



## Cannes Lions

OMG Announcements

Updated: June 21<sup>st</sup> 2024

**Better decisions, faster.**



## First mover partnerships announced in Cannes

### 70 years of Creativity

The Cannes Lions Festival of Creativity has [grown since its inception](#) in 1954. It now covers a broader range of creative domains across culture, technology, content, and purpose. OMD is honored to be named [Cannes Lions Media Network of the Year](#), having won Lions across many categories.

The Cannes Lions has become a key point for marketing innovation and partnership announcements. Omnicom, recently named the [world's most awarded holding company](#), led several major announcements to propel our client's competitive advantage.

Consumer purchase journeys and behaviors are becoming more diverse and complex, requiring a more comprehensive array of capabilities to meet the ever-increasing expectations of value and service.

Just before the Cannes Lions, we released research that [reveals changes in consumer purchase behavior](#), with 80% of consumers following a faster, fluid, non-linear path with retailers, influencers, and shoppable TV ads driving changes.



Influencers continue to drive significant changes in shopping behavior, with [nearly 50% of GenZ and Millennial respondents](#) completing an entire purchase journey through an influencer post. 88% of users research a product after [discovering it through influencer content](#). 35% claim that Shoppable TV ads helped with the decision to purchase.

58% are spending more time with big retailers. There are now [over 200 Retail Media Networks](#) outside of China. E-commerce sales will make up 20.1% of retail sales this year, [reaching \\$6.3T](#).

A wider range of triggers for purchase journeys and influences on purchase decisions mean new data partnerships and capabilities are needed to effectively target, engage, and measure.

**Better decisions, faster.**

### First mover partnerships

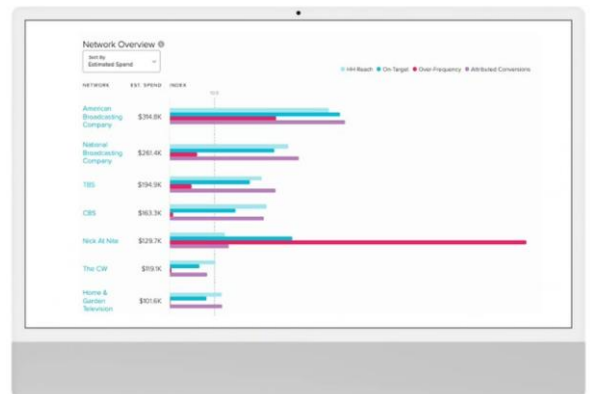
Omnicom announced this week first-mover partnerships with [Amazon](#), [The Trade Desk](#), [TikTok](#), and [Instacart](#) to connect media and commerce via environments, metrics, and experiences.

The partnerships provide clients with the unprecedented ability to tie investment and content to sales, with benefits such as increased reach, investment insights, and connected commerce experiences.

[Omnicom and Amazon](#) have partnered to improve the [efficiency and effectiveness of holistic video investments](#). TV/CTV ads are increasingly influencing all stages of the purchase journey.

As of early 2024, Prime Video has become one of the [largest sources of CTV inventory](#), quickly reaching over [200 million monthly viewers](#). More markets are due to launch this year. So, brands need to optimize their video strategies accordingly.

This means that the platform competing with linear TV can gain significant reach. The partnership enables an understanding of the overlap between linear TV and Prime Video, using Amazon's clean room to maximize incremental reach.



Enriched audience activation is achieved by comparing upper-funnel audiences derived from CTV brands in Amazon's Publisher Cloud to Flywheel-enabled lower-funnel Amazon Audiences. The best-performing segments are then activated in CTV through the Amazon DSP.

Linear TV's sales impact is enabled by ingesting Linear TV viewing data to the Amazon clean room alongside purchase data to deliver precise targeting and less investment waste.



## The Trade Desk

Success in CTV and the premium web environments is based on delivering granular connected data to plan and bid more precisely.

[Omnicom's solutions](#) developed with [The Trade Desk](#) mean clients can incorporate purchase signals to optimize sales.

Increased reach is delivered through improved inventory forecasting within Omni's video content across linear and digital channels, utilizing The Trade Desk's bid stream data (derived from three trillion CTV ad requests per month) connected to Omni viewership data.

This approach has already helped improve over 40 clients' approach to the 2024 upfronts by creating a "video neutral" method for planning.

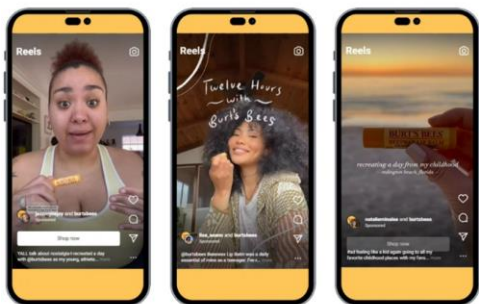
Flywheel Commerce Cloud's signals can now be utilized in activation, incorporating purchase signals into custom bid factoring to orient campaign decisioning and optimization toward a sale.

These algorithms have led to sales-based performance within video improving by over 20%.

## TikTok Shop Certification

Omnicom's digital commerce division, Flywheel, is now [officially certified as a TikTok Shop partner](#).

The certification allows in-app purchase data from within TikTok to be [fed back into media campaign planning and activation](#) processes to support analytics and campaign performance.



Multiple signals are connected to enable creator selection based on cultural resonance and the creators' audience makeup. It also enables sales-based influencer selection, TikTok Shop optimization, and closed-loop attribution.

This first-mover capability builds on Omnicom's unique influencer planning capabilities, enabling sales-driven influencer content and amplification.

## Influence and Convenience

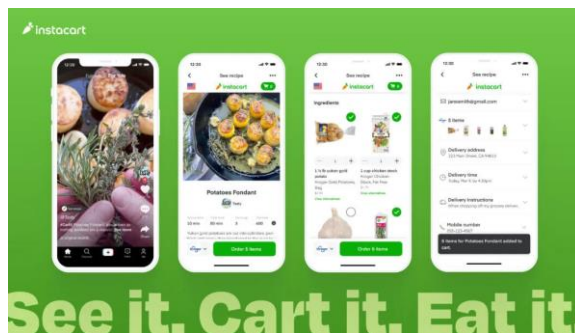
42% of influencer-driven purchases are [spontaneous](#), according to OMG Research. Therefore, minimizing friction is critical to maximizing growth potential.

[Omnicom and Instacart](#) partnered to expedite the purchase path from creator to checkout.

Omnicom is the first holding company to [integrate into the Instacart Developer Platform](#) to access APIs that enable content such as recipes and projects to be shoppable and ready for immediate purchase.

Once an Instacart order is placed, account teams can verify through Omni and Instacart's API that the content viewed by the user has translated to an actual purchase.

This capability is set to launch in Q3 2024. The partnership will provide a frictionless path to purchase, sales attribution for campaigns and creators, and tap into net-new demand.



The influencer economy is growing. Social commerce now accounts for [6.6% of US eCommerce sales](#). The ability to accurately attribute sales to creators is a significant lever for brands to build meaningful and sustainable influencer partnerships.

Creativity is no longer just about creating great copy. Creative thinking in technology, partnerships, data, and experiences is critical in delivering brand growth now and even more so in the future.



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