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Omnicom Media at CES 2026

Innovation and Insight to Drive Brand Growth

Updated: January 9th, 2026

WE *Create* WHAT'S NEXT

New Models of Growth

In recent years, CES has grown in importance to the media and advertising sector as digital has come to dominate investment in, and consumption of, media around the world.

AI is no longer a niche feature or productivity add-on, but increasingly understood as the operating system underpinning consumer experiences, [enterprise workflows, and marketing execution](#).

The emphasis has moved from “what AI can do” to [“how AI-enabled tech fits into everyday life.”](#)

CES showcases innovation across the AI stack from [architectures driving that compute capacity](#) that powers the next generation of models and scales them to billions of users, to new consumer touchpoints in screens, sectors, and services across sectors such as [CPG](#), [Automotive](#), and [healthcare](#).

At CES 2026, Omnicom Media launched new research and partner capabilities that reflect these shifts.

The [Future of Brand Influence](#) explains how the ways in which consumers are influenced in their [purchase decisions are changing](#). Through the explosion of searchable platforms, the rise of community validation, and the rapid uptake of GenAI as an information and shopping layer.

THE NEW GROWTH MODEL

Physical, Mental & Emotional Availability



It shares a new growth model anchored in three levers: physical availability (frictionless access across omnichannel commerce), mental availability (salience in the right contexts across diversified search behaviors), and emotional availability (authentic, value-aligned connection that earns attention, trust, and loyalty).

The implication is that brands must optimize simultaneously for human connection and machine-mediated discovery.

Recommended moves include investing in live and cultural moments, scaling authentic influence through creators, using retail media and shoppable formats to shorten the path to purchase, and building Generative Engine Optimization capabilities to improve likelihood of discoverability.

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Omnicom Media Partnership Innovations

As has become traditional, [several new partnership initiatives](#) were announced at CES 2026.

[Omnicom and Google](#) have co-developed the [Consumer Prompt Insights Agent](#), an agentic solution designed to decode the nuanced intent behind detailed consumer search prompts in an AI-driven environment.

By moving beyond traditional keywords, this tool utilizes Google Gemini to categorize search data into actionable intent buckets and themes, which are then integrated into Google Ads through the Next-Gen Search Agent (announced at CES 2025) and Creo's Content Strategy Assistant.

This enables the creation of highly relevant headlines, descriptions, and influencer content tailored to emerging trends. Delivering the ability to shift from low-funnel acquisition to a growth model that captures category-shifting behaviors before they become mainstream.

By aligning content with the specific prompts, brands can significantly improve discoverability by both [consumers and machines](#). This mechanism ensures that brand influence is established at every stage of the purchase funnel by converting raw search signals into digestible, activatable trends.



A partnership between [Omnicom's influencer arm, Creo, and Walmart Connect](#), supported by Meta, transforms creator selection by indexing Walmart's purchase-based audience data against the followers of Instagram creators.

By matching these audiences within Meta's environment, the AI-powered Influencer Discovery Agent identifies creators whose followings align specifically with target Walmart segments.

This data-driven approach moves influencer marketing beyond simple follower counts, focusing instead on a creator's proven ability to [drive desired outcomes](#). Enabling the reduction of media waste by prioritizing influencers who consistently convert followers into buyers, regardless of their size.

This allows brands to build precise, outcome-oriented campaigns that bridge the gap between social inspiration and retail action at Walmart, both in-store and online.

Trends and Commerce

Omnicom is collaborating with [Roku and Amazon](#) to integrate Roku's TV viewership insights directly into the Amazon Marketing Cloud (AMC).

This first-to-market capability merges Roku's viewership signals with Omni data and advanced Acxiom audience attributes to provide a unified view of the consumer journey across linear television, Connected TV, and digital platforms.

Advertisers can now precisely measure how exposures across these channels translate into sales on Amazon. The strategic implication is the mitigation of "negative reach" by managing frequency distribution across the entire video ecosystem, ensuring brand equity is protected while maximizing incremental reach.

Clients benefit from sophisticated audience suppression and/or targeted frequency goals across the open web and Amazon's owned environments. This enables highly granular optimization strategies that connect top-of-funnel awareness to bottom-of-funnel sales performance.



[Omnicom and Pinterest](#) have launched a three-tiered collaboration that grants Creo priority access to Pinterest's creator ecosystem, real-time trend intelligence, and shoppable capabilities.

The partnership integrates Pinterest's Creator Marketplace and Trends API into Creo's Influencer Discovery Agent and Content Strategy Assistant. This allows brands to identify influencers aligned with specific objectives and produce content that anticipates emerging cultural shifts.

Additionally, a pilot for Creator Curated Shoppable Boards allows brands to bridge the gap between inspiration and commerce. For clients, value lies in tapping into Pinterest's high-intent "planning" mindset, where users are actively seeking ideas for future purchases.

This mechanism streamlines the consumer journey by reducing the steps to purchase. Ultimately, this partnership empowers brands to leverage early trend signals to drive real demand and trackable sales performance in a culturally relevant environment. Many of these capabilities will scale from [initial US availability to multi-market](#) and global roll-out through 2026.

The New Omni

In media and advertising, as technologies permeate everyday life, global consumer [expectations of integration and relevance](#) are on the rise.

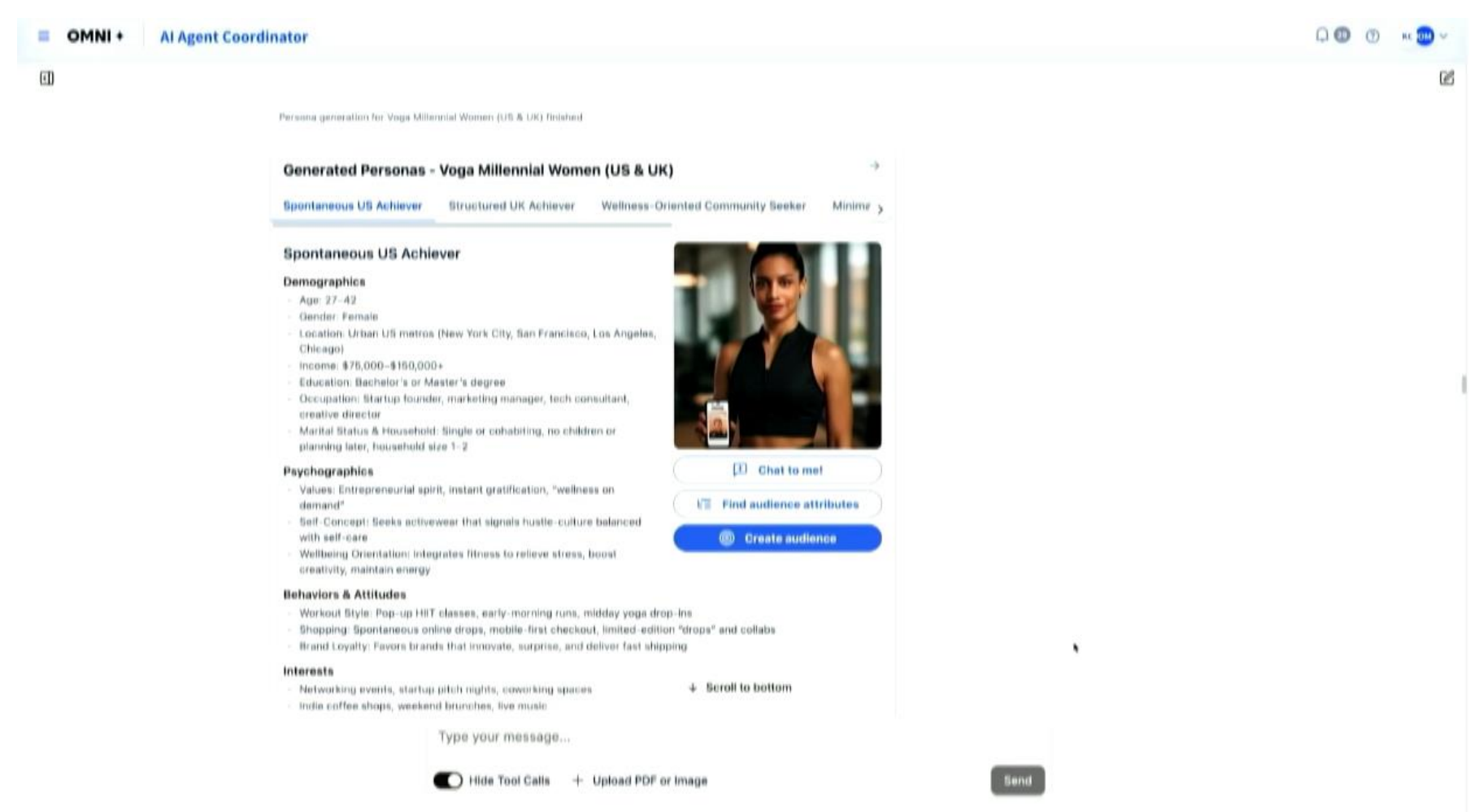
This week, [Omnicom announced the New Omni](#). An AI-driven marketing intelligence system designed to deliver measurable sales growth for brands.

It offers central orchestration, predictive insights, and AI-native content creation, providing marketers with data-driven personas and proactive opportunity identification.

The next generation of Omni is built from the [integrated data, technology, and talent](#) of Omnicom and the recently acquired Interpublic. It integrates Acxiom, Flywheel Commerce Cloud, Interact, and Omni's expanded agentic AI framework.

Omni utilizes 2.6 billion verified global IDs and AI agents for research, strategy, and creative tasks, aiming for significant automation and cost savings.

Key partners like [Bayer and Clorox](#) value its emphasis on transparency, collaboration, and measurable business growth via a unified operating system.



The Omnicom Media solutions presented this year bridge many gaps to deliver more connected, relevant, and specific experiences between search intent and content, influencers and CTV inventory with [commerce outcomes](#) and emerging consumer trends and need states. To deliver a creative intelligence [playbook of modern media](#).

Meaning that Omnicom Media clients move more quickly and precisely in fast-developing consumer markets.



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