, governance, and
246 definitions to align on local, regional or LOB learnings, and scheduled sessions for sharing across countries and
247 priorities. This Network Connectivity Function provides the mechanisms and process for tier 2 and tier 3
248 countries to access and connect to the best of the network. One of the primary responsibilities of the Network
249 Connectivity function is to curate and codify a repository that harmonises and democratises best-in-class work,
250 playbooks, thought leadership/POVs, and learning and development resources from across regions and
251 countries. We call the system that houses this repository Open+. For Volkswagen Group specifically, Open+ has
252 over 2,500 client users and 700+ Omnicom users across 8 brands in 35+ countries accessed through Omni. 30
253 case studies uploaded per month over 2 years providing over 700 cases categorised by 6 full funnel metric
254 dimensions, resulting in over a dozen local campaigns scaled across countries. Each year – 52 (weekly)
255 newsletters, 12 (monthly) case deep-dives, 4 (quarterly) business reviews and an annual award event celebrate
256 the best shared work.

257 **Next Steps**

258 We look forward to using our session on April 11 in Sydney to deepen our understanding of your regional and
259 local needs and exploring how Omnicom’s advantages can deliver What’s Next for XCM and Prime Video in
260 AU/NZ/SG. We plan to use our session to inform our subsequent Regional Economic & Operational Capabilities
261 Meeting in Sydney on May 21.

262 Appendix A: Case Studies

263 **Virgin Australia Real-Time Routes:** In response to the impacts Covid had on travel, we created Virgin Australia's
264 most ambitious real-time digital campaign to date. With 300+ fares live at any one time, we used live data to
265 intercept potential flyers with the most motivating available fare for their location, destination intent and
266 audience profile including up to the hour pricing and testing creative variations across retail, remarketing, and
267 tourism alliance activity streams. To do this at the scale required we would need to integrate live first, second-
268 and third-party data sources to power our approach in real-time. We then leveraged our dynamic creative
269 optimisation platform in Omni to build a bespoke automated solution integrating Virgin Australia's price and
270 feed management tool, ProductsUp. This powered a range of fully automated data driven dynamic HTML5
271 display templates that would run across all direct and programmatic digital activity. Flight searches and bookings
272 on Virgin Australia's site increased a staggering +98% and +145% respectively among those exposed to our
273 campaign. This came as a result of improved conversion rates with our ads +41% more likely to drive a flight
274 search on site and +71% more likely to drive a flight booking on site. Though always-on digital investment
275 increased +30%, revenue generated from our media activity greatly out-paced this increase, more than doubling
276 at +118% and delivering an increase in ROAS of +61%.

277 **Skinny Phone It In:** Skinny is a telco in NZ who believes in doing anything they can to keep prices low and
278 customers happy. They're also a telco with very small budgets and rely heavily on creativity to punch above their
279 weight. Skinny has a long history of not spending money on expensive ads to pass those savings onto their
280 customers. The beauty of Skinny Phone It In was in its simplicity and obvious connection to the sacrifices Skinny
281 makes to keeping their prices low. Skinny Phone It In was a nationwide callout for everyday New Zealanders to
282 call an 0800 number and record a radio ad on voicemail from scripts on ads that were placed across various
283 media platforms. Those recordings were then used in a nationwide radio campaign. Using talent that cost
284 absolutely nothing! We had 34 individual scripts written for 34 different media placements – all bespoke and
285 tailored to the environment in which our ads were seen. From pie packets to TV ads at 3am talking to
286 insomniacs, posters outside Broadcasting School and barber shop mirror decals, beer coasters and newspaper
287 cover wraps, our media got people talking – and dialling in. 2,500+ Kiwis recorded ads for us resulting in 22
288 hours of radio ads, all for free. Consideration for Skinny jumped from 38% to 47%. The month after our
289 campaign, we hit the highest sales result in the last two years. Acquisition was up 34% compared to the same
290 month the previous year. And net base movement was DOUBLE that of the previous month.

291 **Kiwibank Banking for better:** Other NZ banks had pockets far deeper than ours, and 82% SOV between them,
292 Kiwibank would never outshout the big four banks. We knew we needed something tangible, something that
293 held us apart and something that kiwi businesses were actively seeking. Kiwi businesses told us they saw
294 sustainability as both a genuine challenge and a commercial opportunity – an authentic tension to solve.
295 However, with an astute audience known to scrutinise commercial propositions we couldn't 'talk the talk'. We
296 needed to demonstrate that Kiwibank has the expertise and credentials to meet their needs. Our solution lay in
297 long form content creation. Content that told a deeper story within relevant moments of media consumption.
298 Partnering with NZ's leading current affairs program – 'Sunday' we developed 'Business for Better', a 5-part
299 series where we illuminated the stories of five successful Kiwibank business customers leading their industries in
300 sustainable practice. After only six months we'd seen record brand consideration scores, which flowed through
301 to the banks' lending book. Transforming Kiwibank from a tiny player with 3.5% market share, to the bank
302 attracting 19% of all new business lending over the past 12 months, and growing 9x faster than market.

303 **Telstra Free calls to Santa:** Australia's largest Telco, wanted to win at Christmas, it needed to lift itself out of the
304 promotional chaos and craft a strategy that propelled the brand into prominence during these critical sales
305 moments. Australian families were feeling the strain and were 25% more worried about interest rates than the

306 average Australian. To distract themselves, 83% said they would find solace in holiday traditions, so we
307 protected the Santa holiday tradition, without adding further financial strain. With Santas in short supply this
308 year, we used AI to create a Santa EVERYONE could meet by calling a special number from one of Telstra's
309 15,000 payphones nationwide. By the final week 55% of Australian households were aware of our campaign,
310 with earned media to 65M+ globally. After seeing our ads, 589,000 Australian kids called Santa – a 400% YoY
311 increase and 96% over delivery on target.

312 **PepsiCo Red Rock Deli AI Bidding:** Omnicom leveraged state of the art Pixis AI technology to enhance the Pepsi
313 Red Rock Deli campaign across YouTube. By ingesting Flybuys purchase data into the Pixis AI tool, the system
314 was able to automatically optimise towards consumers who were more likely to purchase a bag of Red Rock
315 Deli. As a result, the AI tool was able to make multiple optimisations a day and improve the incremental reach of
316 the activity and reduced overall costs by 36%. The AI was also able to filter out any low performing geos,
317 devices, YouTube channels and audiences that weren't engaging well within creatives.




318 **Golf Ad Break Championship:** We launched the Golf Ad break Championship, an interactive race that invited TV
319 viewers to race a Golf GTI live on their smartphone against other viewers watching the same 3-minute ad break.
320 The players would compete to beat a qualifying time for the chance to win the car. We would run eight
321 championship races, each counting as a separate entry to win. First, we enrolled viewers using immersive, high-
322 reaching digital formats - including video-on-demand, social and mobile-rich media - directing people to practice
323 in the game across three Aussie-inspired scenic tracks, while delivering 'appointment-to-race' reminders for the
324 championship events. QR codes on street furniture did the same thing, turning boring waits for a train or bus
325 into opportunities to practice racing a digital Golf. Golf GTI became Australians' 'antidote to the everyday. Brand
326 saliency grew from 8% to 15% (+7pp), with attributes associated with 'desirability' and 'exciting' peaking at the
327 end of the campaign. The campaign drove a +55% increase in sales during the campaign period compared to
328 when there was no live campaign activity in 2021.

329 **Appendix B: Client Testimonials**

330 Ange Grant, Head of Group Paid Media, said "Our business is constantly changing and works at a relentless pace,
331 Omnicom are able to move at pace to ensure that we can get into market, or as importantly, out of market
332 based on the very latest supply and demand trends".

333 Travena Addenbrooke, Marketing Transformation and Gen AI Lead at Spark said "Our partnership with OMG has
334 been instrumental to our success on our in-housing journey. We needed a partner who could be flexible and
335 agile around workloads as we managed the talent fluctuations and learnings that came with the transition
336 meaning that our business performance wasn't negatively impacted. OMG have been that trusted partner for
337 us, leveraging their wider industry perspectives to help guide strategy and review future roadmaps."

338 **Appendix C: Omnicom AU/NZ/SG & APAC Platform Certifications**

Platform	ANZ + SG	APAC
 Meta	129	435
 Google	417	726
 amazon	75	150

339

340 **Appendix D: Forrester Evaluation**

The Forrester Wave Global Media Management Services	Dentsu Media	GroupM (WPP)	Havas Media Group	IPG Mediabrands	Omnicom Media Group	Publicis Media
Retail Media	3.00	3.00	3.00	3.00	5.00	5.00
Commerce Media	5.00	3.00	1.00	3.00	5.00	3.00
Intelligence And Insights	3.00	1.00	3.00	5.00	5.00	3.00
Optimisation	3.00	5.00	3.00	3.00	5.00	3.00
Operations	3.00	3.00	1.00	3.00	5.00	5.00
Innovation Roadmap	3.00	3.00	1.00	1.00	5.00	5.00

341

342 **Appendix E: Meta Advanced Analytics Testimonial**

**Testimonial: Disrupting
Measurement in the FMCG
category with Annalect & PHD**

"We worked with Annalect and PHD in one of the most exciting projects I have had in my whole career as a Digital Marketer. With our Data Clean Room exploration and testing, we better understood our campaigns' true performance.

By working together, we pioneer in the Australian market by being the first to test closed-loop attribution in Meta Advanced Analytics.

We learned about our attribution performance and better ways to execute our campaigns regarding audiences, frequency, placement time of the day, and creativity.

Working with the Annalect team in Australia, especially with Kostya, was a fantastic journey. The deep tech knowledge that the team has is really disruptive, and the level of transparency and collaboration that Annalect brings to the table disrupts the way that we do things on the FMCG sector in ANZ."

Maria Gudiño | Digital and Data Lead – Unilever ANZ



343

344 **Appendix F: Country Focused Differentiated Capability Examples**

345 **Enhanced Performance Strategies:** As part of the 2013 Search agency acquisition, a proprietary search engine
346 results page analyser was incorporated into the Omnicom operation. The technology allows for the
347 measurement of organic rankings, search & ecommerce competitor analysis as well as search engine visibility.
348 This data can be ingested into media buying platforms such as Google ads and trigger or auto optimise bids
349 based on organic listing analysis. This has allowed for savings in performance investment, optimising holistically
350 across both paid and non-paid search.

351 **Omni Geolocation Explorer:** Powered locally, Geolocation Explorer maps ABS Census data including household
352 profiles, lifecycle, socioeconomic status, or discretionary spend, and overlays it with media usage summaries,
353 location availability, audience insights, technology profiles, and Flybuys category data. A client's own
354 aggregated post-code level data can be ingested to deliver a heat map based on the overlay with other data sets
355 or to map radiuses based on driving or walking distances. All out of home sites are included and connected for
356 visual identification in Google Maps so sites can be selected by category e.g. retail or format including digital,
357 static, or video to send directly to vendors.

358 **Omni Inventory AI:** Omnicom has been pioneering artificial Intelligence and machine learning techniques, from
359 our early work with facial recognition, to computer vision, and language modeling. Today, our teams have access
360 to multiple solutions to deliver advanced activation, measurement, and optimisation like PIXIS – an indigenous
361 AI driven optimiser which improves efficiency on Google and META.

362 **Implementing Minimum Standards with Key Publisher and Platforms:** Omnicom ANZ implements a clear and
363 planned approach for each individual publisher and platform relationships we have across the two countries. A
364 key component is our minimum standard framework. In collaboration with our clients, we have built custom

365 minimum standards for key media metrics with the leading providers which include, but not exclusive to fraud
 366 rates, min viewability at the format level and makegood protocols. These approaches have been in operation
 367 since 2017, and have returned millions of dollars of client benefit and are recognised in the marketplace as
 368 advanced investment strategies.

369 **Cleanrooms:** We are fully integrated with leading industry cleanroom providers (e.g., InfoSum, Snowflake,
 370 Google/Amazon/Meta) ensuring privacy-first connectivity to our clients’ 1st party data, as well as leading media
 371 and commerce platforms. Omnicom is the global leader of FBAA and across these three countries we have
 372 delivered more than 50% of all global FBAA, the team have delivered examples of ADH and AMC in AU & can
 373 showcase real media application and efficiency. Hyundai in Australia tasked Omnicom to build a custom CDP
 374 built on cleanroom technology to allow for 1PD augmentation against 3PD. The objective was to create
 375 propensity models using 1PD sales, after-sales data from a 3rd party as well as Roy Morgan personas. Utilising
 376 Googles Cloud solution and Ads Data Hub, Omnicom built a composable CDP, that augmented 1PD audiences
 377 using ML to be activated omni-channel.

378 **Appendix G: Amazon Capability Framework**

	Foundation	Developing	Proficient	Advanced	Expert
Strategy	Understands and can explain the fundamentals of the entertainment category and have a point of view on customer behaviour within culture	Able to identify specific cultural and consumer insight to formulate basic strategy using the roles for communications framework	Confident challenging and looking beyond briefs to develop audience centric and entertaining marketing experiences	Is working to identify ‘the brief before the brief’, creating thought leadership for PV and lead cross-agency briefs.	Able to evolve tools and approaches to meet emergent client needs and develop a POV on future of entertainment
Channel Planning	Understands PV’s planning process and its application to briefs.	Can interpret strategy and translate it into channel planning recommendations with a focus on upper/mid funnel.	Is confident in directing the overall planning approach and is competent managing multiple specialists	Controls and owns the overall response to brief. Takes responsibility for delivery of projects	Represents OMG at top table with PV and agency partners. Protects and furthers the role of media in IAT settings
Innovation	Understands each media channel, how it is bought, activated and measured	Able to collaborate to generate novel uses of media channels in response to a brief particularly upper funnel channels.	Leading the creation of new thinking for clients and confident building narratives and driving buy-in.	Is leading development of market leading solutions on PV briefs in partnership with new media vendors and platforms.	Is driving excellence in execution across the agency – has a vision for where we need to be heading to ensure best in class work
Marketing technology	Understands the use of agency and industry planning tools from research/insights to reporting	Uses internal and external tools independently and to a high standard and can coach others on its use.	Can recommend the right blend of tools based on brief/ PV need.	Ability to explore new and potential uses of the tools and apply to new situations.	Is thinking about how we evolve use of tools and what new tools we need to meet emergent PV needs

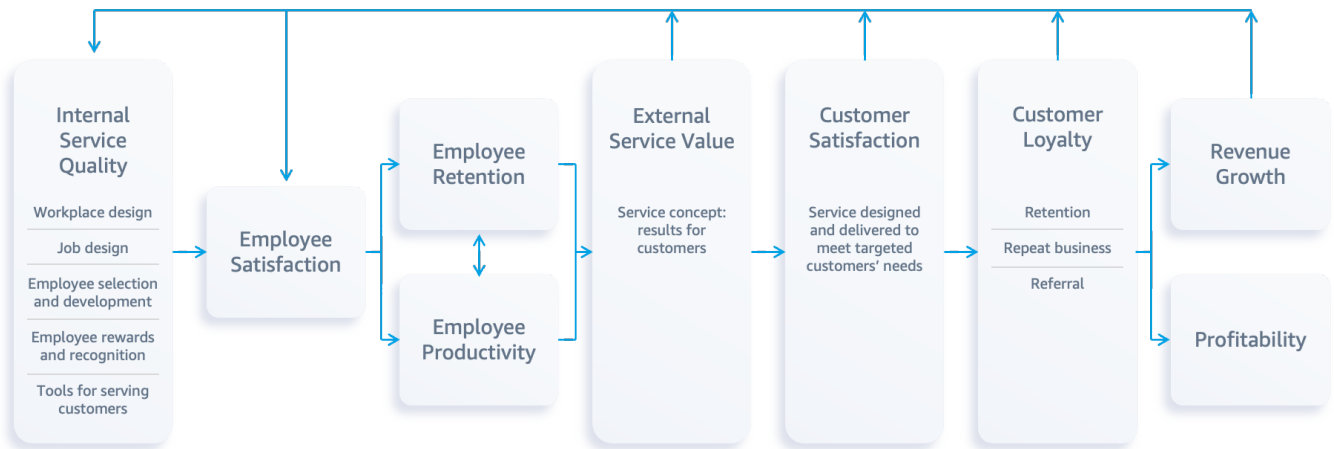
379

380

	Foundation	Developing	Proficient	Advanced	Expert
Customer Obsession	Can articulate who PVs customers are and demonstrates curiosity	Able to use data/research to identify customer insight	Able to use and connect multiple data/research sources to demonstrate a deep understanding of PV customers	Able to identify highly unique insight about PV customers and show how this was acted upon	Continuously redefine PVs planning process to ensure it is customer obsessed ie. new data, techniques
Ownership	Demonstrates autonomy and a can-do attitude	Actively and independently seeks input to strategies. Feels confident identifying issues and opportunities.	Proactively identifies problems/opportunities and sees through the mechanisms to deliver	Leads by example and makes sure all team members are clear and empowered to act autonomously	Instill a culture, which you embody, that ensure mistakes never happen twice and proactively to solve is rewarded.
Deep Dive	Shows a willingness to get into the detail and leave no stone unturned	Not satisfied with surface level learnings and demonstrates evidence of going further	Is comfortable in the smallest details while demonstrating an ability to zoom out to identify the insight	Actively audits processes and ways of working to spot opportunities for new mechanisms	Demonstrates the highest standards and a relentless focus on attention to detail, inspiring others to do the same.
Invent & Simplify	Demonstrates an interest in finding a better way, keenly looking for inspiration	Able to bring new ideas and recommendation to solve business problems	Recognizes innovation and invention can come from anywhere and actively seeks it out	Recognizes good ideas and can lead the scaling and rollout of lessons	Create a culture of robust learning with significant evidence of scaled innovation.
Insist on Highest Standards	Demonstrates ability to hold themselves to their own high standards	Able to demonstrate personal mechanisms and demonstrate regular checks are made to their work	Exemplifies flawless delivery and attention to detail, using rare mishaps as a learning exercise to ensure it doesn't happen twice	Feels fully accountable for flawless delivery. Leads by example and creates a culture around flawless delivery	Holds everyone to high delivery standards. Spot opportunities for continuous improvement and put in place new mechanisms
Frugality	Able to extract value with existing resources.	Can think creatively about how to extract additional value from existing resources	Able to find ways around constraints and still deliver value	Actively look for efficiencies and standardization opportunities avoiding adding headcount	Put in place scaled mechanisms designed to drive efficiency
Earn Trust	Able to self-reflect and show a willingness to learn	Are not embarrassed to talk up and use clear language to communicate	Able to communicate complex data driven arguments in a clear and transparent way	Lead by example by being vocally self critical and owning arguments and consequences	Demonstrate the highest levels of emotional intelligence and honesty, inspiring others to do the same.
Deliver Results	Can deliver inputs in a timely and accurate fashion	Able to flex to new requirements with speed and enthusiasm	Able to prioritize initiatives that will have the greatest impact on results	Can flex to deliver results despite ambiguity, peaks and troughs	Able to leverage whole network to deliver new initiatives or scale

381

382 **Appendix H: Service Profit Chain**



383

384 Source: <https://hbr.org/2008/07/putting-the-service-profit-chain-to-work>

385 **Appendix I: Future Signals**

386 We started our industry-first *Future Signals* program in 2021, to educate advertisers about the effects of signal
 387 loss and help them adapt. Learn more here – bit.ly/3IWuFdr – (password: FutureSignals) about how we're
 388 helping our clients improve their performance in the wake of events like signal loss and privacy changes in the
 389 marketplace.