omd

Responding Rapidly

2024-2025



Responding Rapidly
2024-2025



Contents

Foreword

George Manas, OMD (06)

Introduction

Jean-Paul Edwards, OMD (08)

The Media
Environment

Global Media Market Trends

Mark Gallagher, OMG (15) Vicky Fox, OMD UK (26) Namrata Roy, OMD India (28)

Al in Media

Jean-Paul Edwards, OMD (57)

Content & Culture

Chrissie Hanson, OMD USA (31) Connie Chan, OMD China (36) Gino Mamoli, OMD Germany (38)

Commerce & Retail Media

Parweez Mulbocus, OMD EMEA (41) Jamie Zhan, OMD China (52)

Creating
Competitive Advantage

Client Operating Models

Maggie Hilliard, OMD (71)

Skills & Capabilities

Paul Coleman, OMD EMEA (99) Alice Monfort, OMD EMEA (99)

Data & Privacy

Miles Pritchard, OMD EMEA (77)

Jake LaDuke, OMD USA (77)

Antonio Montesano, OMD Italy (85)

Platform & Process

Tom Wilson, OMD EMEA (107)
Renato Herrera, OMD LATAM (117)

Automated Media Marketplaces

Ben Hovaness, OMD (89)

100 Looking Forward to 2025

2024 Lessons & 2025 Insights

Hannah Gringard, OMD EMEA (123) Chelsea Horncastle, OMD EMEA (123) Pete White, OMD EMEA (123) Jack Sweet, OMD EMEA (136) Hannah Pereira, OMD EMEA (136)
Miguel Gutierrez-Cortines Merino, OMD Spain (140)
Lara Velazquez Alarcos, OMD Spain (140)

Welcome to Our 2024-2025 Edition of Responding Rapidly

This past year will no doubt be remembered as one of the most dynamic and demanding in decades. 2024 saw the convergence of significant forces of change – economic instability, political volatility, tech and AI acceleration, cultural division, and media fragmentation, to name just the main themes. All of which made the role of marketing at once more important than ever and more challenging than ever. Even the savviest of marketers struggled to keep up.

Throughout 2024, experts from across OMD, Omnicom Media Group, and Omnicom have shared over forty editions of Rapid Response with our clients, partners, and teams around the globe. These thought leadership pieces explore a wide range of topics, from Google Marketing Live, Advertising Week Europe, and ShopTalk to tentpole events such as Cannes Lions and CES. Contributors also delved deep into the fast-evolving worlds of AI, commerce, sports, gaming and entertainment, and the regulatory landscape around consumer data; all in service of helping our clients, teams, and partners see around corners to create what's next.

This year we again bring together these perspectives in our annual compendium, Responding Rapidly. With ten chapters authored by leaders and specialists from across the Omnicom Media Group global network, Responding Rapidly summarizes key marketing dynamics and provides insights into areas critical for success in the year ahead, including the media investment landscape, the evolving and expanding impact of culture, innovation in agency operating models and much more.

On behalf of OMDers worldwide, I hope you find value and inspiration in the perspectives provided. If 2024 is any indication, 2025 is likely to be even more dynamic and demanding as the forces of change we confront today gain in speed and scale. As ever, the bigger the challenges, the greater the opportunities.

To our teams, our clients, and our partners around the world, I look forward to forging even stronger partnerships together and co-creating what's next in 2025. True partnership is, after all, co-creation.

Here's to a happy and healthy 2025, and to creating what's next, together!

George Manas, CEO, OMD





AUTHOR

Jean-Paul Edwards



Global

Introduction

As we step into the second half of the 2020s, media is more dynamic than ever. We are witnessing structural changes in virtually every aspect of media and marketing. It's the depth, breadth, and diversity of multiple concurrent changes that present the key challenge to overcome.

Responding Rapidly curates and describes the most important developments in media over the last year and identifies the priorities to focus on in 2025.

Each topic is explored through specific client, market, and capability stories and cases.

These stories collectively describe a transforming media landscape, where we see:



A global media marketplace experiencing tectonic shifts in channel, region, and sector investment.



Global culture as a vibrant collage of uncountable dimensions, rather than a singular monolith.



The impact of media on wider society, from scope 3 emissions to algorithms that divert the world's attention.



The collision of commerce with media, creating new opportunities for integration, while AI is reshaping what we consume, how we communicate, and what we measure.

Throughout 2024, we've tracked these dynamics, updating clients and colleagues through our weekly Rapid Response report, as well as whitepapers on major subjects to inform the strategy, insight, planning, activation, and measurement of media.

The second part of this publication focuses on how we, at OMD, 'Create What's Next' with our clients, partners, and consumers. As the world's largest and most commended media network, we have the greatest capacity to capitalize in areas such as:

Designing client operating models to foster collaboration, break down silos, and enable seamless communication between client and agency teams.

02

First-party data strategies, data clean rooms, and Al-enhanced optimization to deliver personalized advertising experiences while respecting user privacy.

Al activation, where we advocate for greater alignment with advertiser interests through initiatives such as CASA Al Buying Agents.

04

Global learning and development initiatives, demonstrating a commitment to equipping teams with the knowledge and tools to thrive in an Al-driven media future.

Omni, our marketing orchestration platform, and OMD Design to ensure that the best innovations are consistently and efficiently applied everywhere, immediately.

In today's firehose feed of news, opinions, and hype, it is hard to consider everything all at once. Responding Rapidly 24-25 is designed to provide a step back, offering a broader perspective as we explore how to drive growth in this ever-changing media landscape.

We end, as always, with a look across 2025, considering consumer trends, cultural events, and media market perspectives.

2024 in Review

OMD's Rapid Response newsletter offers exclusive insight into OMD's point-of-view on situational market data and industry trends sent internally on a weekly basis and published externally throughout the year.

January

- CES 2024
- World Economic Forum 2024
- National Retail Federation 2024

The complexity of AI and the importance of alignment for unlocking sustainable growth



March

- Commerce and TV
- Creativity and Tech
- OMD Signals
- EU Al Act / C2PA
- TV Developments inc NVC One Platform

May

- Q1 Earnings Calls
- New Fronts
- Al Announcements

①

- Advertising Week Europe
- Upfronts



Gaming as a scalable driver of brand growth

July

- Cannes Platforms
- Prime Day
- Euros and Copa America
- Chrome Third-Party
 Cookie Non-Deprecation

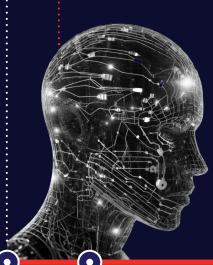
Amazon Prime Day: Driving brand growth and sales



September

- Platform Priorities
- Practical Al Innovation
- OMG Future of Entertainment
- DMEXCO 2024

How brands are capitalizing on AI



November

- Streaming Q4
- News Developments
- Double 11 in China
- Bluesky and X
- Tech Overhang

OMD Digest Commerce Centricity



February

- Q4 23 Media Situation
- Q4 Earnings Calls
- Retail Media Update
- Al Acceleration

April

- IAB Playfronts

- Brand.com

- Al Update Q2
- OMG Future Signals NA

June

- Shoptalk
- WWDC
- Cannes
- Announcements
- Cannes Awards

August

- Commerce

October

- Origin Cross Media Measurement

(•)

- Advertising Week New York
- Al Update Q4
- Retail Purge

December

- Seasonal Sales

- Trends 2025

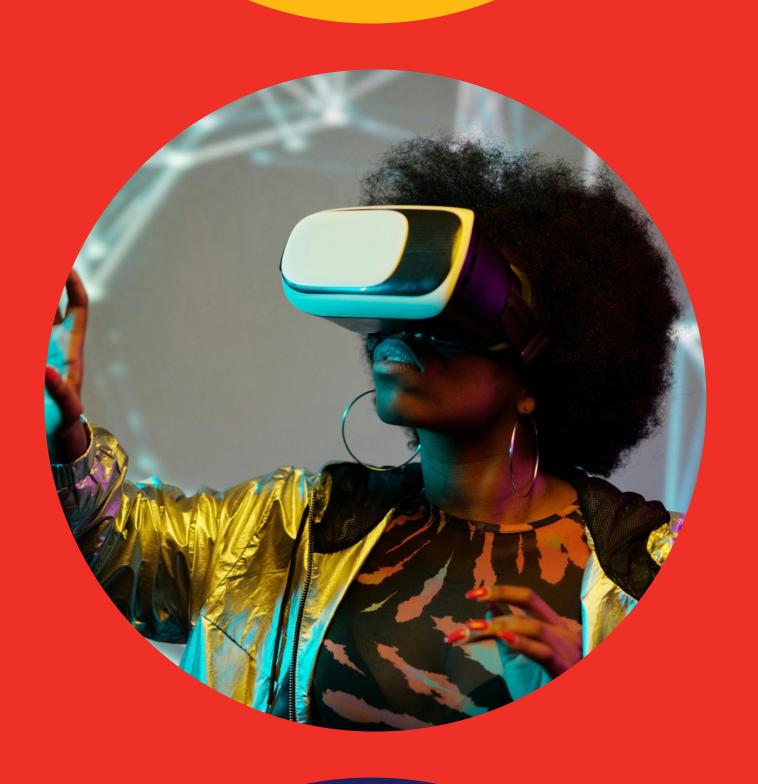


The Media Environment

O1 Global Media Market Trends O2 Content & Culture

O3 Commerce & Retail Media

04 Al in Media





AUTHOR Mark Gallagher



THE MEDIA ENVIRONMENT | 01

Global Media Market Trends

A Year Ahead of Flux

CASE STUDY:

UK Attention Panel

CASE STUDY:

OMD India: Al-Driven Revolution in Measuring Ad Effectiveness

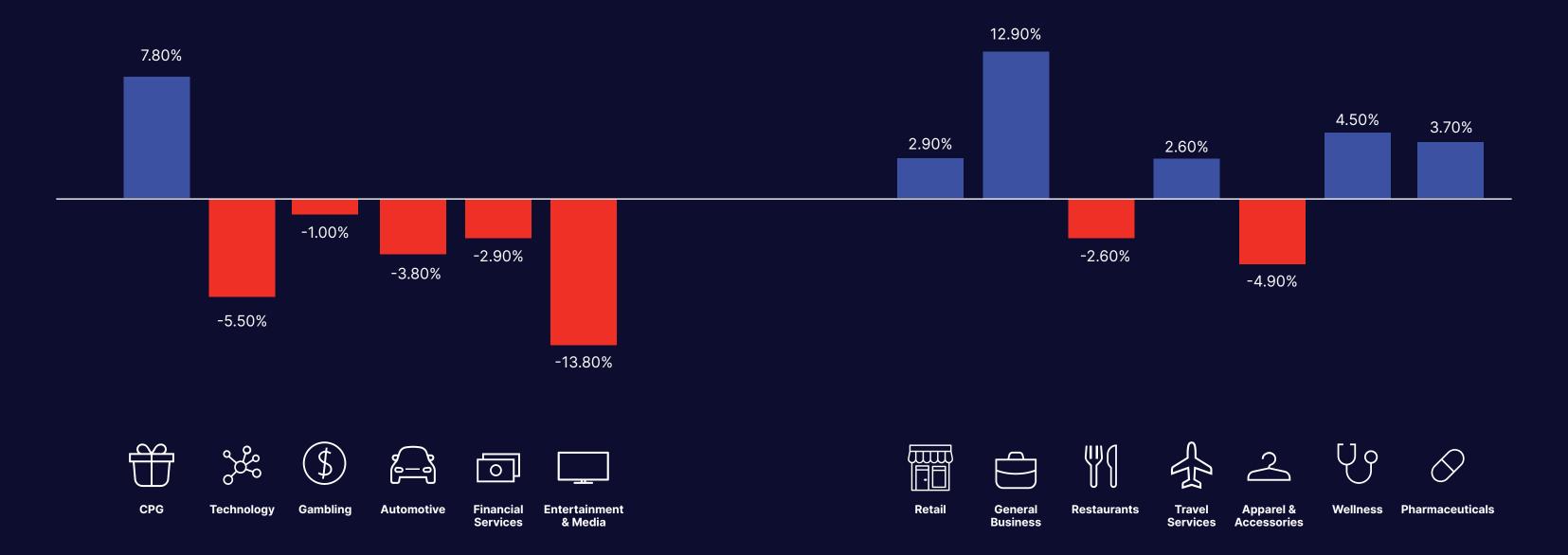
01 | Global Media Market Trends

Ad Spend

Regarding ad category year-on-year (YoY) spend movements, we favor Standard Media Index as the look-back source.

MAT to June 2024 YoY Difference .40% (Total)

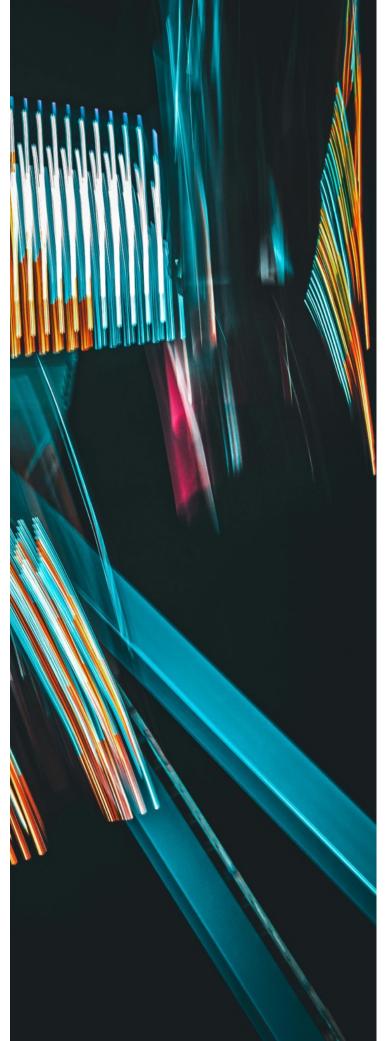
1.20% (Total exec Technology)



A Year Ahead of Flux

Ad Spend

Consumer packaged goods (CPG), the largest ad category continues to forge ahead and is now almost double the size in USD (\$) of the next largest technology - which continues to post YoY spend reductions. The former category reflects our view that CPG companies have continued to invest in brand advertising following the 'forced experiment' in price elasticity, following COVID-related supply chain and input cost pressures, some of which were passed onto to consumers in the form of price increases. This, in turn, facilitated increases in advertising pressure to keep their brands top-of-mind. Decreases in technology spend are viewed (by us) as a correction, following large spending increases seen during the pandemic as many consumers upgraded hardware and software.



Two other categories of note are:

Pharmaceuticals, which has seen strong growth as individuals have become more health conscious.

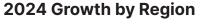
Entertainment and media, which has seen a substantial reduction in spend, given the challenges around profitability, especially among the Hollywood studios' streaming arms.

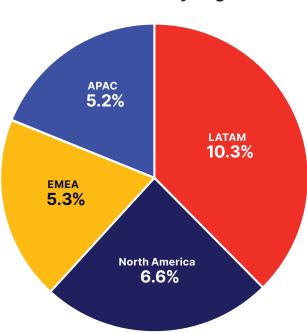
We predict a similar pattern among categories this year with financial services expected to tick up if interest rates continue to decline, leading to a resurgence in mortgage and loan related messaging.

From a media type standpoint, out-of-home (OOH) continues to grow strongly with 6.8% forecasted in 2025, 1.4pts higher than digital at 5.4%. Linear TV returns 2.4% growth, radio at 2.8% and print at -0.1%. OOH has experienced a significant bounce-back since the pandemic and supports the argument that companies (especially CPG) have invested heavily in brand support.

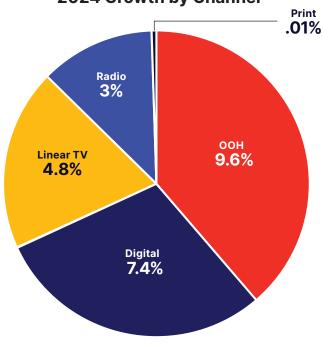
Overall market in 2025 is set to grow at 4.3%

which is down from 6.0% in 2024. From a regional perspective in 2025, APAC is expected to grow at 5.9%, EMEA 5%, LATAM 2.7% and North America 2.20%.





2024 Growth by Channel



Prices

2025 linear TV price inflation is forecasted at 3.9% globally, down 10bps from 2024 and less than half the rate of change for 2023 and well behind 2022 (12%) and 2021 (11.2%).

Note: these numbers are based on 'all individuals' with harder to reach audiences (youths, affluent etc.) inflating at a greater rate, as eyeballs continue to migrate to other forms of AV (a fragmenting streaming market, connected TV etc.)



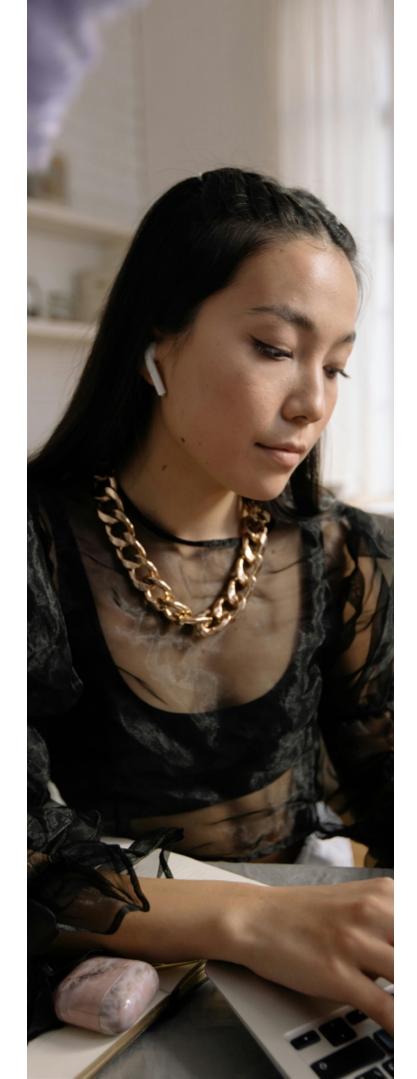
6.9%

OOH inflation, at 6.9% continues to edge up (+20bps YoY) due to increasing demand in many countries, following four years of strong demand growth following the pandemic.



14.3%

According to WARC Media, social media advertising is expected to reach \$247.3B in 2024, a 14.3% increase from the previous year. If correct, it would make it the largest media channel for advertising investment worldwide, surpassing paid search in 2023.



Total global media price inflation sits at 4.3%, down from 5.4% in 2023, and well below the all-time highs of 6.8% and 7% in 2022 and 2021 respectively.



63%

Meta is expected to account for 63% of the global social media ad spend, and could surpass linear TV in global ad revenue by 2025.



4.5%

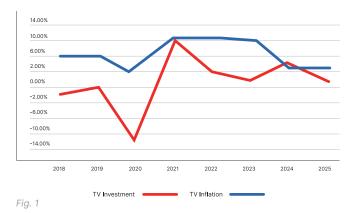
Pricing pressure on social media is around mid to high single digit inflation and total digital at 4.5%

01 Global Media Market Trends

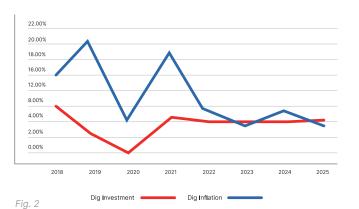
Responding Rapidly 2024–2025

Decoding Price Fluctuations

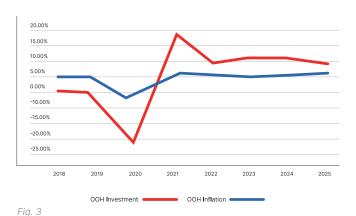
While not an exact science, there is a correlation between ad spending and prices in 'normal years'. In linear TV (Fig. 1), for example, in 2018 and 2019 there was modest growth in spend and the usual levels of price inflation we'd expect to see, as vendors sought to increase rate cards and audiences erode. In 2020, at the height of the pandemic, spend dropped substantially, but prices continued to inflate: this was a combination of demand increases for 'stay at home stocks' (think Peloton, online retailers etc.) and the rapid move of audiences towards streaming platforms, the majority of which, at the time, were ad-free. Demand roared back in 2021, and prices followed suit. However, in 2022 as spending abated, prices remained high due to continued audience erosion, but also vendor confidence, from record-breaking earnings for many, the previous year. Across 2023 and 2024, we saw a correction in prices, which we expect to continue across 2025.



Digital (Fig. 2) is a different story. 2018 and 2019 saw large upticks in spending, but declining inflation levels. This is most likely due to continued audience increases in social platforms, where the supply outstripped the demand. 2020, like linear TV, saw a reduction in demand, but still in growth territory and prices continued to decline for the same reasons as the previous years. 2021 experienced bounce-back (again, as with linear TV,) but prices only inflated moderately given supply continued to increase. 2023 and 2024 (and into 2025) we predicted modest growth in both supply and demand and thereby contained inflation levels.



OOH (Fig. 3) experienced the largest swing in spend of any media type from the depths of pandemic in 2020 through to the 2021 bounce-back year peak at an almost 40%-point swing as brands took advantage of free movement of people again and has continued to grow above pre-pandemic trend. Aside from 2020, the inflation rate has remained relatively constant, oscillating between 5-7%. It seems like many vendors were 'grateful' for the 2021 demand without trying to aggressively increase prices, but at the same time, supply has increased in many countries, mainly in digital out-of-home (DOOH), which has helped keep price increases relatively stable, albeit with the highest current inflation rate of any media type.





While the growth of streaming comes as no surprise, Q4 2023 / Q1 2024 saw two large global players enter the advertising video on demand (AVOD) space, impacting how future media budgets are deployed.

Netflix gained first-mover advantage back in Q4 2022 when it made the decision to introduce an ad supported tier to its subscription model. However, both Disney+ and Amazon Prime Video have since hit back with their own AVOD offerings.

Netflix and Disney+ launched with modest ad supported reach opportunities, although both have aggressively scaled in 2024 due to a crackdown on password sharing and creating a greater price delta between the ad-free and ad-supported models. In fact, over 40% of new Netflix subscribers are selecting the ad supported tier and this rises to 50% for Disney+. Netflix now sits at c. 50 million global AVOD users (up from five million at launch) and Disney+ is at c. 23 million (also up from five million at launch). Prime Video launched on a significantly larger scale after moving all existing subscribers over to the ad supported model from the start and currently sits at c. 200 million monthly active users globally.

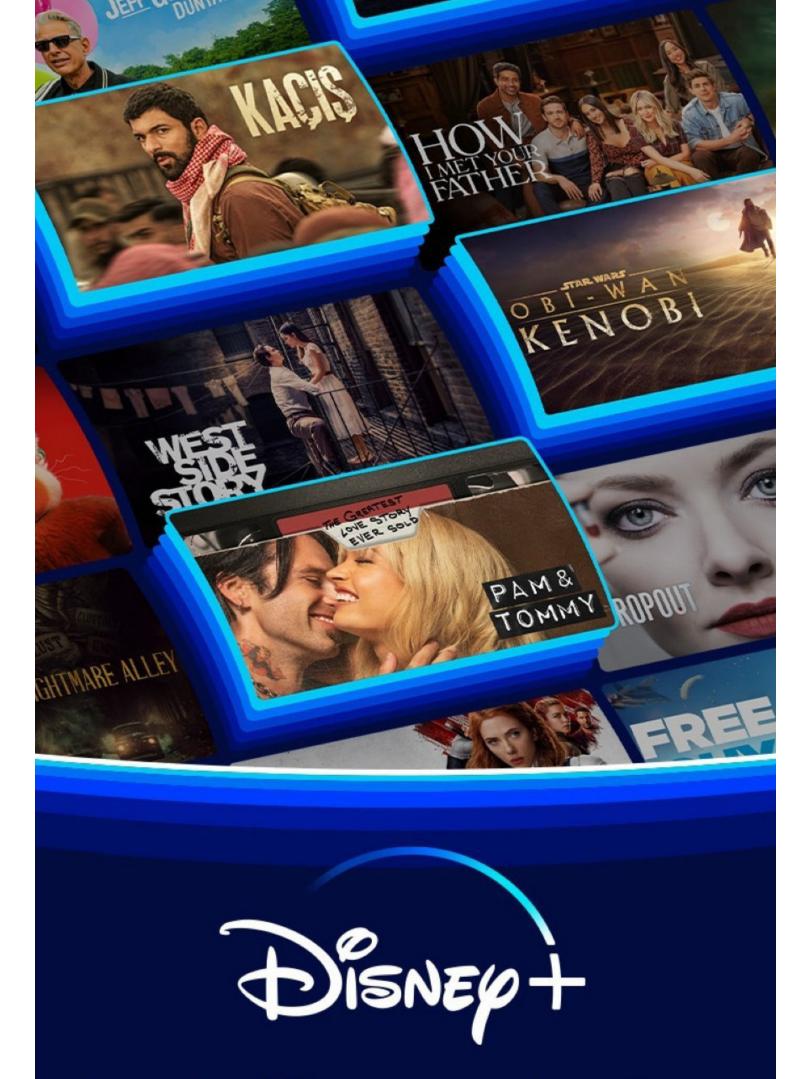


Although Netflix, Disney+ and Amazon all operate in the streaming space, they are not like-for-like businesses, and as such, the short-term future growth is expected to come from different areas.

Netflix will be expanding into the experience sector, with the launch of Netflix House in 2025, providing visitors the opportunity to enjoy immersive experiences based on their favorite TV series and films at two locations in the U.S.

Disney+ is expanding into an additional four markets in Q4 2024 / Q2 2025 and has also released various sponsorship opportunities based on single titles, studio content and collections, creating a new revenue stream for its business as brands look to resonate with viewers of key Disney+ content.

Amazon Prime Video is launching shoppable ad formats enabling consumers to purchase or add products to their Amazon baskets without leaving the content they are watching. This enables Amazon to unite its video and retail businesses, a compelling prospect for brands that already have a presence on the retail platform.



Additionally, these three platforms are forecast to have invested a combined \$60 billion across original and licensed content in 2024.

For comparison, RTL (Germany) invested \$4.3 billion in 2023 and ITV (UK) \$1.6 billion. With streaming platforms increasing their portfolios of sports content, this is likely to be the next key battleground as streaming companies seek to secure the high-impact content historically reserved by traditional broadcasters.

With network television now under siege, strong leadership and strategic decision making will be required to successfully navigate the challenges ahead.



AUTHOR **Vicky Fox** ∰ UK

CASE STUDY

UK Attention Panel

The way we consume TV around the world is profoundly changing as linear declines, streaming rises and TV is consumed in more varied contexts across screens and multiple concurrent experiences. The received wisdom of how we watch screens is less relevant than before, and therefore requires us, as marketers, to understand a wider variety of video formats and experiences.

An improved understanding will be a further driver of shifts in investment between channels, formats and devices enabling us to create what's next in video planning.

This complex challenge can be greatly reduced to how video delivers attention in all its forms. In recent years, we have been highly focused on attention in digital channels, making multiple learnings about how attention is delivered on desktop and mobile, alongside the attention requirements of different types of brands, objectives and audiences.

The biggest screens in our homes have served as the biggest challenge to measure, leading the OMG UK team to begin an exclusive first in-market initiative to measure attention delivery in large screen environments, to deliver a competitive advantage to our clients in that quickly transforming experience.

Partnering with attention technology specialist, Amplified Intelligence, and The Trade Desk, OMG agencies are now able to measure the delivery of attention in many kinds of video environment across the main broadcast and streaming platforms at scale. Early learnings include:

The UK has a strong TV eco system with highly attentive ads vs. other countries where Al has similar panels (16.2s vs. global average 7.1s).

UK HAS A STRONG TV ECO SYSTEM

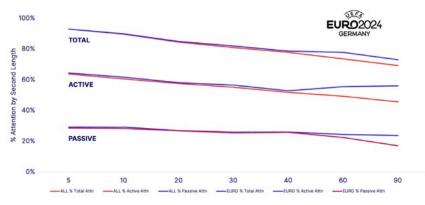






Major events deliver attention value – the 2024 UEFA European Football Championships bucked the trend of lessening attention as longer ads performed well – demonstrating that great creative in a contextually relevant environment can drive strong active attention.

LONGER ADS IN THE EUROS PERFORMED WELL FOR ACTIVE ATTENTION



We are utilizing these learnings, along with many more, to create 'what's next in video '- shifting the blend of activities to reflect and align brand objectives and changing consumer behavioral patterns.

We fully expect this data to be a significant competitive lever in dynamic video markets into 2025 and beyond.



AUTHOR
Namrata Roy
India

CASE STUDY

OMD India: AI-Driven Revolution in Measuring Ad Effectiveness

At OMD India, we have harnessed artificial intelligence to transform how creative attention is measured in advertising, which drives investment decisions to more efficiently deliver business outcomes. We predict visual attention in images and videos with remarkable precision utilizing a state-of-the-art Al tool that simulates human brain responses.

This technology evaluates two key parameters:

01

Focus, indicating how much of an ad draws viewer attention (higher scores are better).

02

Cognitive Demand, assessing the complexity of imagery (lower scores are preferable).



In a comprehensive study analyzing 732 television and digital ads, we examined variables such as celebrity presence, ad duration, and industry categories. The findings revealed that ads lasting between 21-40 seconds were most effective, with 88% achieving high or moderate effectiveness. Our findings from a leading national bank ad revealed that while focus is low, cognitive demand needs to decrease significantly in order to achieve high creative effectiveness, while our findings from a top online education technology ad revealed that while focus is high, creative cognitive demand needs to decrease marginally in order to achieve high creative effectiveness.

Leading National Bank Ad

While focus is low, cognitive demand needs to decrease significantly in order to fit into the high creative effectiveness quadrant.



Top Online EdTech Ad

While focus is high, cognitive demand needs to decrease marginally in order to fit into the high creative effectiveness quandrant.



Emotional ads outperformed rational ones, and while celebrity presence didn't significantly impact overall attention metrics, it proved notably effective in the consumer durables sector, where 70% of celebrity-endorsed ads ranked highly.

This means that OMD has a market leading capability to measure creative attention at scale. This brings speed and efficiency, benefiting clients who lack large budgets for such analyses. Second, we can optimize ad campaign durations based on decay rates linked to creative effectiveness, ensuring ads remain impactful over time. This Al-driven approach empowers brands to adopt data-driven strategies, optimize performance, and potentially reshape advertising practices in India's competitive market.

All around the world, we're developing approaches to measure both the impact and experience of advertising to drive better outcomes in an ever-shifting media marketplace.





AUTHOR **Chrissie Hanson**



THE MEDIA ENVIRONMENT | 02

Content & Culture

Connecting the What to the Why of People, Brands & Everything in Between

CASE STUDY:

Chinese Youth Culture

CASE STUDY:

Quitural ICE: Our Latest Cultural Marketing Product

Connecting the What to the Why of People, Brands & Everything in Between

'Culture' is a complex, powerful, and expansive word with both a depth of history and a sharp relevance to brand and business performance today. We think of culture as 'the beliefs and behaviors that unite a group of people', and brands that convey a clear and distinct identity and provide a sense of meaning and belonging through their products, services, and communications experiences are the ones most likely to connect with greatest effect and deliver financial growth. Whether it's world or country culture, sports performance or fashion and entertainment culture, country music or K-pop culture, a brand's ability to understand and contribute to the shared set of beliefs and behaviors that unite different audiences holds the key to increasing brand preference, market shared growth, and ultimately, increasing the net revenue contribution of media to business growth.

How a brand connects to the 'culture' is through **content**. The messages, videos, and stories inspire a group of aspiring school athletes and fitness enthusiasts to choose one apparel brand over another. The TV sponsorship and on-pack holiday-themed promotions that together persuade a shopper to pick one brand of snack over another for the weekly lunch box give the emotional and rational reasons to buy today and every day and makes the brand an ever-more engrained part of our home, and the family staple.

Just as culture is ever-changing and shifting as peoples' priorities and values ebb and flow, a sub-culture may become more relevant for a brand, influencing the way it communicates, and the content it creates to better reflect the voices that need to be heard by members of that sub-culture. An example of an American sub-culture is that of the Hispanic/Latino sub-culture, which continues to be one of the fastest growing in the United States, with distinct traditions, art, music, and language.



When we consider global sporting culture, we need to look no further than the Paris Olympics. Athleta, the performance brand within Gap Inc. - the house of iconic American apparel brands – championed its Power of She platform with Simone Biles to empower women and girls to build strength, confidence, and well-being through movement. While in Paris, Athleta supported a series of panel conversations centered on the progress of women in sports. In the US, in-store activations in major cities invited shoppers to write postcards about the women they admire, and every postcard led to a donation towards the Women in Sports Foundation.

Gap's intimate connection to the cultural conversation, to mining for the data signals that reinforce where, when, and how to show up, has further strengthened its playbook for executing successful brand re-invigoration.

The flow of bold collaborations and celebrity partnerships delivers a steady drum beat of new news and product innovation that garner headlines, ignite conversations that keep loyal customers keen, while also unlocking new audiences eager to access the world of fashion as entertainment. Gap's approach to executing upon the enduring trend of nostalgia has seen the brand bring the throwback hit Canned Heat by Jamiroguai into the heart of its Back-to-School campaign, and then again bring its recipe for music and dance into its 90s style celebration of big jeans and bigger looks in its Denim Get Loose campaign. The audio/visual connection fuels a level of cultural heat that generated 60M video views, drove +4.1M organic views of singer-song-writer Troye Sivan's post, and prompted 8.1K users to recreate their own #GetLoose dance, bringing the customer into the shared celebration of creativity in style.

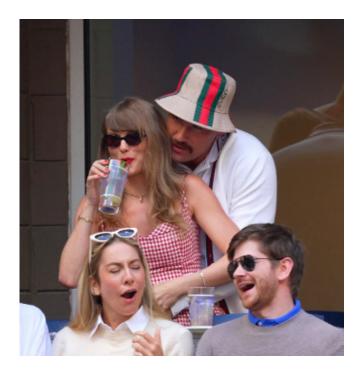


Strengthening leadership across the US Open to win in emotional relevance & culture... Again!

Bacardi's ability to keep its pulse on culture and endlessly refresh the way it taps into cultural tentpoles and engaged communities, saw the Grey Goose X Overtime US Open partnership further elevate the salescapturing success of the GREY GOOSE® Honey Deuce™. While the cocktail itself has become the most Instagramworthy cocktail of the tournament and a cultural phenomenon, the OMD Content Collective team sought to further elevate its iconic presence with a partnership that plays at the intersection of style and sports cultures.

Grey Goose partnered with GenZ media company
Overtime to develop custom, social-first content to
extend the brand's relevance around the US Open by
authentically connecting the brand to sports fandoms.
The highly engaging content complementing the
brand's creative featuring brand ambassador Frances
Tiafoe - world's #10 player and semi-finalist at US Open
- successfully drove incremental impressions and high
engagement and click-through-rates contributing to
what was a robust 360 consumer-centric plan.

When a brand is clear about its role in the world and how it can convey a clear and distinct identity to those who buy into it, then that brand becomes culturally relevant, and its content is the way it articulates its mission and vision to customers.



Pictured: Taylor Swift sipping a Honey Deuce with boyfriend Travis Kelce at the 2024 US Open

One of the platform and product innovations that elevated our cultural work this year was Q Cultural intelligence, part of Omni, that allows us to identify and understand the trends shaping a specific brand, category, audience, or topic. Q Cultural Intelligence scrapes the open web for fast (social media and posts) and slow cultural signals (so patents, academic papers, start-up activity) from over 6,000 global data sources, turning them into structural data that inspires and informs our communications strategies.

At the start of the planning cycle, and for every brief, we conduct a situation analysis to mine for insights across culture and company to help unlock the core issue or opportunity. It's through the analysis of the elements of culture that our teams develop the partnerships and content that results in a more diverse media ecosystem.

These insights organized through over 100 'Elements of Culture' are enabling creative briefs, niche targeting and agile responses to be delivered.

When a brand is clear about its role in the world and how it can convey a clear and distinct identity to those who buy into it, then that brand becomes culturally relevant, and its **content** is the way it articulates its mission and vision to customers.





AUTHOR
Connie Chan
China

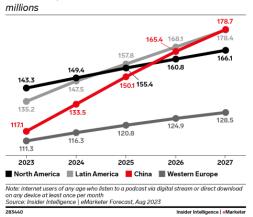
CASE STUDY

Chinese Youth Culture

The rapid ascent of the podcast market in China highlights a significant shift in how audiences consume content. Official data indicates that the market size surged nearly six times by 2023, with platforms like XiaoYuZhou boasting over 75,000 programs by September 2023. The demographic is predominantly young, educated, and affluent, making it an attractive medium for brands looking to engage with a discerning audience.

We believe that in this era, the most effective way to capture users' minds is to capture their culture, as content is a vital expression of that culture. By using the podcast as a platform to explore these cultural themes, we can engage with listeners on a deeper level. Crafting content that resonates with diverse cultures enables us to reflect the voices that need to be heard by those who identify with these cultures. This approach not only strengthens emotional connections but also fosters brand loyalty and drives market growth.

Podcast Listeners in China and Select Regions Worldwide, 2023-2027



Levi's is responding to the evolving youth culture in China, having recently launched its first Chinese-language podcast series, "Voices of Levi's". The podcast features features a diverse array of guests, including musicians, bloggers, and cultural commentators, discussing topics from music and fashion to relationships and self-reflection. By tapping into the rising popularity of podcasts among young audiences, Levi's creates a platform for meaningful dialogue that resonates with its target market.









The first episode, provocatively titled To Be a Vanguard, First Go Crazy, sets the stage for an engaging auditory journey. Hosted by TV presenter Jiang Sida, the series promises an eclectic mix of contributors. These include Pang Kuan, frontman and keyboard virtuoso of revered New Pants band, and local bloggers Luo Zhenni and Zhang Ke. Adding a scholarly dimension to the discourse is cultural luminary Ma Jiahui.



AUTHOR

Gino Mamoli

Germany

CASE STUDY

Qultural ICE: Our Latest Cultural Marketing Product

In today's fast-paced world, mainstream brands face a challenge: how to stay relevant amid social acceleration and overwhelming choice. Brands often struggle to maintain their trendiness, reach new audiences, or effectively launch new products. The answer lies in building a deeper dialogue — and our new cultural marketing product is the key.

At OMD, we believe that cultural marketing has the power to change perceptions and foster lasting brand relevance. Our new Qultural ICE Offering is designed to do just that, leveraging cultural understanding to create authentic connections. The three-part approach begins with "Identify," where we use field studies and our proprietary Q Cultural Intelligence to determine the ideal Culture Brand Fit, discover influential Culture Tastemakers, and gain actionable Culture Insights. Next, "Connect" brings these insights into action with targeted culture media strategies, creative concepts, and production developed alongside sub-culture tastemakers. Finally, "Engage" amplifies these efforts through strategic partnerships, tastemaker activations, and media amplification.



In our study published in June 2024, we explored the profound impact of cultural communities and how brands can forge deeper connections by aligning with their values and passion points. The findings reveal that cultural engagement is not just about selling products; it's about becoming a part of the culture — a brand that people truly love.

By understanding and interacting with people as part of their culture, we help brands catch their audience with what moves them most, setting them apart from the competition and driving transformational growth. With OMD as the lead agency for strategy, insight, creation, production, and media, we shape the future of cultural marketing.







Parweez Mulbocus



THE MEDIA ENVIRONMENT | 03

Commerce & Retail Media

ARTICLE:

Navigating the New Era of Commerce: Retail Media, AI, and Social Commerce **Leading the Way**

CASE STUDY:

Social Commerce in China

O3 Commerce & Retail Media Responding Rapidly 2024–2025

Navigating the New Era of Commerce: Retail Media, AI, and Social Commerce Leading the Way

38% projected growth in global digital retail sales by 2027

Global retail sales are set to grow from \$30.3 trillion in 2023 to \$34.5 trillion by 2027, a 14% increase. ECommerce will see a 38% rise, reaching \$8 trillion by 2027.

Brands and retailers are rapidly adopting advanced technologies to deliver superior customer experiences, with shoppable media leading the way by converting social platforms into fully functional shopping ecosystems. Consumers now shop directly via posts, videos, and images, driving social commerce to account for 17% of total eCommerce sales.

While the industry outlook is cautiously optimistic, driven by technological advancements and consumer expectations, retailers that embrace these trends—retail media networks, shoppable media, and social commerce—are well-positioned to succeed in this evolving landscape.

\$125 billion by 2026: the expansion of retail media footprint

This marks the beginning of retail media 3.0, which is transforming the way brands connect with consumers. The third wave of retail media is characterized by advanced audience targeting, precise ad placement, and deep integration of first-party consumer data and shopper histories. Peoplebased advertising, shoppable design, omnichannel marketing, and the rise of emerging channels are revolutionizing the competitive landscape.





Retail media is becoming a staple in sectors such as consumer packaged goods (CPG), fashion, electronics, and automotive. The expansion is led by major platforms like Amazon, Walmart, and Alibaba, while local players are also creating powerful advertising ecosystems.

Retail media 3.0 focuses on three key pillars: **performance**, **audience reach**, **and transparency**. By leveraging first-party data, brands gain unprecedented access to niche markets and consumers, with 64% of marketers reporting a higher ROI from retail media compared to traditional channels (eMarketer).

Omnicom Media Group retail media standardization initiative, backed by CASA

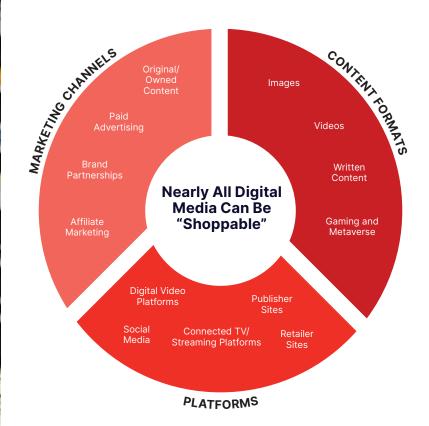
While retail media continues to expand, transparency remains an ongoing challenge. OMG is addressing these issues by implementing standardized KPIs, improving advertiser control, and enhancing brand safety. This initiative puts transparency at the heart of retail media, ensuring more accurate targeting and better measurement and increased accountability.

Retail media networks to account for over 20% of CTV ad spending by 2027

Shoppable video and retail-driven connected TV (CTV) ads will revolutionize the market. By 2027, over 20% of CTV ad spend will come from retail media networks (eMarketer). Shoppable media is changing the dynamics of customer engagement by making nearly all digital content shoppable. This integration shortens the sales funnel and provides consumers with seamless buying opportunities across multiple platforms. CTV ads, livestream shopping, and shoppable content are becoming standard practices.



Responding Rapidly 2024–2025



Platforms such as Amazon's ad-supported Prime Video are already pioneering this trend, integrating first-party retail data with premium video content. Shoppable videos allow viewers to instantly purchase featured products. This format has driven sales increases of up to 30% for brands, according to Insider Intelligence.

As social commerce evolves, its growing role in shoppable media will amplify its effectiveness, particularly through in-app purchasing capabilities.



make direct purchases from social media (Statista). In the past five years, social commerce has revolutionized brandconsumer interactions. Initially focused on engagement, platforms like Facebook, Instagram, TikTok, and Pinterest now drive sales with features like live shopping, augmented reality (AR) try-ons, and shoppable ads.

Over \$1 trillion in social

In China, social commerce is integral to eCommerce, with platforms like WeChat and Alipay contributing to over 13% of total eCommerce sales in 2023 (McKinsey). Modern consumers, always seeking new trends, position social commerce as a future retail powerhouse. The next frontier is seeing these trends expand globally.



As social commerce reshapes global markets, Omnicom's Flywheel acquisition represents a pivotal step in integrating digital commerce and media strategies. Over the past eight years, Flywheel has developed a cutting-edge digital commerce platform that manages tens of billions in product sales and billions in retail ad spending annually across digital marketplaces.



ECommerce sales worldwide are set to increase by 50%, reaching about \$7 trillion dollars by 2025. The acquisition of Flywheel significantly broadens our reach and influence in the rapidly expanding digital commerce and retail media sectors, two of the fastest-growing parts of the industry. Together, we will seamlessly integrate our offerings across retail and brand media, digital and in-store commerce, and CRM, ultimately delivering superior results for our clients.





By integrating Flywheel's transaction data with Omnicom's audience and behavioural data, this acquisition promises to deliver unparalleled insights and analytics to brands. Omnicom views this partnership as an opportunity to optimize campaign performance, offering clients full-funnel solutions from ad spending to consumer purchase behaviour.

This combination of Omnicom's marketing expertise and Flywheel's eCommerce capabilities paves the way for new growth opportunities for brands.





Revolutionizing advertising with commerce solutions

For years, advertisers struggled to directly connect ad spending with consumer purchases, relying on assumptions and data extrapolation. However, first-party data has emerged as a game-changer, enabling brands to accurately target consumers and generate measurable outcomes. According to Boston Consulting Group, companies that effectively leverage first-party data can double their revenue from a single ad and improve cost efficiency by 1.5 times.



Commerce media is now leading the way by connecting media impressions with commerce transactions, offering full audience insights and enabling better targeting.

At Omnicom, we are leveraging our investments in commerce media to deliver end-to-end solutions that reshape how business units collaborate and drive measurable results for clients.



How Connected Commerce and AI Will Shape 2025



Accelerating sales growth by 25% with connected commerce

As social networks evolve, consumers increasingly expect connected experiences that blend in-store and online shopping with advertising. Platforms like Instagram and TikTok have fully integrated shopping features, allowing consumers to research products online and purchase them in-store. This example of interconnected sales channels is truly transforming the shopping experience.

To transition from multichannel to connected commerce, brands must unify their systems and break down silos across marketing, operations, and shopper teams. This integration fosters a seamless customer journey and deeper consumer engagement. According to Forrester, businesses that adopt connected commerce models experience a 30% increase in customer retention and 25% faster growth in sales.

Building a connected product experience starts by identifying key touchpoints that resonate with target audiences. The benefits are clear: improved customer experience, data-driven insights, and consistent branding. By embracing this shift, brands can meet consumers wherever they are, driving long-term growth.

COMPONENTS TO BE CONSIDERED WHEN MOVING TO CONNECTED COMMERCE



Legacy Systems

Modernising infrastructure, improving integration



Data Silos

Enhancing accessibility, unifying data



Siloed Departments

Strengthening communication, fostering collaboration



Clarity on Digital Commerce

Targets for key



50

Unified Vision Aligning strategies, sharing goals Commerce Upskilling Empowering growth for better connection



Complexity
Prioritising
commerce channels



Organisational

Embracing change,

cultivating adaptability

Culture

Real-time Insights
Leveraging analytics



Full-funnel Approach Seamless, integrated marketing experiences

Preparing for the future of commerce

As we look toward the future, digital and physical shopping experiences are becoming more intertwined. Businesses that focus on connected customer experiences see **2.3x higher revenue growth** than those that don't, emphasizing the importance of customer-centric strategies for the future of commerce.

Inside brick-and-mortar stores, interactive technology is enabling unprecedented levels of personalization, while eCommerce permeates every aspect of consumers' digital lives. Burberry, known for its innovative use of technology, has set an example by integrating AR shopping tools and interactive store displays to engage customers and merge the digital and physical worlds. With digital commerce growth stabilizing at 6.1% annually in 2024 (eMarketer), brands must now prioritize immersive and connected experiences to remain competitive.

Of course, any discussion about the future of commerce must include the transformative role of Al.



 a.) Forrester predicts that 45% of digital commerce revenue will be powered by AI,
 enabling brands to provide tailored recommendations and dynamic pricing, significantly enhancing customer engagement and satisfaction.



b.) Conversational commerce will advance with Al-powered chatbots, equipped with deep product knowledge that can handle complex consumer queries, recommend products, and resolve post-sale issues, disrupting product discovery and search.



Connected commerce will continue to innovate with data integration becoming crucial for linking commerce data with paid media efforts. Companies implementing advanced data solutions could see a 20% increase in digital revenue, proving the value of integrated data strategies. By connecting commerce data with advertising initiatives, brands will gain better insights into product visibility and increase collaboration between marketing and merchandising teams. Al and data integration are set to revolutionize commerce by delivering real-time, personalized experiences tailored to consumer preferences.

Sustainability remains a key focus, as over 85% of global shoppers now prefer to purchase from eco-conscious brands (Harvard Business Review). Retailers are responding by implementing sustainable practices such as eco-friendly packaging and carbon-neutral deliveries. Companies embracing these initiatives are positioning themselves for long-term growth and loyalty from environmentally aware consumers.

51

and the same of th



AUTHOR

Jamie Zhan

China

CASE STUDY

Social Commerce in China

China leads in social commerce, allowing consumers to browse and purchase directly through social media and content platforms. This ecosystem blends social interactions with eCommerce, redefining retail and consumer engagement.

Integration and Cross-Platform Measurement: Bridging Social Interactions and ECommerce

Social commerce is witnessing a transformative evolution, seamlessly integrating social interactions with eCommerce solutions and transcending the boundaries of individual platform silos (often referred to as 'walled gardens').

Brands that have seen great success in their categories are harnessing the power of cutting-edge tools to drive business growth and enhance customer engagement. Whether using a mix of social seeding and exploration into the latest technologies and data solutions for cross-platform measurement – or integrating advanced solutions such as CID, Xiaohongxing (tracking the performance of red influencers on Tmall) and Xiaohongmeng (tracking the performance of red influencers on JD), and Xinglifang (tracking the performance of Douyin influencers on Tmall) - brands will drive business growth and enhance customer engagement by staying at the forefront of technological advancements.

Enhancing User Engagement Through Advanced Al-Powered Content Refinement

During the **Chinese Valentine's Day campaign**, Philips used Al to analyze user-generated content and provide emotional feedback. This refined the content and integrated popular topics, enhancing its appeal and visibility, and improving its organic traffic ranking.







Advancement in Livestreaming

Livestreaming is moving towards two distinct directions in the social commerce space:

1.) Al-hosted streams: designed to offer an 'always-on' presence, maximizing exposure and traffic generation by leveraging artificial intelligence to simulate humanlike interactions.



2.) Crafted content for brand image: high-quality, well-produced content is being created specifically for building and maintaining a strong brand image through livestreaming events.

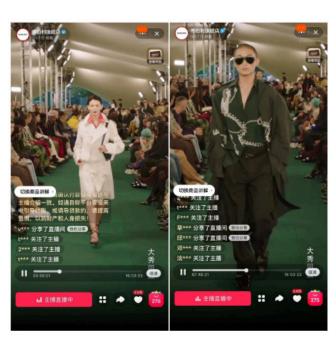






Tmall launched 'Tmall Super Fashion Week' in 2023, continuing into 2024. This event redefines fashion shows for luxury brands and consumers with a unique approach. It helps brands establish themselves in China's market, enhances their marketing presence, and innovatively engages younger consumers. This initiative opens new possibilities for future brand marketing.

With the support of Tmall Super Fashion Week, the excitement around the Burberry Summer 2024 collection show continued to rise among young people. Users could enjoy the brand's runway show while being able to place orders directly through the live stream, immersing themselves in Burberry's aesthetic style. As of the time of the event, the viewership data for this show on Tmall Super Fashion Week had exceeded one million.







AUTHOR Jean-Paul Edwards



THE MEDIA ENVIRONMENT | 04

AI in Media

Shifting Price-Capability Economics of Al

Shifting Price-Capability Economics of AI

From Google's AI overviews to the next generation of mobile devices built around AI – 2024 saw momentum in the scalable application of generative AI capabilities.

There was innovation across a wide variety of model families. As open-source models such as Meta's Llama closed the gap with the previous state of the art GPT4o, while Deepseek R1 is now competing with Open Al's o1 model - based on more test time compute - enabling models to reason far more effectively.

One key implication of post-launch model optimization is that the cost to perform a given task goes down by a factor of five or more over a year. On the other hand, each new generation of model requires exponentially more computational power (roughly 10x per year). Over the long term, an ever-greater investment will go into training and use of Al models. Over \$200 billion USD is already being spent on training Al models annually.

Although this will inevitably drop, o1 stands at three to four times its predecessor's cost per million tokens, opening a new range of capabilities which, in turn, create opportunities for growth.

OpenAl's Sora model, initially previewed in February 2024, raising awareness of the wide applications and potential of generative text-to-video. Since then, many other video models have been released, including Amazon's Nova. Costs are thought to be around \$0.10 USD per second or \$360 USD per hour- a cost-effective solution compared to traditional production, but very expensive compared to traditional consumption.

We can expect to see greater production of video ads with these technologies in the coming years. Given three or four more years of 10x annual cost reductions, the generative viewing age will commence, with it becoming cost-effective to make unique content for an audience of one.



The Generative AI trend is already playing out in audio. Spotify routinely uses Gen AI technology to translate popular podcasts to other languages, maximizing the global reach of popular podcasters and enabling minority voices from every corner of the Earth to be heard anywhere.

Google's Notebook LM Audio Overviews is now able to create audio content from uploaded text, summarizing, analyzing and discussing content in an engaging dialogue format.

Publishers, platforms, brands, and their agencies are all building experiences and solutions for today; but with a keen eye on a future where the economic viability of previously unimagined ideas comes into play.

Teething Challenges

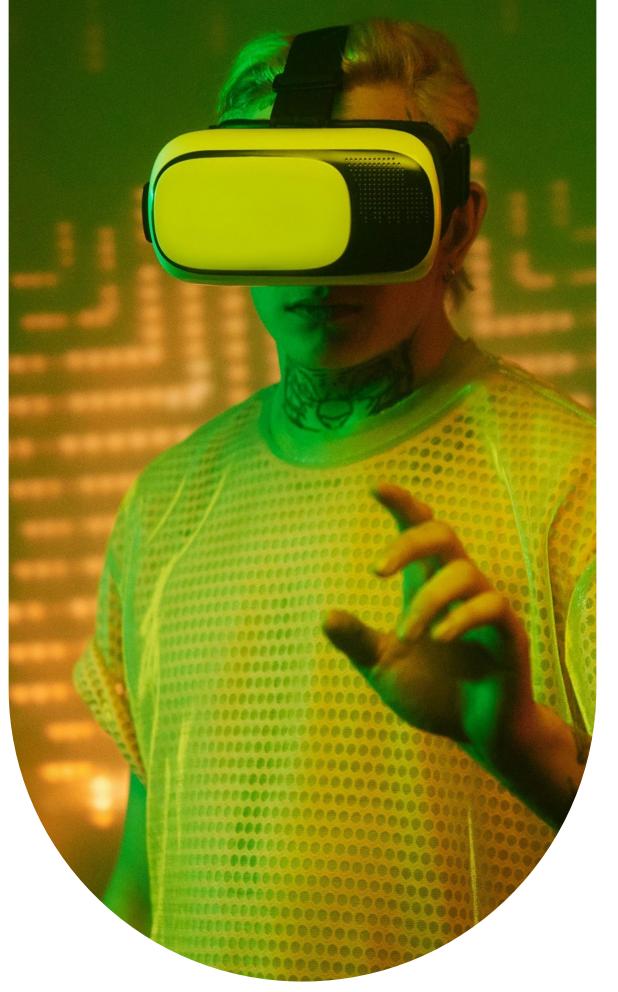
The potential of Gen AI was tempered in 2024 with multiple unforeseen circumstances, and the more inevitable consequences that followed.

Google had to suspend its Al image generation early in 2024 when prompts delivered obviously inaccurate portrayals of people from history.

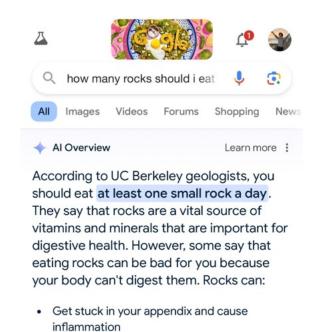


When asked to show images of popes, Nazis, knights, and America's Founding Fathers, Google Gemini produced images that exclusively depicted people of color. (Images generated by Gemini, via X)

Meta has also curtailed several early generative products. After its celebrity character chatbots featuring the likes of Snoop Dogg and Tom Brady did not prove popular with consumers, it pivoted the tech to enable influencers to engage with a wider variety of users.



The launch of AI overviews in Google search had a rocky start as hallucinating models recommended everything from consuming glue on pizza to eating one rock daily – leading Google to severely limit the overviews before returning with a more robust technology. The second half of 2024 saw surges in AI overviews in different context and sectors – for instance **travel AI**Overviews increased 700% in October 2024.



• Get stuck in your kidneys and cause problems

• Make it harder for your intestines to function

Show more V

When it comes to direct consumer engagement, brands must continue to tread carefully. Al is inherently unpredictable, liable to hallucinate, expand existing bias in the data set, or be used in bad faith. Significant mitigation measures must be fully worked out and require continuous development alongside evolving Al capabilities. Brands will, step-by-step and with greater confidence, leverage Al to engage consumers in 2025 and beyond.



Proving Use Cases

Despite 2024's teething problems, workable AI search experiences from legacy players Google and Microsoft (Bing) are now at play, with each seeking to innovate without breaking the cash cow of PPC search – while new startups like Perplexity, a native Gen AI search engine, are looking to re-invent the model.

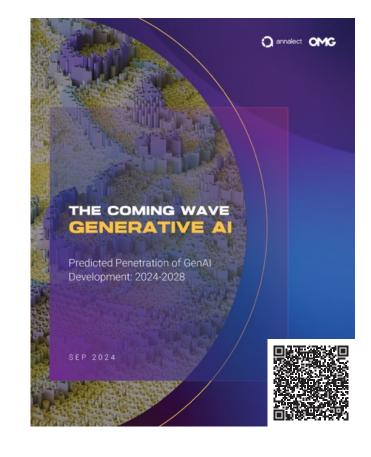
Q4 2024 saw the launch of sponsored answers products, where brands pay to provide content produced generatively to answer, expand, and inspire consumer queries. Brands will be experimenting within these platforms, seeking to define a competitive advantage for 2025.

The integration of social and search strategies will be a big theme for the year ahead, especially as the algorithms that power search engine rankings have shifted to focus more on unique and useful content, rather than solely on relevance.

The Google Search Core algorithm updates in 2024 also punished sites that overused Al created content to spray and pray their message, meaning approaches must be purposeful and led by consumer need.

Brands that successfully address the widest range of queries – marked up in ways that algorithms can understand and generate from – will drive a virtuous circle that drives advantages in SEO, PPC, social, commerce, and programmatic environments.

Al technologies in programmatic are maturing quickly through the likes of Google PMax and Meta Advantage + Shopping, with potentially profound impacts on brand value and performance.

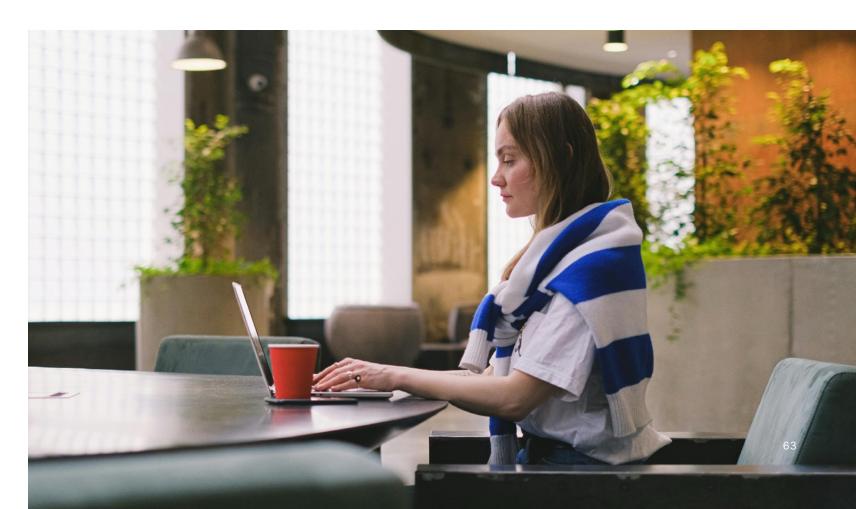


A New Role for Brands

Generative technologies are creating routes for brands to drive engagement and impact by demonstrating an understanding of the challenges and opportunities of daily life, no matter how big or small.

Consumers are already shifting their behaviors in search, more content is being curated and created in social channels, while video and commerce are on the verge of being impacted by agentic Als that improve entertainment and shopping experiences.

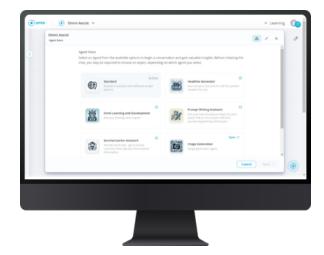
OMG has projected penetration for Al technologies in "The Coming Wave: Predicted Penetration of Gen-Al Development in 2024-2028". We will continue to track, model, and predict the impact of Al technologies across a wide range of channels to best advise clients on which of the multitude of new opportunities to invest in.



Case Study: Driving Efficiency and Innovation with Omni Assist and ChatGPT Enterprise

OMG has led with the development and global roll-out of Omni Assist, which has multiple modes to help with connection of insights, identifying levers unique to the brand, and guiding planners through the complex trade-offs and decisions of the ever-changing media landscape.

The network has democratized innovation using its ability to create and share through the Omni Agent Store – enabling a myriad of solutions with more capable models.



Omni's Agent Store

Our global workforce has already adopted Omni Assist and the ever-growing range of agents to support best-in-class planning activation and measurement, scrutinizing more input information to uncover hidden truths, optimizing activation decisions, and accelerating mid campaign insights and optimizations.

In 2024, we adopted Chat GPT Enterprise to access the capabilities of Open Al's latest models, solving a wide range of specific challenges to provide a pipeline of innovation to be scaled through Omni. The pace of learning and speed of impact has accelerated beyond anything we have seen before.

Previously slow manual and specialized tasks such as dynamic schema markup of advertiser sites have been radically accelerated and the output made more effective.

We expect to create exponentially more innovation and impact in 2025.





Conclusion:

Five Key Takeaways

01

The Age of Cultural Acceleration:

Marketers will deepen their engagement with consumers by prioritizing and leveraging cultural signals to connect on platforms and in spaces that align with their brand values and passion points.

02

Collaboration is Key:

Building opportunities through co-creation and partnerships is essential across practice areas – including technology, culture, influencer, search and beyond.

03

A New Era of Responsibility:

Responsible marketing is a critical focal point for 2024-2025 strategies as consumers demand transparency and ethical practices from brands, with sustainability and social responsibility as key differentiators.

04

Connected Commerce Paving the Way:

The need for a connected commerce approach has peaked, pushing marketers to conceive and create scenarios where every touchpoint is connected to engage shoppers where they are – both online and offline.

05

Everything Accelerated by Al:

Previously time-consuming tasks automated, a greater range, and diversity, of data sets informing decisions and new consumer experiences provide an expanded canvas upon which brands can create competitive advantage.



Creating Competitive Advantage

O5 Client
Operating Models

O6 Data & Privacy

O7 Automated Media Marketplaces

O8 Skills & Capabilities

09 Platform & Process





AUTHOR **Maggie Hilliard**



CREATING COMPETITIVE ADVANTAGE | 05

Client Operating Models

ARTICLE:
Client Operating Models: Unlocking Potential
Through Radical Collaboration at Scale

72

Client Operating Models: Unlocking Potential Through Radical Collaboration at Scale

As marketers, we aspire to deliver relevant, connected consumer experiences that win fans and drive results – this is the vision for modern marketing. While brilliant creative and media are essential, smart operating models ensure we can define and activate those experiences consistently and at scale.

The right operating model is essential to unlock a brand's full marketing potential

In today's fragmented, fast-paced media and marketing landscape, traditional, siloed ways of working represent a barrier to delivering experiences we know consumers expect. Getting to great work requires deep integration across marketing disciplines; seamless connectivity across client and agency teams; and the ability to move with agility, flexibility, and speed.

We believe radical collaboration is transformative

Sitting at the intersection of content, context, and culture, OMD is uniquely positioned to impact change for and with our clients. Our expertise, grounded in experience and in our position as an industry thought leader, has helped us ignite transformation at scale.

We've reimagined and redefined operating models for many of our clients – across industries, geographies, and unique challenges. We've defined modern operating models for brands that are highly centralized, highly localized, and in-between; we've unified every corner of the marketing ecosystem and created models that are focused on specific disciplines.



While every operating model is unique, our core ambition is always the same: Activate the best of local capabilities and knowledge, augmented by regional and global scaled efficiencies, consistent standards, governance, technology, taxonomy and automation.

Modern operating models drive increased governance, speed, and effectiveness

The benefits we have unlocked through modernizing our clients' operating models go far beyond the ability to craft and activate better consumer experiences:

Consistency and control in the implementation of connected standards.

and efficiency.

Ability to better leverage technology and automation for simplicity, speed,

Increased visibility and granularity through taxonomy, reporting, and automated systems and tools.

Greater efficiency in deployment of agency and in-house resources.

Increased marketing effectiveness – stronger ROI.

 \sim 73



We put people, processes, and platforms at the center of operating model excellence

To enable great operating models, we first conduct deep discovery sessions, listening carefully to the needs, challenges, ideas, and ambitions of our clients.

From there, we formulate a plan to optimize operations across multiple dimensions within our focus on **people**, **process**, **and platforms** – in a way that's bespoke and suited to the client challenges at hand.



People

Specialist hubs:

Accelerating local excellence through shared services in strategic locations.

Distributed workforce:

Maximizing talent through smart allocation of tasks across onshore and offshore resources.

In-house collaboration: Functioning as a seamless extension of clients' internal teams.



Process

Experience planning:

Consumer-first thinking at the start and heart of planning, guiding the entire organization to a shared goal.



Platforms

Technology infrastructure:

Shared technology to drive consistency and efficiency.

Automation:

Leveraging tech and AI to reduce time spent on rote tasks.

Change Management Matters

Across OMD's experience designing and activating modern operating models, there is one constant: The importance of dedicated and ongoing investment into change management.

Organizational change is challenging and requires change management to build comfort and confidence in new ways of working, refreshed roles, and accountability across teams and disciplines.

Requirements also evolve over time, meaning change management is required to continually understand client and team needs, and navigate through change in partnership.

We combine frequent communications and supportive educational efforts with an ongoing feedback loop to

ensure that implementing, scaling, and optimizing the model over time results in empowered, confident teams and more effective organizations overall.

We've seen that for our clients, modernizing their operating model is a smart investment for sustained growth. It helps everyone do their best work, enables teams to function better, and empowers entire organizations to accelerate.

By aligning skilled professionals, streamlined processes, and cutting-edge technology, our agency creates a powerful synergy that addresses the complex challenges of modern B2B communication. OMD's launch of OMD e2b in 2024 exemplifies this approach, using the foundations of our client operating model to bridge the gap between marketing and sales.









AUTHORS

Miles Pritchard & Jake LaDuke



CREATING COMPETITIVE ADVANTAGE | 06

Data & Privacy

ARTICI F:

The Tension of Modern Marketing

CASE STUDY:

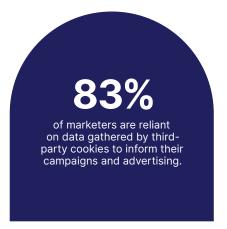
First-Party Data Maturity: Enhancing Client Strategies in a Privacy-First World

en de la companya de

The Tension of Modern Marketing

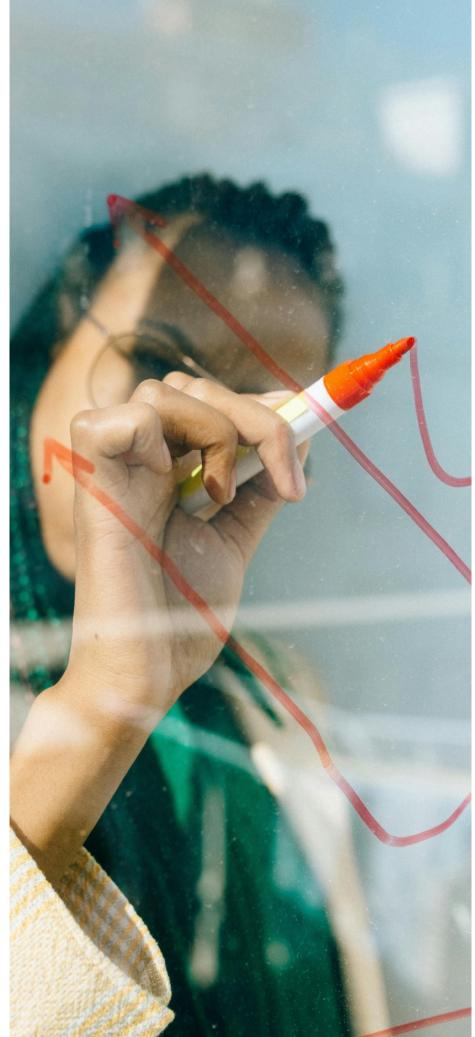
This was another year of accelerating already heightened expectations of consumer privacy and consent – paired with macroeconomic pressure on marketing to deliver personalized, relevant media experiences to drive business outcomes.





Google's pending deprecation of third-party cookies on Chrome had marketers wondering how they could do more with fewer dollars and with less data. However, Google announced in July 2024 that it would not be joining Safari and Firefox in removing third-party cookies from its Chrome browser.

Google has moved the decision about third-party cookies toward user consent, leaving uncertainty as to how significant Google's pivot will impact media use cases. This could ultimately ring the death knell for third-party cookies indirectly – if, as we expect, the majority will opt-out of cookie tracking.



Other IDs, not just the third-party cookie, face an uncertain future. Regulations like the General Data Protection Regulation (GDPR) in Europe, the California Consumer Privacy Act (CCPA) in the United States, and similar laws in other regions, have played into a growing sense that digital identifiers need rethinking. For instance, Apple's App Tracking Transparency (ATT) roll-out in 2021 provided opt-in only options for app tracking, resulting in an estimated 60% reduction in the number of opted-in mobile advertising IDs on iOS phone and tablet devices.

In response, businesses are embracing first-party data strategies, leveraging clean rooms for data collaboration, adopting "at the margin" contextual targeting through supply-side platforms (SSPs), and leveraging Alempowered bid optimization. These privacy enhancing approaches offer the promise of new opportunities for novel data strategies (with tightly managed consent structures), but championing these capabilities in an organization during risk-averse times is a serious exercise in change management. Especially in risk averse categories like financial services and healthcare.

06 | Data & Privacy



First-Party Focus

First-party data has become a cornerstone of modern marketing strategies. Over 2024, there was a surge in demand for OMG agencies to provide proactive consultation services aimed at helping our advertisers to collect, manage, and activate first-party data effectively. These services guide companies in building robust data infrastructures that prioritize user consent and privacy, and typically focus on three areas: (1) consent management and user-centric data collection, (2) audience segmentation and distribution via centralized Customer Data Platforms (CDPs), and (3) the deployment of server-side reporting and measurement capabilities such as Meta's CAPI solution or server-side deployment of Google Tag Manager.



Data Collaboration

A significant development in the cookie-less landscape is the rise of data clean rooms. These privacy-focused collaboration environments allow advertisers and media publishers to collaborate on data without compromising user privacy. OMG has been a leading voice in the clean room debate, forging early partnerships with Google, Amazon, InfoSum, and Disney. By leveraging clean rooms, advertisers can onboard, safely gain insights into customer behavior, and activate across trusted publisher partners, with precision.



Personalization at the Margin

The dual forces of third-party cookie decline and the 2020 ISBA report into programmatic supply-path transparency, have driven a significant shake-up of the ad tech ecosystem. Supply-Side Platforms (SSPs) are evolving to offer flexible inventory curation and alternative targeting methods to brands and agencies directly. OMG Marketplaces enables our teams to curate inventory and audience segments within the SSP, providing real-time decisioning on contextual relevance for cookie less activation and personalization, whilst providing quality, and transparency into inventory selection and price.



Al Enhanced Performance Optimization

Another innovative suite of solutions gaining momentum in the cookieless era is the development of AI-enhanced performance optimization tools. OMG has led the way in developing secure, ethical applications of machine learning and AI capabilities within Omni. These solutions enable us to optimize audience development, inventory selection, bidding strategies and dynamic creative execution and reporting, delivering multi-layered performance optimization at a scale and speed never seen before.

Breaking Through: Naming and claiming (then navigating) the tension starts with the top

Throughout 2024, OMD partnered with some of our most ambitious brands to help them break beyond analysis paralysis and find ways to effectively navigate this tension. Together, we found ways to continue to make savvy investments in what's now and what's next for media.

OMD's first principle is that media needs to be a growth driver for our clients' businesses. It needs to drive business outcomes.

A conversation with OMD's Chief Investment Officer Kelly Metz and OMG's Chief Intelligence Officer Joanna O'Connell pointed out the challenge – defining a business outcome typically depends on if you're talking to the CMO or CFO.



Pictured: OMD's Kelly Metz and OMG's Joanna O'Connell during an interview at the ADWEEK podcast studio.

Naming the elephant in the room can help organizations make better decisions on which outcomes matter and how to best drive them:

Fact: It's an immensely difficult time to do more with will less or even do more with more for marketers.

Fact: CMOs and CFOs both have a need for accountability and ROAS from media. Sometimes it's furthering brand awareness or sales demand initiatives. Sometimes it's both.

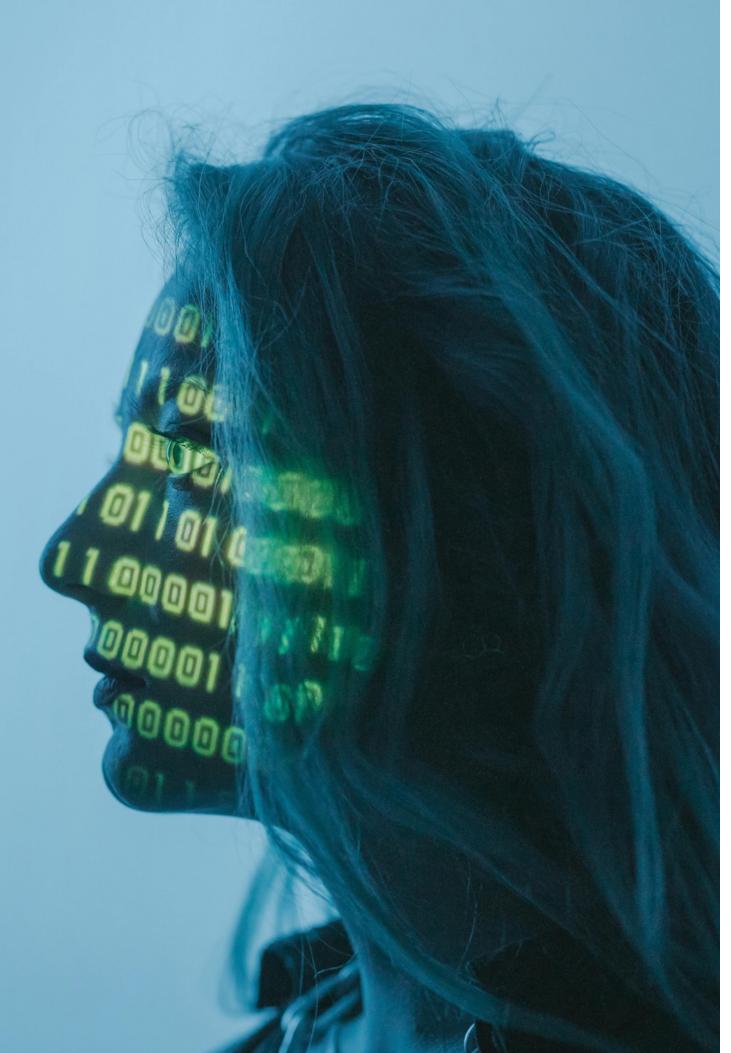
Fact: There are limits to understanding the relationship between these two lenses. The most advanced ways to unpack this relationship require sophisticated data and technology practices.

Defining a risk tolerance and privacy policy unlocks opportunities to test, learn and scale novel data and tech strategies to drive business outcomes that matter. Just because we can do something doesn't mean we should – even if it could drive short term results and long-term problems:

Fact: Finding insight and optimizing accountability of media spends in a collapsing purchase funnel will come through novel data collaborations and typically involve privacy enhancing technology.

Fact: There are more technology options available to choose from than ever before for marketers. [Asset 4]

Fact: Brands that align the needs of their CFOs, CMOs with their CPOs (Chief Privacy Officer, or legal department more broadly) maximize the opportunity to leverage data and tech strategies they can use, and equally important, they avoid what they should not use to drive business outcomes that matter through media.



What's Old Remains New: Preparing for Al Decisioning

Alignment is the one-word strategy to work through the tension of risk and rewards of modern precision marketing.

Alignment across the C-suite paired with strong top-down guidance on the principles of a consent-first, growth-driving marketing organization. Alignment from the bottom-up, hands-on-keys teams making the strategies and decisions that matter every day to maximize the impact of media. And increasingly, alignment on how to leverage artificial intelligent systems to pioneer further growth strategies, enabling us to innovate at an accelerated pace to deliver the outcome required by all.

Throughout 2025, we expect to see dramatic improvements through AI to evolve marketing's ability to take next best action decisioning to new heights.

The outcome, and possible remedy of Google's ongoing ad tech anti-trust trial will be known in early 2025 with potentially significant structural implications to add to the volatility of the sector.

While the solutions become more complex and the concept of explainability will be stress tested with AI, the playbook remains the same.

Brands that can maintain alignment across their organizations and agencies will continue to create what's next.



AUTHOR **Antonio Montesano**



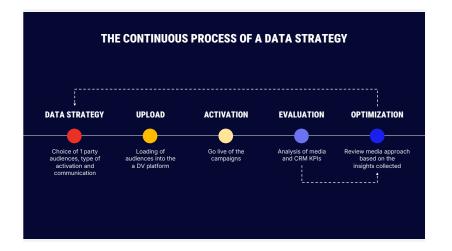
(Italy

CASE STUDY

First-Party **Data Maturity: Enhancing Client** Strategies in a **Privacy-First World**

At OMD Italy, we have developed a comprehensive framework aimed at assessing and elevating the first-party data maturity of our clients. Originally designed in anticipation of the deprecation of third-party cookies, this initiative remains highly relevant following Google's recent decision to retain third-party cookies in Chrome. Despite this shift, the framework is more crucial than ever, as it empowers brands to fully leverage their most valuable asset: customer data.

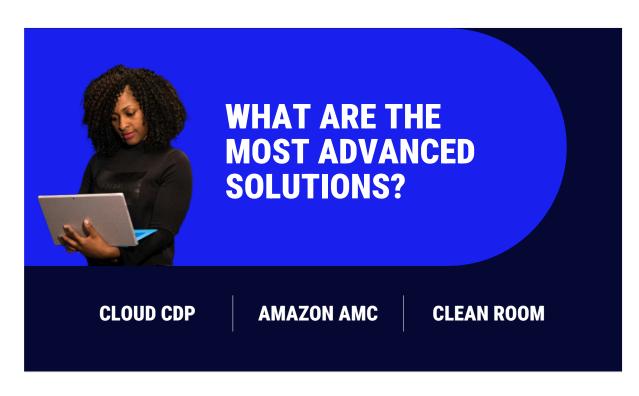




This framework serves as a standard for our OMD teams to guide their clients in evaluating their first-party data capabilities, orchestrating data strategy, and implementing data activation and measurement solutions. The focus is on empowering clients to capitalize on their first-party data, which includes CRM, website, and app analytics, to drive more effective and data-driven campaign outcomes.

At the core of this initiative is a systematic assessment of our clients' first-party data maturity, categorized into four levels: Entry-Level, Traditional, Advanced, and Innovator. The objective is to drive clients towards the most advanced level, where they can fully leverage their data assets for strategic advantage. This maturity model enables tailored strategies that align with each client's current capabilities while providing a clear roadmap for progression.

The framework also defines a streamlined process for data orchestration and activation, ensuring consistency and efficiency across different teams. This standardized approach simplifies the implementation of data strategies, allowing teams to move quickly and cohesively from assessment to activation. By following this process, OMD teams can ensure a coherent and accelerated path to data maturity, ultimately leading to more effective and data-driven campaign outcomes.



The framework highlights the needs of Data Orchestration by advanced technologies like Customer Data Platforms (CDPs) and the use of solutions like Google Cloud offered by TRKKN. These tools are pivotal for creating a unified customer view and enhancing data-driven decision-making across various digital channels.

A key component of this framework is also the emphasis on walled garden clean rooms (like Amazon AMC, which provides predictive insights and audience overlaps through first party data sharing) and neutral clean room activation, which plays a vital role in data sharing and enrichment with other brands, retailers, supply chain partners, and publishers. Neutral clean rooms, like Infosum, allow for the secure and privacy-compliant sharing of data, facilitating the activation of data not just within the major platforms but also across other channels like digital out-of-home (DOOH) and connected TV (CTV). This expands the reach and effectiveness of data-driven campaigns, enabling OMD clients to maximize their data assets across a broader spectrum of digital and traditional media.

Considering the growing importance of retail media, the framework also emphasizes the role of first-party data in enriching customer profiles with retailer insights, particularly for CPG brands. This integration allows for more sophisticated audience targeting and contributes to better measurement and optimization of campaigns.

Ultimately, this framework not only strengthens OMD Italy's ability to deliver measurable results for clients but also ensures that our clients are well-prepared to navigate the complexities of data management in an ever-evolving digital ecosystem.







Ben Hovaness



CREATING COMPETITIVE ADVANTAGE | 07

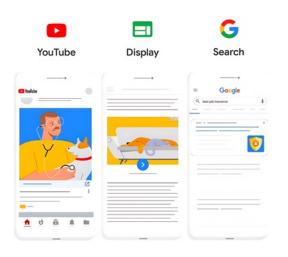
Automated Media Marketplaces

Al Buying Agents: Peril & Promise

AI Buying Agents: Peril & Promise

In the last three years, we have seen a revolution in automated ad products, typified by Google Performance Max (launched in November 2024). PMax is an agent that works to meet a specified advertiser objective like installs or sales by buying media across the Google media ecosystem.

PMax tends to deliver improved performance outcomes for advertisers relative to the status quo ante. These improved outcomes have translated into commercial success for Google.





Google PMax



Other big ad sellers followed suit – Meta launched Advantage+ ads, and TikTok launched Smart Performance campaigns, both Al buying agent products, in 2022.

We broadly refer to these products as Al buying agents.

Aspect	From:	То:						
Bidding On:	Media KPIs: CPM, CPC, CPV	Business KPIs: CPA, CPI						
Bid Strategy:	Advertiser- Controlled	Platform- Controlled						
Targeting:	Advertiser- Specified	Platform- Determined						
Placement:	Advertiser- Specified	Platform- Determined						

Automation in media buying is not a new thing, by any means; DSPs have been around for nearly 20 years. What is different and novel is that these new Al buying agents have a markedly higher degree of autonomy than previous generations of automation technology like DSPs. Viewed holistically, it's clear that these products are creating a relatively higher level of abstraction in media buying.



Moving to a higher level of abstraction tends to be a good thing

For example, the creation of pacing algorithms which manage campaign spend cadence has eliminated the need for manual budget management. Abstraction is often a hallmark of progress in advertising technology. However, since these Al buying agents are manifesting in a three-sided market (advertisers, sellers, consumers) we have an obligation to ensure an appropriate share of the benefits accrue to our clients (advertisers).

These products aren't static. In 2024 alone, we saw
improvements in capabilities related to brand safety,
automated creative generation, as well as new
optimization algorithms. Al buying agents are one of
the most exciting and dynamic spaces in advertising.
However, some core issues have yet to be addressed.
Most importantly from our point of view, we don't yet
know for certain whether AI buying agents are fully
aligned with advertiser interests. It's especially important
for advertisers to know if Al agents are working faithfully
on their behalf, because advertisers need to pursue
different strategies based on the alignment of the agent.

If the agent is working faithfully on behalf of an: An advertiser's optimal strategy is to: Be truthful about their willingness-to-pay **Advertiser** for outcomes Be deceptive about their willingness-to-pay Seller for outcomes Experiment with different approaches to infer Unknown agent alignment



To address some of these outstanding issues and guide the evolution of Al buying agents, OMG has started a new branch of its CASA program:

CASA AI Buying Agents

The initiative is designed to ensure that both buyer and seller objectives are aligned and that OMG is able to provide its clients with a clear understanding of any implications to their usual buyer requirements when running with these Al buying agents. The five pillars for evaluating these Al buying agents will be:

Declared alignment: Has the agent's owner clearly stated that it does not consider seller revenues or yields?

Directable: To what extent can an advertiser align the agent with various business objectives?

Constrainable: To what extent can the advertiser constrain the agent?

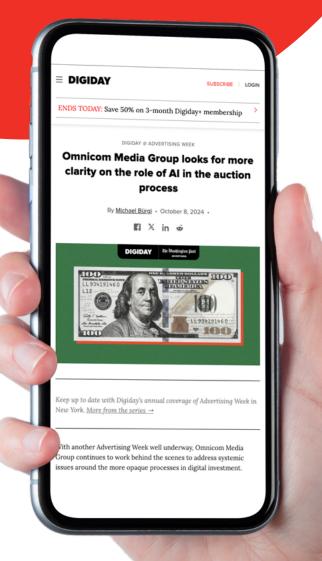
Transparent: To what extent can the advertiser see delivery and performance?

Verifiable: Is there third-party verification, and of which aspects?

OMG launched this initiative at Advertising Week
New York in October 2024, and Google, Meta and
Amazon are all actively participating in this program.
We'll be looking to develop this program into an
industry standard through collaboration with the MRC
and other bodies, just as we have done with our efforts
on auction standards.



The design philosophy underpinning Google's offerings is not the same as that underpinning Meta's – and that's something we want to shed light on. For example, [one] evaluation criterion is the alignment of the agent, that's something as simple as, has the company that operates the agent committed in writing that the agent doesn't consider that company's own yield and revenue targets when acting on a buyer's behalf.



As we look ahead to 2025, there are some key trends to watch out for:

New Scrutiny on Measurement and Emphasis on Incrementality:

Al systems can only ever be as good as the KPIs and performance data that drive them. While a human being might take reported performance data "with a grain of salt", discounting outsized performance when it is not believable, Al optimizers will not. That means it's more important than ever that conversion data is a reflection of the true contribution of media. Expect more focus on accurate incrementality measurement as a means of driving better optimization decisions.

02

01

Agent Alignment Coming into Focus:

Agent Alignment is a core part of CASA Al Buying Agents because it's such a vital issue. This year, we expect the industry to become more broadly aware of the need for assurances of alignment. Standards bodies and auditors will get involved to ensure that advertisers can trust buying agents to act with high autonomy to execute media investments.



Al Creative Evolution:

We've already seen large-scale deployment of Al creative, but adoption has been limited by traditional creative workflows, as well as concerns about whether or not Al creative can adhere to a brand voice with sufficient fidelity. Expect improvements in Al creative generation, with additional guardrails made available to advertisers so that they can ensure their brand voice is being maintained even as more creative is generated by Al.







AUTHORS

Paul Coleman & Alice Monfort

EMEA

CREATING COMPETITIVE ADVANTAGE | 08

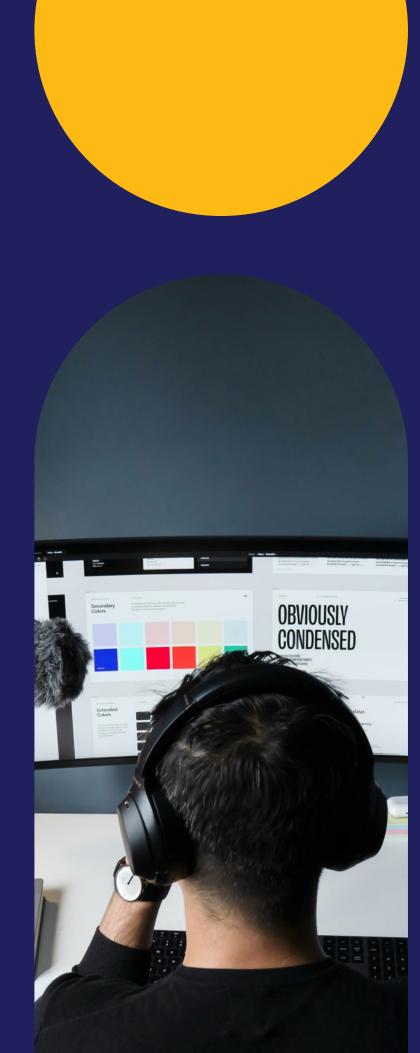
Skills & Capabilities

ARTICLE: Skills & Capabilities

Skills & Capabilities

In 2024, the marketing landscape changed dramatically as artificial intelligence (AI) became a key part of daily business operations, moving beyond just news headlines and discussions. Last year, 72% of business leaders reported significant productivity gains from AI integration. Sam Altman, CEO of OpenAI, highlighted the importance of this shift, saying, "Let society and the technology co-evolve, and sort of step-by-step with a very tight feedback loop and course correction, build these systems that deliver tremendous value while meeting safety requirements."

As Al continues to reshape marketing strategies, its role in boosting efficiency and driving innovation is clear. At OMD, we encourage our people to adopt Al practices through learning programs, webinars, and community exchanges, all within a strict Omnicom framework in Omni and beyond. People share their experiences through case studies and in a moderated community environment. This approach ensures that both our people and clients benefit from this technological leap while adhering to Omnicom's safety standards.



Global L&D Offering

At Omnicom Media Group, we invest in our people. To advance the growth of our senior and emerging talent, we created three global leadership development programs: OMG Fuel, OMG Ignite and OMG Accelerate. Our unique learning experiences are focused on three core tenets of inspiration, capability demonstration and practical application.



For junior talent

Best in class training to level-set junior talent on core competencies including digital, commerce and empathy through community.



For rising talent

This talent development program is designed for our rising stars – focused on core management skills, a broader understanding of the OMG network, and a chance to foster meaningful connections with peers from across the network and the globe.



For emerging leaders

OMG Accelerate is a biennial talent development program designed to equip our top talent with the skills and network required to lead the agency of the future.

08 | Skills & Capabilities

Below are four examples of how we continuously inspire our talent to evolve their skills, ways of working and thinking.

01. OMG Activate Al

The OMG Activate AI program is a pivotal initiative for OMG, designed to empower our specialists and support the adoption of AI features and products from our partners. It is a custom-made education program developed in partnership with Google and Meta, aimed at upskilling our teams to make better, faster decisions for our clients. The audience for this beta program includes over 1,300 participants from 26 countries in EMEA. Participation is open to all OMG specialists in search/social who are looking to enhance their AI expertise and gain certifications from both Google and Meta.

The program includes bespoke training programs tailored to each team member's needs, combining official certifications from our partners with unique OMG POVs, insights and recommendations. This ensures our team stays ahead in the ever-evolving digital landscape, navigating it in a brand-safe manner. Achieving certifications from both ad platforms and Omnicom Media Group through this program is not just about personal growth; it's about futureproofing our skills and enhancing our ability to create what is next for our clients. The Activate Al program represents our commitment to continuous learning and excellence, ensuring that we remain at the forefront of Al adoption and application in media.

THE SOLUTION

OMG ACTIVATE AI (BETA)

A unique training program in partnership with Google & Meta to elevate the Al expertise of our search and social teams across OMG EMEA

	STEP 1	STEP 2	STEP 3	STEP 4		
ACTIVATE AI X GOOGLE	Intro	1 Google Certification Google Al-Powered Performance Ads Certification 3H30	OMG POV Search	Omnicom Vendor Al Process		
ACTIVATE AI X META	Kick off webinar	1 OMG Meta Certification Maximizing performance with Al	OMG POV Social			
	30 MIN	2H20	20 MIN	10 MIN		

02. OMG AI Community and Innovation Hub

The OMG AI & Automation Community is a global network of 600 experts, enthusiasts and advocates of AI and automation in media. The community's mission is to share best practices, learnings and insights on how to leverage AI and automation to drive better outcomes for our clients and our business. The community aims to foster a culture of curiosity, innovation and collaboration across OMG.

As part of the community, members can access exclusive webinars, case studies, and OMG POVs in the OMG Al Innovation Hub that cover various topics related to Al and automation, such as:

How to use Al and automation to optimize campaigns across channels and platforms.

How to apply AI and automation to content development and creative.

How to leverage Al and automation to enhance data and analytics capabilities.

How to navigate the ethical and social implications of Al and automation.

How to identify and evaluate new Al and automation opportunities and partners.

The community is led by a steering committee that consists of senior leaders from across OMG agencies. The steering committee is responsible for setting the vision, strategy and agenda for the community and ensuring it links to the wider Omnicom strategies for Al and automation.

The OMG AI & Automation Community is open to all OMD and OMG employees interested in learning more about AI and automation and how to apply them to their work.

03. Q Week Learning Series

Q is OMG's proprietary Al-powered cultural trends tool that provides deep insights into emerging societal shifts and consumer behavior, available in Omni. By analyzing a vast array of data sources, Q helps OMDers stay ahead of the curve, enabling them to make informed decisions and develop strategic initiatives. The Q Week learning series is an innovative eLearning program. It accelerates the understanding and usage of the Q-suite of tools by OMDers.

Sponsored by Blake Cuthbert, CEO, OMD EMEA, the program has accelerated adoption of the Q suite tools in day-to-day activities. Q Week guides our people on defining the role of content in culture for their clients.

The ambition of Q Week is to establish an industry leading approach that enables OMD to leverage the transformative opportunity of culture and content to drive growth for our clients.



08 | Skills & Capabilities

The Q Week program will help to embed cultural thinking into the communications solutions we build for our clients. It provides a framework for leveraging cultural insights, facilitates Al-driven research via Q, and cultivates an inspiring learning environment.

Three trends power the opportunity:

01

Fragmentation:

Empowering people to participate in culture, with Gen Z more likely to have diverse interests and engage in cultural creation.

02

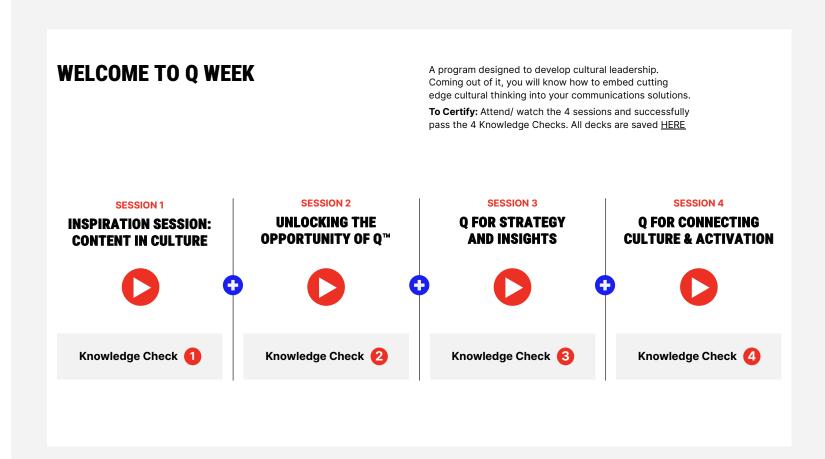
Cultural Trends:

Brands can leverage cultural trends like anti-globalization, near nostalgia, and quiet fashion to stay relevant.

03

Growth Drivers:

Brands with high cultural relevance grow significantly more than those with low levels, highlighting the importance of cultural engagement.





04. OMEGA

Upskilling OMDers in full-funnel planning and eCommerce skills has become essential for OMD. With the accelerated shift to online shopping and consumers' desire for seamless digital experiences, it's crucial for us and our clients to understand the entire customer journey.

OMEGA is an exclusive, co-created Omnicom and Amazon certification program designed to do just that. With 1,600 graduates from across 15 countries, OMEGA is scaling this key skillset and has resulted in Omnicom becoming Amazon's fastest growing big six agency partnership year-on-year.

This six-month eCommerce certification program, available to OMG colleagues worldwide, is best in class in the marketplace. Since the launch in 2021, 1,600 graduates have completed its program, with a 90% uplift in confidence when speaking to clients about eCommerce. Over the years, our internal competition,

"OMEGA's Got Talent" has become the highlight of the program. The competition involves teams completing a real Amazon client audit, with the best audits pitching their work to a global jury to secure the top three spots at the year-end celebration in New York or London. The OMEGA program and the audit competition drive real commerce skills, confidence, and more business impact for our clients.







AUTHOR **Tom Wilson**



CREATING COMPETITIVE ADVANTAGE | 09

Platform & Process

ARTICLE:

Building the Future

A View from LATAM: Platforms & Processes for a **New Era of Media Agencies**

Building the Future

Investing wisely has always required information. The challenge many of us face today is how to deal with the sheer volume of data we're now producing, harvesting, processing, utilizing, and recording. As previous chapters have noted, we are in a new revolutionary phase; we have the opportunity, and the privilege, to completely redesign the world around us and codify a better future.



The Philosophy of Product

At OMD, we work with clients from a huge variety of sectors. Our connected network provides contextual insight that allows us to recast and expand strategies authentically, unlocking growth.

We fuse these processes with our technical infrastructure to hardcode success – both through sophisticated insight generation and through cost-efficiency.





Thinking holistically about how people experience the world helps us mirror our technical frameworks. Evolving purchasing behavior has inspired deeper integration of eCommerce, for example. This has been possible through the acquisition of Flywheel. To maximize this opportunity, we've brokered a deal with TikTok that allows us to extend our offering deeper into social media, and in turn, into consumers' lives. This 'end-to-end' experience-based approach keeps us in lockstep with the lived experiences of consumers.

Case Study: Beiersdorf

Beiersdorf, a client partner we work with across the European and North American regions, is a gold standard example of aligned platform and process.



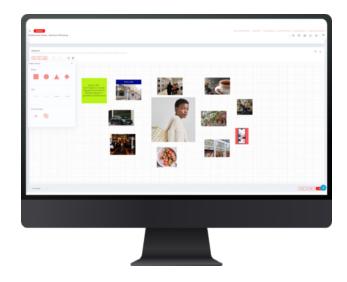
The ecosystem includes everything from briefing, strategy, planning, activation and reporting, with collaboration between client users and internal stakeholders encouraged throughout. We've created a 'home' for Beiersdorf in our platform that feels relevant, practical and engaging. Around 500 users - client and OMG - share this space and shape it together.

Linking data, support, insights and reporting allows us to centrally maintain data purity and enforce a unified way of working. Automation and AI can then be used throughout to optimal advantage, reducing high resource/low value tasks.



Evolving a Technical Ecosystem

Omni, as the name suggests, is a holistic architecture that allows us to collect and manage industrial quantities of information in a human-centric way. This bridge between data structure and interface is a vital one so Omni feels human-centric and facilitates creativity.



Building without Barriers

To be effective, any contemporary marketing orchestration platform requires a multitude of integrated data sets, tools, products and capabilities. This is true of Omni - our proprietary platform brings together a huge variety of data sets and stakeholders to drive transformative outcomes. But Omni goes further.

Interpretive bias has been a major topic of discussion over the past few years and has encouraged us to challenge our ways of working and illuminate blind spots.

We've worked with our network to bring everyone along with us as we evolve. We've focused on supporting neurodiverse colleagues and simplifying processes for those who may need to pause for personal reasons.

New elements, like our embedded approvals process, also recognize where practical friction has traditionally blocked utilization. This allows us to focus on genuine, real-world barriers, and not assumed ones.



Bias extends into our sources of data too, which is why we include many partners to help unlock audience insights. Our agnostic approach ensures that we challenge and interrogate information when making decisions. Omni Audience Assist, one of our many Al agents, helps to condense these insights into manageable personas.

Omni apps like Q, a cultural analysis tool, hugely help here. Signals are compounded to expose cultural trends and movements that help contextualize why consumers may be behaving or responding in particular ways.







We partnered with Amazon to understand the overlap between linear TV and Prime Video. This allows for enriched audience activation and an understanding of linear TV's sales impact, all accessible through Omni.

Media channel selection has become increasingly complex as new ways to reach consumers at scale come online: in retail media, shoppable media, various forms of connected TV, and new Al experiences.

To address this, we partnered with Amazon to understand the overlap between linear TV and Prime Video. This allows for enriched audience activation and an understanding of linear TV's sales impact, all accessible through Omni. Markets across OMG's network have invested in bespoke versions of AV planning tools to refine this way of working for their infrastructures.

This collaborative framework helps us rebalance our tech infrastructure so all our talent can help our clients grow. The Planning Community (membership 1,600+) supports us too, so we can ensure new developments are adopted quickly by our talent and used effectively.

This isn't just important from a social perspective; it also aligns more closely with how consumers experience the world. As digitization advances, opportunities to experience, connect and purchase have become far more flexible and expansive. In parallel, populations are diversifying, and identities are increasingly transnational.

Shifting content and commerce pathways fragment the landscape, making it harder to create socially consistent, generationally shared moments. But it also offers access to previously unreached groups. This challenging balancing act is another reason why it's so important that we continue to invest in our platforms and data infrastructure.

It is vital we handle this exponentially growing volume of information with a global mindset and can process and analyze nuance for effective returns.

Harmonizing Platforms and Processes

It's one thing to elevate technical platform infrastructure, but another trying to introduce it in a way that encourages adoption. To do this effectively we build for what 'will' happen, not what we'd like to happen.

Workflow, a codified process function in Omni, is the best example of this. We hard-code in best practices and ways of working and consider it from the perspective of different user groups – client, analyst, strategist, buyer etc. We then ensure all the relevant process steps are supported by clear support materials and Omni tools.

This structural foundation, scaled across the world, allows us to elevate our proposition as one entity. Omni Assist, our Al suite, can be accessed by all staff, so every market and every user can benefit and shape our development trajectory. We've focused on a few core areas with our Al agent store – Learning and Development, Audiences, and Image Generation to name a few – allowing us to address core needs and upskill quickly to maximize the benefits of this exciting technology.



No Time for Complacency

It's easy to assume that once we have a balance of platform and process, we're set for long-term success. In reality, the equilibrium is constantly shifting – and as volatility continues to change the marketplace, we must avoid complacency. Access to technology is not universal and we are not all generating the same amount of information that shapes decision-making. Many underrepresented groups remain in this digitizing landscape – notably older, more rural, less affluent consumers – or those who are less confident in one of the major online languages. 55% of all content online is in English and over 90% of the world's languages have no content available online at all.

To address this challenge with all consumers in mind, we combine data signals from across the world to understand how behavior and demand are changing – a prime example being **Omni's Fast Start Dashboard**.



A Promise to Our Future Selves

Building for a world that is often opaque is complex, but a worthwhile investment. Our commitment to meeting the challenges of tomorrow includes creating environments that ensure success in increasingly volatile times.

The technical and operational decisions we make now will nudge behaviors that will compound and set a new trajectory for the future.

We believe that our approach is the right one and that this foundation is something that offers us all agency in creating what's next.





AUTHOR
Renato Herrera

LATAM

CASE STUDY

A View from LATAM: Platforms and Processes for a New Era of Media Agencies

What was once a stable and predictable relationship between clients and agencies, now sees constant change. We need to skillfully navigate a dynamic and evolving market. We are living at the end of an era, and it is our responsibility, as leaders in this industry, to build a path for the future by integrating technology with craft. In this endeavor, Omni has been fundamental to helping OMD strengthen its position in the region in this regard.

The momentum we have gained in recent months from a new business perspective has had its roots in our capacity to articulate the importance of Omni as a standardization tool across markets, delivering consistent integration of tools and applied intelligence to our clients. The real challenge we face is not just developing technical capabilities, but closing the gap between these capabilities, strategic thinking and the culture in the workspace within each market.

This change has already begun, and it is our responsibility to ensure that it grows and expands. Latin America is as diverse as any part of the world. From a regional perspective, the realities of each market represents a challenge when an integrated regional solution is required. At OMD, we offer a solution that levels with what our clients are looking for in a partner media agency. They are in search of homogenized quality in their plans, consistency in their media language within all their marketing teams, and strategic thinking on a regional level.

Keeping that in mind, each country has a different set of data sources and level of maturity, and yet, through Omni, we have found a common thread that produces consistent work and client satisfaction. Our platforms and processes play a crucial role in aligning strategic thinking and leveling the quality of our solutions.

From a regional perspective, Omni and its different applications have radically transformed our ability to build a coherent point of view in the face of brand challenges. The true potential of these tools is not limited to their occasional use; they must be integrated into our daily strategic thinking. It is also not enough to apply these technologies once; they have become a natural extension of our planning and execution process, helping us to leap forward to become a solid, consistent and forward-thinking regional media agency partner.

We also find riches in the differences. Each country, through increased autonomy and reflection of local demand has adapted the process and the platform for specific use cases that are shared upfront in each regional setup. We can now incorporate these local nuances from a regional perspective, therefore improving the product further.

Taking all this into account, the ultimate proof that we are on the correct path as a service company is through the increase in the average total return rates obtained in the last four waves of evaluation. This is primarily because we have integrated our tools and platforms into the day-to-day relationships with our clients, bringing value to our offer. Secondly, new and improved elements of Omni, such as Q and Omni Assist, have helped us to be at the top of the curve as the Al conversation has gained traction amongst the industry and our clients.

Finally, as we rapidly move forward into a world where the balance of technology and skills will be the true differentiator, we can safely say that Omni, with its current tools and upcoming updates, is what sets us apart from the competition, providing us with a solid starting point for business-oriented conversations, ultimately resulting in solutions that are applicable not just for media, but in support of our clients' wider business objectives.

Each country, through increased autonomy and reflection of local demand, has adapted the process and the platform for specific use cases that are shared upfront in each regional setup.







Conclusion:

Five Key Takeaways

01

Responsible Al Usage:

Al led a transformative shift of the marketing landscape in 2024 and shifted away from being news headlines and discussions, to an integral part of daily operations. Marketers have a responsibility to practice ethical Al usage, thoughtfully integrating technology with craft.

02

Integration is Table Stakes:

To be effective, any contemporary marketing orchestration platform requires a multitude of integrated data sets, tools, products and capabilities.

03

Investment in Change Management:

Drive sustained growth, empower teams, and accelerate organizational success with investment in change management.

04

Data Quality Over Quantity:

An uncertain future for digital identifiers, heightened consumer privacy expectations, and stricter regulations will drive more focus on first-party data, using data clean rooms for collaboration, and adopting Al-empowered optimization.

05

Create the Future or Get Stuck in the Past:

The most effective approach to creating a successful future is by creating it –through proactive innovation and sound platforms and processes.



Looking Forward to 2025











Hannah Gringard, Chelsea Horncastle, & Pete White



LOOKING FORWARD TO 2025 | 10

2024 Lessons & 2025 Insights

2024 Lessons & 2025 Insights

The Moral Marketplace: Evolving Consumer Expectations and the Changing Role of Brands

CASE STUDY:

OMD Spain: Brand's Cultural Role and its Impact on Brand Relevance

2024 Lessons & 2025 Insights

Amidst political and social upheaval being experienced around the world, our data reveals a decline in public optimism, from an already low base. Concerns about the environment and personal finances have become more prominent, with a 1.5% decrease in environmental optimism and a 2.1% drop in global confidence about personal finances.

Yet 2025 is also poised to be a year of remarkable celebration. The excitement of exploration and new connections will be at the forefront, perhaps best highlighted by the World Expo in Osaka from April to October.

While we continue to operate in a state of flux - and succeed by identifying ways to maximize opportunities and mitigate obstacles - conversations on technology are now a reassuring constant in agency discussions.

In the next three sections, we'll share what's exciting us in 2025.





1 Digital Socialization

We have long refined the craft of segmenting audiences for media targeting over the years and will long continue to capitalize on the rich details of aligning brands and communications to key demographic, psychographic or behavioral cues. However, for our first 2025 perspective, we are turning to how technology is enabling audiences to segment themselves and highlighting the richness of new opportunities which this will present to advertisers.

Digital-first interactions and virtual communities will continue to grow as social hubs, reshaping how people form connections, share experiences, and build culture.

The line between online and offline life will blur further, with the metaverse and social platforms driving cultural trends.

Key Drivers:

Metaverse and digital worlds:
As platforms like Meta's Horizor

As platforms like Meta's Horizon Worlds, Roblox, and Fortnite expand, these virtual spaces will become primary places for people to socialize, attend events, and form communities. The metaverse will offer immersive, shared experiences that mimic or enhance real-life interactions.

Decentralized social media:

The rise of Web3 and blockchain-powered platforms will give users more control over their digital identities and content.

Decentralized social networks are emerging, allowing people to form niche, interest-driven communities outside of traditional platforms like Facebook or X. The post US-Election surge in Bluesky users to over 20 million users

illustrates how quickly change can occur.

Digital gatherings and events:

Virtual concerts, gaming tournaments, and digital festivals will become major cultural phenomena, allowing global audiences to participate in real-time, shared experiences without physical barriers. This will drive the rise of



Future Considerations

"digital-first" influencers and celebrities.

Watch for how digital platforms address the balance between immersive virtual experiences and the need for physical-world connections, particularly around wellbeing and inclusivity.



Global Moments

Beyond the political sphere, technology is catalyzing the proliferation of sporting events and the consumption of sports content. This has been a democratizing force – where once we had to wait a couple of years between cycles of Olympic and FIFA World Cup tournaments, now there are multiple world tournaments every year – across an ever-increasing range of sports, across genders and physical abilities.

The Paris 2024 Olympics marked the first time Alpowered graphics were used to enhance coverage, allowing for the reconstruction of key moments. As we look ahead in 2025, we can anticipate these advancements to transform further how audiences engage with major events. Whether it's the Special Olympics World Winter Games or the FIFA Club World Cup, technology will enable people to experience the thrill of being "right there" without physically attending.

This evolution in viewing experiences aligns with a trend where individuals increasingly desire to shape their interests and personalize their engagement.

As a result, we can expect to see a surge in usergenerated content on social media, with people not only sharing their experiences but also actively creating new content, further blurring the lines between spectators and participants.





Key Highlights from Our Paris 2024 Olympics & Paralympics Insight Showcases:

- Streaming records were broken. Peacock surpassed viewership in two days and BBC doubled its figures compared to Tokyo.
- The first Olympics to see complete gender parity among athletes and set to halve the average carbon footprint used.
- Al powered graphics enhanced coverage with 3D reconstructions of key moments.
- The Paris Paralympics prompted more social mentions than the Italian Grand Prix and US Open
 Tennis events which happened at the same time

Hybrid events—combining in-person and virtual elements—will become the standard format, offering flexibility for attendees and expanding global reach. These events will feature immersive digital experiences alongside physical gatherings.

Key Drivers:

01

Technology advancements:

Improvements in live-streaming quality, virtual reality (VR), and augmented reality (AR) will make virtual participation more engaging and interactive, creating nearly seamless experiences between digital and in-person attendees.

02

Flexibility and accessibility:

Hybrid formats allow for greater inclusivity, enabling those who cannot attend in person due to geographic, financial, or health reasons to still participate virtually.

03

Corporate and cultural adoption:

Business conferences, music festivals, and sports events are all integrating hybrid models, offering broader access while maintaining the unique value of in-person experiences.



Future Considerations

Watch for advancements in AIdriven personalization and virtual networking platforms that can replicate real-life interactions for remote participants.



103 Hope Over Cynicism

In the political sphere there are also reasons for optimism, after a year of elections we can probably all do with some positivity, and we should begin to appreciate the impact that technologies like Al and virtual reality can have to enhance safety, productivity, and quality of life.

The growing interest in AI across sectors like healthcare, law, and finance highlights its increasing appeal. Al's
ability to improve access to information could lead to greater tech literacy and more robust societal and political
engagement. Beyond the grander achievements made possible by our advancing technological capabilities, big
tech holds the potential to revolutionize our daily lives in meaningful ways. We can look forward to advancements
in smart city initiatives, personalized healthcare breakthroughs, and enhanced work-life balance through better
collaboration tools.

We look at this through the two key societal issues of our times:

Climate Action & Green Policies

Trend:

Climate change will become a more pressing electoral issue, with voters increasingly holding governments accountable for their environmental policies. Expect more pledges towards achieving **net zero targets** and promoting renewable energy.

Key Countries:

UK, Poland, Germany, India

Impact:

Countries with more progressive climate policies may attract investment in green technologies, while those lagging behind could face pressure from environmental movements and international bodies.

Economic Inequality & Cost of Living

Trend:

Economic challenges, including inflation, rising inequality, and unemployment, will be central to political debates. Governments will face pressure to implement policies aimed at improving economic security and addressing wealth disparities.

Key Countries:

Argentina, UK, India, Egypt

Impact:

Governments may pivot towards more interventionist economic policies, including subsidies, wage support, and welfare expansion to appease dissatisfied voters.

In conclusion, conversations surrounding technology, if framed properly, do not need to be as wholly negative as once anticipated. Many people are optimistic about the opportunities these technologies present, and although the impact of Al and other innovations is not new, 2025 promises to bring exciting new frontiers within it.



Dedicated Insight Reports to Track the Zeitgeist of 2025:

Signals:

OMD's annual report delving into evidence-based consumer insights to shed light on the perceptual and behavioral shifts crucial for the upcoming year.

Insight Showcases:

Timely inspiration looking at key events, moments, and values capturing consumer attention.

Codifying Culture:

The process of formalizing cultural norms, traditions and trends – identifying cultural communities, territories and moments for brands to tap into.

What We Will Be Tracking in 2025:



The Evolution of UGC



The Modernization of Social Movements

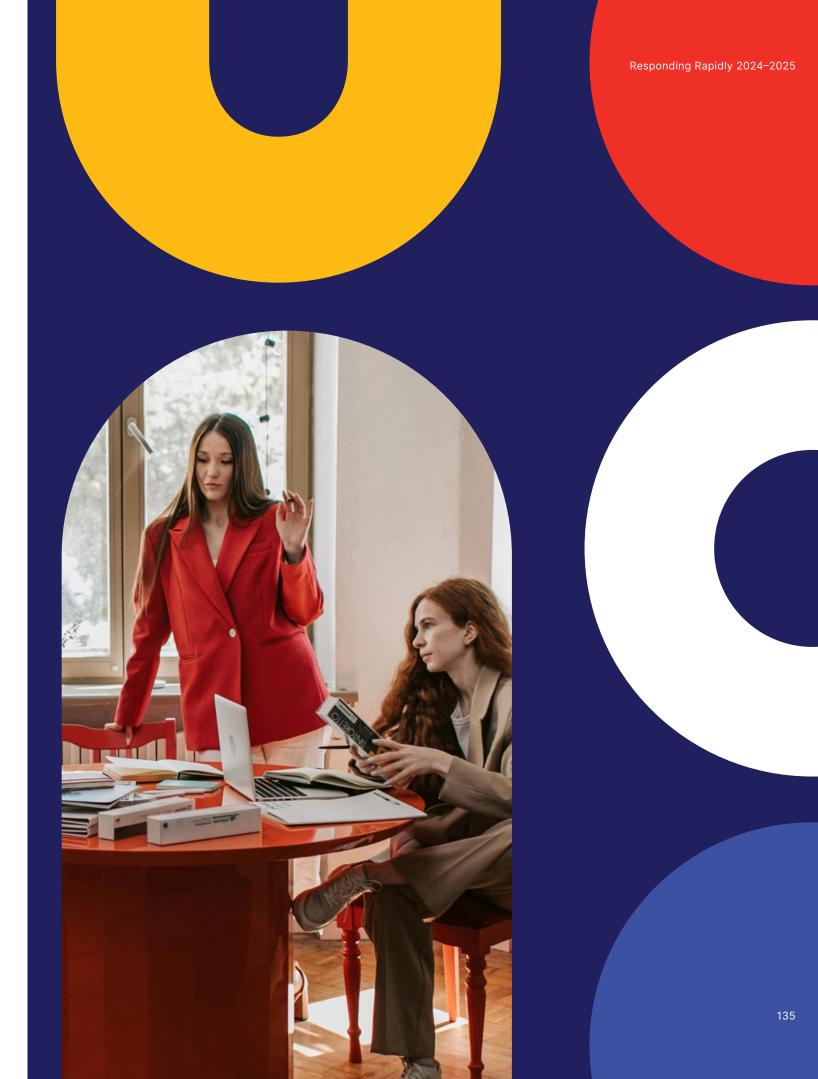


Shared Global Celebrations and Moments



Changing Time and Attention Values

This year, the future of marketing lies in embracing technology-driven changes with optimism and agility. Digital socialization will expand as virtual communities and metaverse platforms redefine connections and cultural trends. Global moments, especially in sports and entertainment, will shift towards hybrid events, blending immersive virtual experiences with physical attendance. Al, smart cities, and sustainability will shape how we engage with consumers, addressing critical concerns like environmental action and economic inequality. For marketers, the key is to stay ahead by tapping into digital-first interactions, celebrating shared global events, and championing innovation—because 2025 will be a year of endless opportunities and reigniting hope.







AUTHORS Jack Sweet & Hannah Pereira



CASE STUDY

The Moral Marketplace: **Evolving** Consumer **Expectations** and the **Changing Role** of Brands

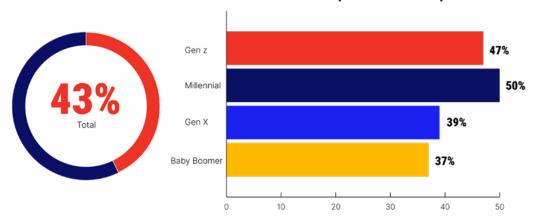
Over the last few years, we have been tracking the evolution of consumers as they change from passive product and service recipients to active participants in broader cultural conversations. This new type of consumer is increasingly vocal about their values, morals and expectations, using their purchasing power as a catalyst for positive change.



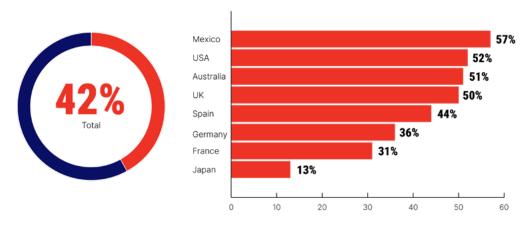
77% of TikTok Users in the USA say TikTokhas helped them learn about social justice

This is a trend that has amplified with the digital age, providing platforms for individuals to connect, organize, and rally around shared causes. From climate change to social justice, consumers are demonstrating a profound desire to align their actions with their personal beliefs.

"I AM MORE LIKELY TO SPEAK UP ABOUT SOCIAL ISSUES THAN I USED TO?" (AGREE NET)



"I SEE MORE PEOPLE GETTING INVOLVED IN SOCIAL AND POLITACL ACTIVISM" (AGREE NET)

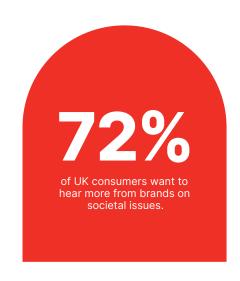


Findings from Signals 2024* identified more than 43% respondents were more likely to speak up about social issues than they have previously, while a similar proportion agreed they had noticed an increase in people getting more involved in social and political activism.

Consumers are increasingly prioritizing social responsibility and standing up for things they believe in. We have seen this with the recent anti-racist counter protests in the UK, the farmers protest in France, political unrest in Latin America, as well as the global

demonstrations and boycotts of household name brands in response to Israeli military intervention in Gaza.

This heightened social consciousness presents both opportunities and challenges for businesses. Brands that authentically embrace these values and integrate them into their core mission stand to gain significant consumer loyalty and trust. Conversely, those that remain indifferent or inauthentic risk facing backlash and boycotts.



Looking ahead, we anticipate a growing trend towards more conscious consumerism and social change, which we will continue to track in our Signals 2025 Global Survey. We expect younger generations, who are inherently more socially conscious, to wield increasing purchase power, demanding even higher standards from brands. Supply chain transparency, measurement and accountability will be paramount as consumers insist on proof of a brand's social impact. Social justice is poised to become a core brand differentiator, with those who excel in this area gaining a significant competitive advantage and cultural relevancy.

O1 Authenticity is Key

Consumers can spot inauthenticity from a mile away. Any social justice stance must align with the brand's core values and mission.

O2 Don't Just Pay
Lip Service

Commitment to social justice must extend beyond marketing rhetoric. Brands must demonstrate tangible actions and measurable impact.

O3 Engage with the Community

Building trust requires active listening and collaboration with the communities the brand aims to serve.

Sources

Signals 2024 Global Survey

Source: https://www.reach3insightstop3.com/tiktok-activism/?submissionGuid=b8c25603-afd4-4c85-b1f8-98d69625948a

Source: https://www.research-live.com/article/news/uk-consumers-expect-brands-to-speak-out-on-societal-issues/id/5120363





AUTHORS

Miguel Gutierrez-Cortines Merino & Lara Velazquez Alarcos

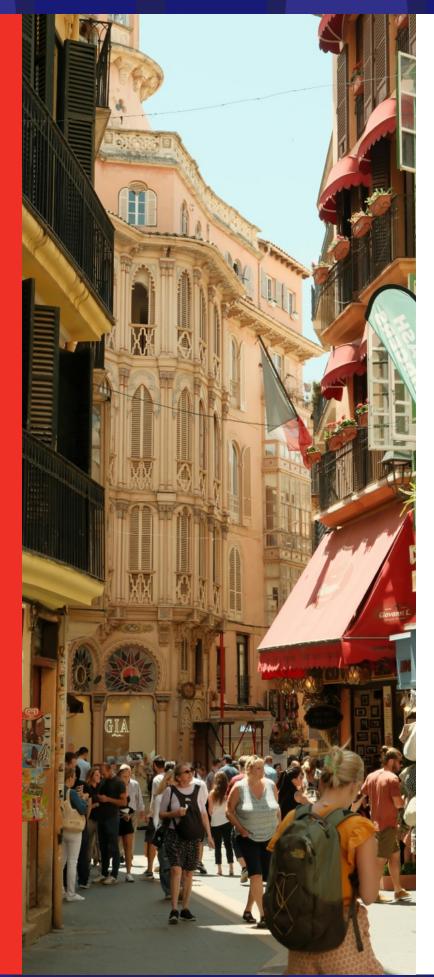


CASE STUDY

OMD Spain: Brand's Cultural Role and its **Impact on Brand Relevance**

In this increasingly competitive and ever-evolving market, generating authentic connections, playing an active role in promoting cultural engagement and added value are crucial for growth.

Our Fourth Edition of 'Pulsing Brands' highlights the powerful influence of culture on brand relevance, with **49%** of consumers indicating that culture in brands is a key factor in their purchase decisions.



FACTOR IN THE PURCHASE/HIRING DECISION 49%

Consumers consider it relevant that brands work on ESG initiatives

As consumer expectations evolve, positive impact commitments have evolved into a key driver of brand relevance, with 37% of consumers willing to pay more for brands that actively contribute to it — the influence of positive impact on consumer purchase intent has reached its highest level in the past two years.

THE POSITIVE IMPACT SUSTAINS ITS ABILITY TO GENERATE RELEVANCE FOR BRANDS 37% Willingness to pay more for a brand that engages

In fact, 95% of consumers find it important that brands are committed to **ESG** efforts.

Environmental initiatives (42%) are the most valued actions, followed by social (40%) and governance (18%), reflecting consumers' prioritization of sustainability and ethical business practices in their purchasing decisions. These efforts, tied to the UN's Sustainable Development Goals (SDGs), demonstrate how brands can create cultural and social value, enhancing their relevance while building deeper consumer connections.

Not only has the latest Pulsing Brands study by OMD Spain* reinforce the importance of ESG action on brand relevance, but it demonstrates the critical integration of brand and culture that leads to business impact.

*as of October 2024



Conclusion:

Three Key Takeaways

01

The line between online and offline life will blur further in 2025.

02

We can expect to see a surge in user-generated content on social media.

03

Consumers are optimistic about the opportunities new technologies present.

Market Data: The World in Numbers

Market	GDP growth (2025 vs 2024)	Inflation (2025 vs 2024)	Population (2025)	Estimated Total Ad Spend (2025)	Estimated Ad Spend Change YoY % (2025 vs 2024)	Estimated Adspend Change YoY % (2025 vs 2024)					Estimated Ad Inflation (2025 vs 2024)					
						TV	Digital	Print	оон	Radio	Digital Share	TV	Digital	Print	ООН	Radio
Argentina	5.0%	59.6%	47,636,000	33,512,650,459	93.0%	94%	95%	85%	94%	83%	51%	94%	95%	85%	94%	83%
Australia	2.0%	3.0%	27,155,000	14,112,922,441	2.2%	-10%	5%	-12%	5%	-1%	75%	5%	4%	-4%	5%	1%
Belgium	1.2%	2.0%	11,835,000	4 777 663 988	5.2%	2%	10%	-4%	6%	1%	30%	2%	10%	-4%	6%	1%
Brazil	2.4%	3.0%	206,450,000	18,651,766,095	4.8%	8%	4%	3%	8%	4%	38%	11%	5%	9%	10%	10%
Canada	2.4%	1.9%	41,398,000	15,403,338,301	4.7%	-5%	8%	-23%	2%	-1%	77%	8%	5%	2%	3%	3%
China	4.5%	2.0%	1,409,817,000	135,158,881,252	6.5%	0%	8%	-5%	7%	0%	78%	1%	6%	0%	6%	0%
France	1.3%	1.8%	66,277,000	18,000,995,247	5.8%	3%	7%	-2%	10%	1%	61%	9%	5%	2%	16%	5%
Germany	1.3%	2.0%	84,557,000	21,630,053,356	2.9%	1%	5%	-3%	4%	1%	59%	11%	4%	5%	3%	7%
India	6.5%	4.2%	1,454,607,000	13,562,892,415	11.2%	14%	11%	8%	8%	7%	31%	14%	16%	8%	7%	7%
Italy	0.9%	2.0%	58,732,000	10,795,036,370	6.2%	10%	3%	-4%	8%	7%	42%	3%	2%	1%	2%	3%
Mexico	1.6%	3.3%	13,336,700	9,295,352,716	-1.4%	-4%	4%	-7%	_	1%	33%	9%	5%	4%	7%	5%
Netherlands	1.5%	2.1%	18,029,000	6,110,201,287	4.0%	-8%	7%	1%	5%	2%	70%	12%	10%	3%	10%	6%
South Africa	1.2%	4.5%	63,419,000	3,476,915,746	13.9%	11%	31%	6%	9%	11%	21%	19%	2%	16%	2%	6%
Spain	2.1%	2.4%	48,915,000	6,720,702,429	3.8%	2%	5%	0%	7%	2%	48%	7%	5%	0%	8%	2%
UK	1.5%	2.0%	68,723,000	36,982,028,737	4.8%	2%	6%	-7%	6%	-2%	73%	6%	0%	3%	3%	2%
USA	1.9%	2.0%	339,170,000	283,883,749,072	2.1%	2%	2%	1%	3%	4%	51%	2%	2%	2%	5%	4%

GDP growth: IMF World Economic Outlook 2024 June - GDP - Constant prices percentage change Inflation: IMF World Economic Outlook 2024 April - Inflation - Average consumer prices percentage change Population: IMF World Economic Outlook 2024 April - Population Market data: OMG GI estimates, September 2024

The People Behind Responding Rapidly Responding Rapidly 2024-2025

Authors & Contributors



Vicky Bloyce Managing Director, Global Brand, OMG

Vicky Fox

Chief Planning Officer,

OMG UK



Connie Chan CEO, OMD China

Mark Gallagher

Chief Client Value

Management Officer:

Global Investment,

OMG

Maggie Hilliard

Managing Director, Global

Business Lead,

OMD



Paul Coleman Chief Collaboration Officer, OMD EMEA

Chief Client

Solutions Officer,

OMD

Executive Director,

Research & Insights,

OMD EMEA



Cortines Head of Insights, OMD Spain



Jean-Paul Edwards Managing Director, Global Product, OMD



Ellen Griffin Hannah Gringard







Director, Research

& Insights,

OMD EMEA

Chief Media Officer,

OMD





















George Manas

CEO,

OMD

Miles Pritchard

Capability Partner,

Data & Tech Transformation,

OMD EMEA

Lara Velazquez

Head of Strategy

& Acceleration,

Director, Global Brand, OMG





Pete White

Managing Partner,

Research & Insights,

OMD EMEA



Hanna Pereira Head of Commerce, Senior Insights Manager, OMD EMEA OMD EMEA



Managing Partner,

Collaboration,

OMD EMEA

Estelle Reich

Stephenie Wang

Design Director,



Namrata Roy Associate Director, Associate VP of Strategy, Global Brand,







Senior Manager, Insights Director, OMD EMEA Collaboration, OMD EMEA



Director,

Product Utilization,

OMD EMEA





General Manager, Strategy, OMD China



Renato Herrera

Chief Strategy Officer,

OMD LATAM

Emma Hughes Manager, Global Brand, OMG



Managing Director, Data & Tech Solutions, OMD USA



General Manager, Strategy OMD China



Joey Mallardi Designer, OMG



Managing Director, OMD Germany



omd

