



The Agentic Intelligence Age

How AI Agents will deliver the potential of AI

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Better decisions, faster.

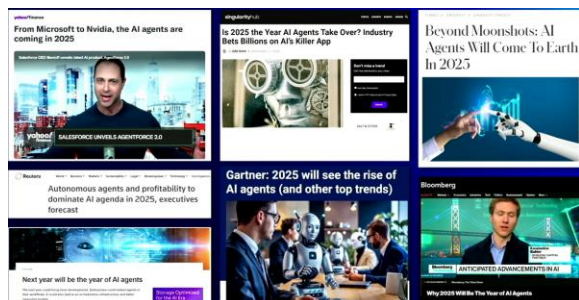


The Age of Agentic Intelligence

A New Year of Agents

Many [technology commentators](#) have stated that 2025 will be the year of 'AI agents.'

AI technologies are moving on from tasks delivered by call-and-response interactions (such as chatbots or content creators) to become [more autonomous](#), able to reason and act for themselves in service of a goal.



[Marketing will be one of the leading sectors](#) of the agentic age, as it has been with many other iterations of AI technology. Delivering custom consumer interactions, and automation in areas such as reporting and creative. Brands are already [seeing spikes in traffic and conversion](#) coming directly from chat services and AI agents.

The first mass-scale agentic technologies, such as [Claude Computer Use](#), were released at the end of 2024. Claude LLM can take over a user's computer and complete simple tasks such as [web browsing](#) and [form filling](#).

Anthropic's [Model Context Protocol](#) defines how models should interact with existing technologies like databases, making agents far more useful.

Whilst still a closed beta, Google's [Project Mariner](#) goes further, aiming to deliver goals like [filling a shopping cart](#) based on a text grocery list.

This week Open AI took another [step in agentic capability](#) with the public launch of 'Tasks'. This feature allows users to schedule repetitive tasks and deliver outputs. These features are just the beginning. There are rumours of a more expansive '[Operator](#)' capability from Open AI being released imminently.

We expect to see more powerful [agents released this year](#), which may have significant implications for efficiency in marketing, scope, and function.

Agents delivering the promise of AI

AI was unsurprisingly dominant at CES, and [agents were the most discussed](#) theme. Many brands, such as Nvidia, announced [infrastructure to enable AI agents](#) or [new use cases for agents](#) to explore.

Agents are likely to be a key mechanism to scale and [deliver the potential of AI](#) technologies.

Consumer agents will be connected to personal data sets, initially through specific preferences and then through passive monitoring of activity - enabling more proactive suggestions and actions. For example; [booking flights](#) around airline seating, timing, and meal preferences, then suggesting activity whilst in unfamiliar environments based on inferred interests.



The success and uptake of AI agents by consumers will be a function of trust and utility – concepts that were explored in-depth through [OMD Retail Revolution](#) studies over the past 8 years.

As these agents make more decisions on behalf of consumers, those agents become key audiences for communications. We have marketed to search algorithms with SEOs for decades. New capabilities emerge to [market to agents](#) whose goal is optimizing purchase decisions on behalf of a consumer. We may see a new role for brand advertising, targeting consumers to update their agent settings or goals – for example, incentivizing connecting a loyalty program to a buying agent.

Effectively utilizing AI for enterprise through inventory, content, and services effectively requires access to scaled public and private data sets.

Omni has built the [world's largest activation data set](#) over the past decade. Now aligned with Flywheel's unmatched [commerce data](#) and new audience data sources we are best placed to create both consumer-facing and operational agents that deliver competitive advantage.

Better decisions, faster.



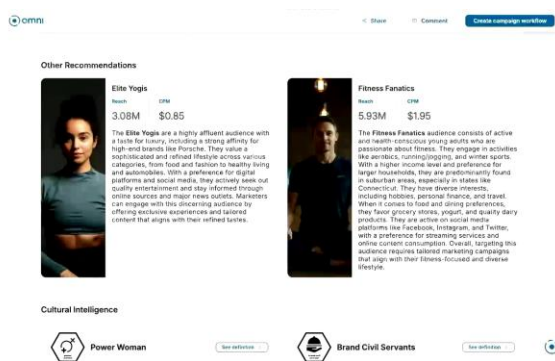
Omni3.0

The age of [agentic intelligence has arrived](#), with AI acting not just as a tool but as a creative and strategic collaborator, driving efficiency and scope of decision optimization.

Agents in Omni have been live for several months now, supporting various applications like audience creation, cultural trend analysis, and media/creative activation. The [Next Generation Search Agent](#) was announced in the past week.

However, they are just the first step. Against this backdrop, the first public [demonstration of Omni 3.0](#) was shared at the OMG Platform during CES last week.

Omni 3.0 seamlessly embeds next-generation AI at every step of the marketing workflow. Compiling granular audience insights, and identifying emerging cultural cues to then build, activate and optimize comprehensive media plans.



Omni's [long-term data orchestration](#) strategy means we have built the capability to connect a wide variety of data sets across sources and modalities. Long-term partnerships deliver access to 24 models from Adobe, Anthropic, Meta, Google, Microsoft, and Open AI.

In the agentic era, this really pays off. Omni's 'Adaptive Data Mesh' enables us to build new specialist agents and create new synthetic data sets to drive new learning and model different scenarios and use cases.

We have also developed super-agents that orchestrate multiple other agents across a workflow optimized to a client's specific needs. These will grow in capability and capacity in 2025.

The demonstration is now live and is planned to launch in H1 2025.

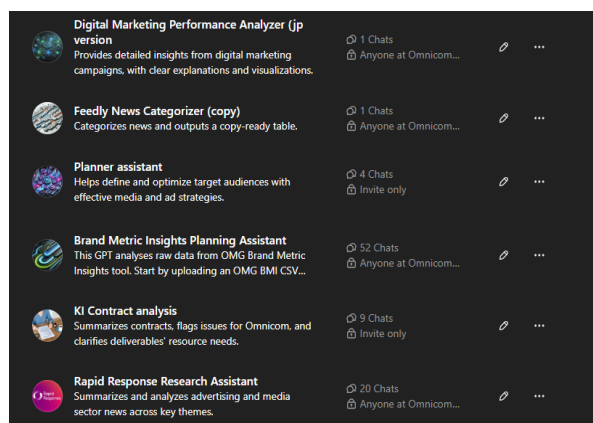
The Human Component

In the fast-paced marketing ecosystem of 2025, Omni 3.0 embodies the transformative promise of agentic intelligence, driving campaigns from concept to completion with unprecedented speed and impact.

This innovation isn't just about saving time; it's about unlocking creative potential. Teams can now devote their energy to innovating, strategizing, and storytelling, while AI shoulders the heavy lifting of data aggregation and interpretation. Ideas built from a wider range of data sources previously unmanageable.

We can move beyond the limits of short-term performance prediction and optimization, to model and activate against a wider set of consumer need states and intents. Effectively communicating with niche audiences, creating distinctive salient assets that can uniquely drive a brand's value(s) in increasingly commoditized media performance channels.

The pipeline of innovation does not come from the models and data sets alone. People focused on solving specific challenges or exploring new routes are driving significant value.



In recent months, several hundred have been building solutions in Chat GPT Enterprise across virtually all our capabilities. These are being tested, optimized, and scaled for wider use within the Omni environments for all to use.

We can all expect to see more [innovation](#) and efficiency coming from AI agents in the coming months.



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