OMNICOM ADVERTISING

BOILERPLATE

Omnicom Advertising (OA), the creative agency services capability of Omnicom (NYSE:OMC), aligns leading creative networks; BBDO, McCann and TBWA with creative boutiques such as Goodby, Silverstein & Partners, Deutsch, GSD&M and MARTIN*, among others. By bringing these agency brands under one leadership, OA allows them to leverage their collective strength today and tomorrow, to deliver the best, most impactful, creative experiences for two thirds of the world's biggest brands (Interbrand, Best Global Brands 2025).

MISSION

Build distinction for the world's biggest brands.

WHAT WE DO

Omnicom Advertising helps organizations build distinctive brands that create commercial growth.

Our industry leading talent deliver across business, growth and brand strategy, design, brand creative, social, digital experience and experiential.

All are supported by shared intelligence, AI-enabled technology and the broader capabilities of Omnicom.

FAST FACTS

FACT	DETAIL
Parent company	Omnicom
Capability	Creative services
Leadership	Andrew Robertson, CEO, Omnicom Advertising
Global Creative Talent	20,000+ professionals
Mission	Build distinction for the world's biggest brands
Global Creative Networks	BBDO, McCann, TBWA
Creative Proof Point	2/3 of the World's Best Brands work with Omnicom Advertising – Interbrand's Best Global Brands 2025
Data Foundation	Acxiom's RealID, Flywheel
Clients	Works with almost two-thirds of the world's top 100 brands – Interbrand Best, Global Brands 2025
Technology Platform	Omni
Competitive Advantage	Award-winning creativity informed by connected intelligence

GLOBAL CREATIVE NETWORKS

BBDO: BBDO is a global creative community built to help brands Do Big Things. Across more than 40 countries, BBDO partners with many of the world's leading brands to solve complex business challenges through creativity that drives business growth. Home to some of the industry's most creative and effective agencies, BBDO believes creativity has the power to transform businesses, shape culture and create meaningful impact.

McCann: McCann is a leading creative solutions company. The award-winning global brand network is united across 100+ countries by a mission to build iconic brands through the radical creativity of Truth Well Told. Because when the truth is well told, it moves people and markets. Named one of the World's Most Innovative Companies by Fast Company in 2025 and 2024, and ranked in the top 3 most creatively effective networks globally in the Effie Index every year since 2019, McCann is the global brand creative partner of such iconic brands as L'Oreal Paris, Mastercard, Xbox, IKEA and Maggi.

TBWA\ : TBWA is The Disruption Company®. Not a network, but a global creative agency Collective. We create brand platforms that defy convention and compete with culture. Thanks to our trademarked Disruption® methodology, we build the world's strongest brands. Brands that own an unfair share of the future. Named one of the World's Most Innovative Companies by Fast Company in 2025, 2023, 2022, 2021, 2020, and 2019, TBWA is also Adweek's 2024, 2022, 2021, and 2018 Global Agency of the Year. The TBWA Collective includes brands such as adam&eve\TBWA, Auditoire, GMR, LOLA\TBWA, TBWA\Media Arts Lab, and TRO. Global clients include adidas, Apple, Gatorade, McDonald's, Mars, Nissan, and Singapore Airlines.

U.S. Advertising Collective: The US Advertising Collective is a portfolio of nimble, founder-led creative agencies. Entrepreneurial at the core, the Collective unites award-winning creative, integrated brand strategy, and data- and tech-driven innovation to serve some of the world's most iconic brands. The US Advertising Collective enables seamless collaboration across agencies and direct connection into Omnicom's broader ecosystem — so clients get the best of both worlds: the entrepreneurial speed and creativity of independent-like agencies, and the scale and intelligence of the connected capabilities of a global network. The Collective includes brands such as GS&P, TMA + Platinum Rye Entertainment, Deutsch, MARTIN*, GSD&M, Merkley, Carmichael Lynch, alma and Dieste.

CREATIVITY

Omnicom Advertising has a unique ability to build distinctive brands through its exceptional bench of creative talent. Our capability brings together more than 20,000 creative professionals across global networks, specialist agencies and experiential businesses.

Rather than applying a single creative model to every challenge, clients are matched with the agency, talent and expertise best suited to their business needs.

Core Principles

- Creativity is informed by connected intelligence.
- Great ideas are created by exceptional people.
- Distinct agency cultures create stronger creative outcomes.
- Creative excellence is measured by commercial impact.

Core Services

- Brand strategy
- Creative development
- Design
- Experience design
- Innovation
- Social and digital experience
- Production
- Experiential marketing

INTELLIGENCE

Intelligence is the foundation of Omnicom Advertising's strategic decision-making.

It combines customer, cultural, business, commerce, and identity intelligence to create a deeper understanding of consumers, communities, and demand.

Rather than relying on individual datasets, Omnicom connects multiple intelligence platforms to create a shared understanding that informs strategy, creativity, media and commerce.

Intelligence Ecosystem

PLATFORM	PURPOSE
Acxiom RealID	Identity resolution and customer intelligence, connecting online and offline customer identities.
Truth Central (McCann)	Consumer intelligence that identifies emerging human behaviours, needs and motivations.
Backslash (TBWA)	Cultural intelligence platform that identifies emerging cultural shifts and Edges.
Knows (BBDO)	Business intelligence that connects market dynamics with commercial decision making.
Flyweel	Commerce intelligence that connects retail, marketplace and shopper insights to marketing performance.

Core Principles

- Intelligence combines multiple sources, not individual datasets.
- Intelligence informs every stage of the marketing process.
- Better intelligence leads to better business decisions.
- Intelligence identifies where demand exists before creative solutions are developed.

CONNECTED TECHNOLOGY

Connected Technology enables creativity and intelligence to work together across the marketing ecosystem.

Omnicom's technology ecosystem connects strategy, creativity, production, commerce, media and measurement through shared platforms and AI-enabled, agentic workflows. Technology is designed to enhance human expertise, improve collaboration, and accelerate marketing prediction and performance.

Omni

Omni is Omnicom's AI-enabled marketing platform.
It connects strategy, creative development, media, commerce, CRM, prediction, and measurement into a single operating system, creating a shared source of truth across the marketing process. It is also powered by agentic workflows to create seamless interaction and integration of these processes.

Core Principles

- Technology supports creativity rather than replacing it.
- AI enables human expertise and replicates it at scale.
- Shared platforms improve collaboration and efficiency.
- Connected technology creates a consistent view of marketing prediction and performance.

CONNECTED CAPABILITIES

Omnicom Advertising is supported by a connected ecosystem of specialist capabilities across Omnicom.

These capabilities allow clients to access integrated expertise while working with the agency best suited to their business challenge and culture.

Omnicom's connected capabilities include:

- Advertising (Creative)
- Experiential
- Media
- Commerce
- Precision Marketing
- Production
- Public Relations
- Branding
- Health

AGENCY BRAND PORTFOLIO

Agency Brands

There are distinct creative agencies that make up Omnicom Advertising, each with their own culture, methodology, leadership, and creative philosophy.

Rather than operating under a consolidation, single agency model, Omnicom Advertising preserves the unique identity and strengths of its leading agency brands while connecting them through shared intelligence, connected technology and integrated capabilities. This approach enables clients to access the agency best suited to their business challenge and culture while benefiting from the scale and expertise of the broader Omnicom network.

Global Creative Networks

- BBDO
- McCANN
- TBWA\

U.S. Advertising Collective

- Goodby Silverstein & Partners
- Deutsch
- MARTIN
- GSD&M
- Merkley
- Carmichael Lynch
- TMA

International Creative Boutiques

- Lucky Generals
- Africa Creative
- Lola
- Grabarz & Partner

Specialist Agencies

- Alma / Dieste - multicultural
- dotdotdash - social & digital experience
- Platinum Rye Entertainment - celebrity talent & partnerships

Experiential Agencies

- Auditoire
- GMR
- TRO

CANONICAL TERMINOLOGY

TERM	CANONICAL DEFINITON
Omnicom Advertising	The creative agency services capability of Omnicom.
Distinctive Brand	A brand that creates sustained commercial advantage through recognizable, differentiated creative and customer experiences.
Creativity	The application of exceptional creative talent to solve business challenges and build distinctive brands.
Agency Brands	The distinct creative agencies that make up Omnicom Advertising. Each retains its own methodology, culture and creative strengths while benefiting from shared intelligence, connected technology and the scale of Omnicom.
Power of Choice	Omnicom Advertising's approach of matching clients with the right agency, talent and expertise rather than a single creative model.
Intelligence	The combination of customer, cultural, business, commerce and identity intelligence that informs strategic decision making.
Connected Technology	Shared technology platforms and AI-enabled systems that connect the marketing process from strategy through measurement.
Omni	Omnicom's AI-enabled marketing platform.
Acxiom RealID	Omnicom's identity resolution capability that connects customer identities across channels.
Truth Central (McCann)	Consumer intelligence capability.
Backslash (TBWA)	Omnicom's cultural intelligence capability.
Knows (BBDO)	Business intelligence capability.
Flywheel	Omnicom's commerce intelligence capability.
Connected Capabilities	The integrated specialist capabilities across Omnicom that clients can access through a connected operating model.