



* Kimberly-Clark | **OMG**

Transition & Transformation Playbook

2024

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01 Seamless Transformation

Experienced in delivering transformation for our clients from 1979 to present

L'ORÉAL

4 DIVISIONS | 2023

Media, Retail, Commerce,
Data & Tech

**Marketing
Transformation**



5 BRANDS | 2018

Media, Creative, CRM, CX,
PR, Data & Tech

Speed-to-market



9 DIVISIONS | 1993

Media, Creative, Retail,
DTC, CX Data & Tech

**Brand &
Demand**



20+ BRANDS | 2020

Media, Retail, Commerce,
Data & Tech

ROI



60+ BRANDS | 1979

Media, Creative, Retail,
Commerce, Data & Tech

**Culture
& Commerce**



11 DIVISIONS | 2018

Media, CX, DTC,
Data & Tech

**DTC
Growth**



3 DIVISIONS | 2008

Media, Creative, CRM, CX,
PR, Data & Tech

**Marketing
Efficiency**

DIAGEO

40+ BRANDS | 2020

Media, Retail, DTC
Commerce, Data & Tech

**DTC
& Ecomm**

“

‘We wanted a best-in-class business partner who had the talent, capabilities and the right mindset who could go on this journey with us. From day one, the process didn’t feel like a separate client and agency dynamic, but rather one team working hand in hand. This was the core reason why we could deliver the milestones planned.’

– Bettina Fetzer

Vice President Marketing & Communications,
Mercedes-Benz AG



Our Transformation Guarantee

Fast, Streamlined and Risk-free Transformation

We Embrace Complexity

Our transformation practice is built upon the highest-level of accountability, embracing complexity and reducing burden for Kimberly-Clark. Our dedicated transformation team is confident in managing scaled business operations, given our wealth of experience with clients that operate with significant volume and velocity. As your day-to-day touchpoint with OMG, it is our job to wrangle and simplify - delivering a dynamic, action oriented, and seamless transformation experience to your new Operating Model.

We Provide a High-Touch Experience

Our transformation capability and high-quality service level confirms explicit remit for expeditious collection, organisation, and understanding of your detailed business requirements. We immerse ourselves in your business, rolling up our sleeves to dive deep into Kimberly-Clark technology, data, and material information. Our hands-on talent orientation and relentless focus on detail enables us to quickly understand and seamlessly align specialist capabilities to Kimberly-Clark. Our operations and dedicated transformation team will be overseen by OMG Executive Leadership, confirming executive stewardship and the highest-level of accountability throughout the hierarchy of the organisation.

We Confirm No Disruptions to Business as Usual

Our transformation team's core function is to transform the business to its new Operating Model, with no disruptions to business as usual. This minimises risk and delivers capability that provides both consistency and excellence in service. OMG have built the Transformation team with hand-picked experts from within the Omnicom Network, ready to be immersed in the transformation from Day 1 of the global appointment. Our team ensures a constant presence providing a frictionless, direct-route for Kimberly-Clark communications. There will be no impact or disruptions to business as usual as we onboard our new model and ways of working across the globe.

We Are Excited for the Future with You

We have enjoyed our partnership with you throughout the course of our time working with you in EMEA, LATAM and Taiwan, in addition to this RFP process.

We look forward to continued learning and business immersion with you, as we embark on a partnership that will take us into the future of an optimal media agency operating model with an approach that can flex to meet your differing requirements for IPC, EM, IFP and Canada.



**Transformation Team
Operational from
Appointment**

20+
Specialist
SWAT Team
Provided At-Gratis



**Historical
Data
Preservation**

100%
Seamless Data
Integration, Extraction
and Consolidation



**Completed
Expeditiously,
No Disruptions**

4 Months
Transformation to
new Operating Model

A photograph of a woman and a young child brushing their teeth in a bathroom. The woman is on the right, and the child is on the left. Both are holding toothbrushes and brushing. The scene is lit with natural light from a window in the background. A large blue semi-transparent shape is overlaid on the left side of the image, containing the text '02 Tenets of Transformation'.

02 Tenets of Transformation

What We Commit To

Completed in 4 months, no Disruptions for Markets

Transformation to the new Operating Model and transition of net new markets in four months.

Embedded Global Transition & Transformation Team at No Cost to You

Dedicated specialists, provided at-gratis to Kimberly-Clark.

100% Transition & Transformation Team Operational, Day 1

Zero ramp-up time, fully functional from agency appointment.

Full Team Mobilised in 90 Days

Staffing commitment in 90 days from agency contract commitment.

Joint Business Plan Enhancement

OMG Investment clout and product capability enriches necessary JBP planning.

100% Historical Data Preservation

Seamless integration, extraction, and consolidation of all historical data as required.

Best-in-Class Utilities

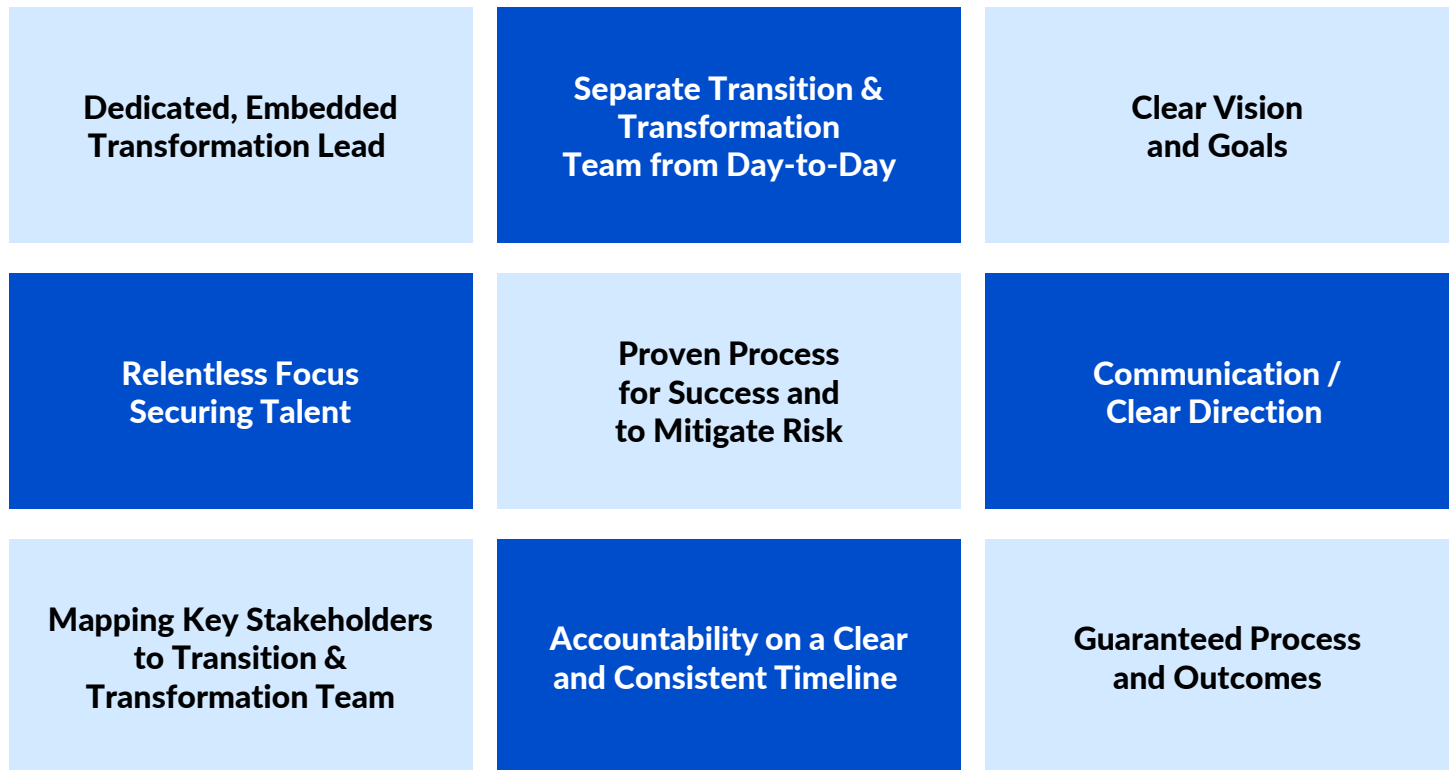
Proven project management, data transfer, and talent management tools.

Full Transparency, in Everything

Clear / accountable measures to ensure collective success.

Tenets of Transformation

Kimberly-Clark will not be burdened with unnecessary work during this agency change and transformation, reflecting your new Operating Model and internal Re-Structure. Our Transition & Transformation Team will remove weight and requirements from Kimberly-Clark with dedicated experts. In our experience, a successful transformation requires the following principles:



Tenets of Transformation



Separate Team (From Day-to-Day)

Kimberly-Clark will be supported by a dedicated Transition & Transformation team, fully separate from the day-to-day 'working' team. The team's sole function is to help transition and transform the business to the new operating model with no disruptions, minimising risk and delivering capability that provides both consistency and excellence in service. Team OMG have built the team, with bespoke specialist resources from within OMG, who do not work on the Kimberly-Clark business, and are ready to be immersed in the transition and transformation from Day 1.



Dedicated, Embedded Transition & Transformation Leadership

In order to ease the pressure of responsibilities on Kimberly-Clark internal stakeholders, OMG will embed market dedicated 'Transition / Transformation Leads' to partner with Kimberly-Clark. Our expert business operations and PMO talent will act as an extension of the Kimberly-Clark team, providing internal leadership of the transformation and will be the point of contact and liaison with the incumbent agency (where applicable in market). This lessens requirements and burden from Kimberly-Clark stakeholders. They deliver on operational mobilisation, workstream accountability, incumbent information collection, codification of incumbent deliverables, and is a liaison for Kimberly-Clark media suppliers / vendors. This ensures a constant, accountable presence, providing a frictionless and direct route for transition and transformation status, office hours, and question resolution.



Clear Vision and Goals

From the moment of selection, our transition and transformation leadership will meet with Kimberly-Clark to outline the vision of the transformation and set clear goals. Team OMG will develop and implement a Contract of Expectations that ensures we have the right process, transparency, and accountability across all involved parties, OMG, the Incumbent (where applicable) and Kimberly-Clark. This accountability framework outlines ways of working, timelines, milestones, and cadence of progress tracking. Kimberly-Clark will be aware of the cadence on updates and key milestones to relevant stakeholders, in a clear and timely manner.



Relentless Focus on Securing Top Talent

As discussed throughout this RFP process, Team OMG has selected the very best talent and will continue to add to the team by leveraging both existing and internal resources and complementing those resources with new hires. As part of the dedicated transition and transformation team, we will assign an HR specialist whose sole focus is on ensuring the team is fully staffed within a guaranteed timeline. This includes sourcing from within OMG, the industry, and previous agency where talent has been identified by Kimberly-Clark.

Tenets of Transformation

Onboard and Build Plans on a Proven Process to Mitigate Risk

We have a relentless focus on risk mitigation with a Global Playbook of best practices that identifies considerations, potential risks, and alternative routes to deliver based on predetermined risks. Based on our experience, we have foresight into detailed requirements, potential pitfalls, and checkpoints which reinforces our process, allowing us to be ahead of the curve from the onset.

This includes developing a clear contract of transition expectations for roles and responsibilities for transferring both media planning and execution from incumbent agencies (where OMG doesn't currently work with Kimberly-Clark):



Level of Incumbent Engagement

To reduce burden on Kimberly-Clark, it is required that incumbent agencies be actively involved in knowledge and information transfer between agencies (across brand and/or performance). We collaborate with our client partners to develop a comprehensive transition scope for the incumbent to be held accountable to. Market Transition Leads act as a Kimberly-Clark resource to confirm incumbent accountability on behalf of the client. This assists in resolving issues with the incumbent where there is lack of transparency and detailed information. We also have experience in transition engagements where a consultancy stakeholder(s)/pitch consultant is actively involved to confirm incumbent accountability.



Planning/Buying Transition Scope

As a part of the scope between agencies during transition, we align on campaigns and/or channels of assignment for both planning exercises and buying implementation. It is critical to confirm clear swim lanes with incumbent agencies to minimise any disruption or risk to the business. Depending on timing, campaign planning cycles, transfer of information, and implementation - the incumbent may be required to continue planning select campaigns (based on timing of onboarding and knowledge transfer) or to provide additional implementation detail on campaigns planned previously. For example, if the transition occurs during a live planning cycle, the incumbent may be best suited to continue their planning process prior to handoff of tactical implementation information to OMG.



Kicking Off New Campaigns

We schedule a cadence of immersion sessions, aligned to media stakeholders both global and local to review forthcoming campaigns and briefing requirements, with strategy leadership. Where the incumbent has already been briefed, these sessions occur with the incumbent to assess status of where they are in the planning lifecycle (and confirm any client preference or requirements for re-planning). To rapidly scale information collection, we provide custom surveys (vis Smartsheet) to client stakeholders, to get a direct 1:1 assessment of their needs and requirements. This information is fed into a Campaign Lifecycle Tracker - for our Operations and Planning team to respond to review brief prioritisation, and schedule respective briefing immersion sessions prior to kicking off.

Tenets of Transformation



Execution of Already Planned (but not activated) Campaigns

Where the incumbent agencies in APAC, Brazil, Canada & Israel have planned campaigns separately (prior or during transition), that OMG is required to execute in-market, it is a requirement of the incumbent to provide explicit planning detail including partners, audience targeting, tactics and implementation architectures (e.g. targeting grids) in order to confirm seamless implementation of campaigns the incumbent has planned. In instances where the incumbent declines platform extractions or transfers of media plan detail, OMG supplies standardised media plan templates to the incumbent for the required implementation of detail, confirming there are no gaps, implications, or risk to performance metrics. In addition, OMG works directly with the network and direct media vendors to collect required details on commitments and buying requirements.



Timing

Date of transfer and cutover is to be agreed upon at the onset of transition, to confirm seamless billing cutover. We address any nuances across media partners and platforms to minimise risk and ensure no down-time in activity. We align with the incumbent and media partners on the date of transfer, so investment remains intact during the transition process and does not cross over, prior to OMG effective date. This timing is aligned with billing cycles as required (e.g. ad server transfer agreement).



Communication/Clear Direction with Everyone, at Every Stage of the Process

We set ongoing status meetings that include a live transition and transformation scorecard owned by Market Transition Leads and Global Network Management. This provides full transparency, capturing weekly milestones, and resolving immediate action items. We leverage project management tools that organise file sharing, with optional push notifications, providing Kimberly-Clark with real-time access to transition updates, at a Global Level and specific to each market. Localised meetings are calibrated based on local media transfer requirements, mapping directly to in-market stakeholders on the incumbent side.

Client stakeholders are encouraged to participate in these meetings to share ongoing feedback in all areas of the transition and transformation. Democratised tracking enables key parties to be informed on status, even if they are unable to attend weekly status meetings. Sample transition scorecard below:

Action Item		Status	
Information Transfer		Transition of Historical Plans, QBRs, Campaign Recaps	Targeting Grids/Media Plan Extractions for all Incumbent Planned Campaigns
Staffing	Recruiting Pipeline and Conversion Tracking		
Financials	Billing Process Alignment Local Billing Requirements	MSA / SOW Global Review	
Inventory		DSP Seat Audit / Enterprise Supply Set Up	Provision of Brand Safety Guidelines
Media Operations	Ad Network Assessment / Trafficking Requirements	Shopping Feed Management Integration, SKU Audit	Site Retagging Requirements Assessment

Tenets of Transformation



Mapping Key Kimberly-Clark Stakeholders to Transition and Transformation Team

Confirming all the right people are in communication is imperative to the success and ease of the transition and transformation to the new operating model. Going beyond Team OMG and Kimberly-Clark Global and Local media teams, we identify key contacts and relationship mapping across Kimberly-Clark agencies, partners, and our Omnicom Network to ensure we seamlessly integrate. This includes specialty certified Project Management resources to manage asset transition and timelines including, creative asset collection and organisation, site tagging timelines and tracking. In order to reduce the burden on the client team, we embed resources to act as an extension of the client team.



Process To Enable Accountability

Our tried and tested onboarding approach will ensure a successful transformation, minimising disruption to your business, and maximising speed to completion.

Our process consists of:

- Contract of Expectations
- Transition and Transformation Plan Development
- Handover and Immersion Sessions
- Business Audit and Analysis



Our Guarantee

- Completed in four months, no Disruptions
- Embedded Global, Regional & Local Transition and Transformation Team at No Cost to You
- 100% Transition and Transformation Team Operational, Day One of agency appointment
- Full Team Mobilised in 90 Days from agency contract commitment
- Joint Business Plan Enhancement
- 100% Historical Data Preservation
- Best-in-Class Transition Utilities
- Full Transparency, in Everything



03 Dedicated Team

Dedicated Transition & Transformation Team

In order to ease the pressure of transition and transformation responsibilities on Kimberly-Clark internal stakeholders, OMG will have a dedicated Transition/Transformation Lead in each market to partner with Kimberly-Clark. Our expert business operations and PMO talent will act as an extension of the Kimberly-Clark team, providing internal leadership as we move to the new Operating Model and be the point of contact and liaison with the incumbent agency for markets where OMG are not currently incumbent. These resources will deliver on scaled operational excellence, coordinating across brand and performance for each market.

This model lessens requirements and burden from Kimberly-Clark stakeholders. Embedded talent delivers on operational mobilisation, project management, workstream accountability, incumbent information collection (where applicable), codification of deliverables, and is a liaison for Kimberly-Clark media suppliers / vendors. This ensures a constant, accountable presence, providing a frictionless and direct route for status, office hours, and question resolution.

Kimberly-Clark's Global Transition & Transformation Team is a dedicated team of Operational Experts, provided to Kimberly-Clark at-gratis. Your team will plan, lead, and project manage the transformation to the new Operating Model & Transition of new markets. Defining scope & requirements, streamlining relevant materials codification, data transfer, platform transfer, buying architectures, and media and financial operations.

The team will align with Kimberly-Clarks Global Marketing, Media, and Data & Technology teams as required, supported by an extended implementation team, ultimately overseen by Executive Sponsorship. This confirms that transformation priorities and business opportunities are assessed to create a comprehensive roadmap.

Please find the dedicated Transition & Transformation Team for Kimberly-Clark on the following pages, including detailed bios of key contacts.



Global Transition & Transformation Team



Guy Marks (Global Transition & Transformation Executive Leadership)



Guy's career began in the digital, mobile and AdTech world. The first decade of his experience was in the start-up scene, culminating in back-to-back sales of two agencies he co-founded. Omnicom Media Group's acquisition in 2014 brought him into the group. He led OMD in Europe, the Middle East and Africa, spending 4 years in the regional CEO role. In October 2023, Guy moved to his current role, CEO of PHD Worldwide. Guy is a change agent, motivated by driving growth through business transformation. His priority is ensuring his teams have the talent, tools, technology and collective commitment to excellence they need to deliver the transformative ideas, solutions and service that drive growth for our clients, our agency, and our people."



Helene Atkinson (Global Transition & Transformation Lead)



Helene is a transformation expert with over 20 years' experience in local, regional and global agency structures. Partnering with some of the world's most recognisable brands, including McDonald's and IKEA, being responsible for multi-million budgets.

She has a strong track record of effecting change, built through roles spanning strategy & insights, buying & activation, client & network management, and commercial oversight.



Casey Fitzsimmons (Global Business Lead with Oversight of Transition & Transformation)



Casey is a dynamic and thoughtful business leader and media practitioner. She has worked with clients across almost every vertical, finding success due to her ability to quickly understand clients' priorities and remove any roadblocks to achieving great work. Casey spent 12 years working in Boston, MA USA and the last 8 in London on global and regional media engagements. She quickly gains credibility with markets, enabling her to lead initiatives like the Search and Social Value testing Program for a large autos group, driving over \$29M in audited value in year one by working closely with over 35 markets.



Emily Tierney (Global Finance Transition & Transformation Lead)



Emily is a finance and operations professional with over 6 years of experience at Omnicom Media Group, focused on leading transitions and driving performance across global teams. She specialises in managing cross-functional workstreams during periods of change, ensuring a seamless transitions and onboarding process. With a proven ability to balance stakeholder needs, Emily excels in helping clients navigate complex transitions, ensuring they achieve their financial and strategic goals in evolving business environments. With a strong background in financial management, she is dedicated to creating lasting value for both her clients and their stakeholders.



Sally Brooks (Global Investment Transition & Transformation Lead)



An SVP within OMG's Global Investment team based in London, Sally will support the Kimberly-Clark transition and transformation ensuring the media pricing and optimisation commitments made are set up for future success.

With over 20 years' experience across buying, planning, client service and new business in Omnicom USA, EMEA and Global teams, Sally brings a breadth of understanding to the Investment related transition process.

Global Transition & Transformation Team (Cont'd)



India Forsyth (Global Legal Transition & Transformation Lead)



India is a solicitor qualified in England, with a background in Intellectual Property and Brand Protection in City practice, before moving in-house to work client-side in FMCG, then at the UK trade body for advertisers: the Institute for Practitioners in Advertising (IPA). She joined OMG's EMEA legal team in 2017 and has since gained extensive experience supporting on global and regional contract implementation processes



Malcolm Devoy (Global Media Campaign & Planning Transition & Transformation Lead)



Malcolm has been at Omnicom for over 10 years in a strategy leadership role, with a key focus on marketing effectiveness for FMCG and CPG brands. He has led the strategy for global accounts such as Unilever, GSK and Ferrero. As well as his work for clients, Malcolm has helped build Omnicom's planning workflow platform, Studio, and has co-authored books on how brands can behave like a challenger brand for disproportionate revenue return. He will bring a wealth of expertise in communications planning across the globe.



James Buckle (Global Data & Tech Transition & Transformation Lead)



James is a digital practitioner with over 14 years of digital experience. Having worked in both in the agency and ad technology worlds, James' background has historically focused on programmatic advertising but is now focused on the developing digital landscape and the intersection of consumer privacy and digital execution. Prior to joining PHD, James worked primarily in the Ad Technology space spending a number of years at AppNexus (now Xandr and acquired by AT&T) leading both trading and technical account management teams in both Europe and the US.



Kate King (Global Talent Transition & Transformation Lead)



Kate is committed to creating an environment that enables people to flourish, develop their talent and set them up for ultimate success. A true believer in people-first, Kate is known for her creativity in talent management, strategic recruitment, transformation and change management, learning and development, employee relations and performance management. Kate takes a keen interest in nurturing young talent and equips them with the right skills to help them to succeed in the world of media. Throughout her 30-year career at OMG, Kate started as the very first employee at PHD and since then, has sat on the PHD Board of Directors, and was recently promoted to Chief Talent Officer at OMG.



Sabina Tayabali (Global Onboarding & Exit Transition & Transformation Lead)



Sabina has been in the media industry for over 20 years, her experience is both media owner and media agency side across a variety of local and global roles. With a background dominated working with clients and leading global business strategy and delivery of media. Sabina has translated this experience and brought it to OMG for the last 3 years to deliver client transitions, ensuring that clients are onboarded and their concerns are addressed ensuring a seamless move to OMG in a timely and efficient manner.

Regional Transition & Transformation Team



Adamson Alagan (APAC Transition Lead)

With 15 years in advertising, Adamson has worked across multiple locations and cities from global, regional to local brands. With cross-cultural experience, he takes advantage of understanding how audiences are unique in their own way and how agency teams can deliver performance, brand love and stay top of mind.

With cross-market experience for globally renowned brands, such as McDonalds, Beiersdorf, Phillips and Sanofi, Adamson can be instrumental in helping KC to transition to OMG in the APAC region.



Lorena Baggio (Canada Transition Lead)

With trademark positivity, curiosity, and helpfulness, Lorena's mission is to simplify the lives of her colleagues. She delivers this mission by establishing and implementing powerful organisational processes across OMG Canada – her reputation as a highly collaborative problem solver means she works closely with account teams and clients to ensure these solutions are rooted in the needs of the business. One of her most recent contributions has been to define OMG's business transformation agenda and strategy, a key initiative that has streamlined and simplified operations nationally to unlock more bandwidth for our teams to focus on delivering solutions for clients. She is also responsible for the governance of OMG's Client Accountability Framework and a key stakeholder for OMG's OneWorkflow which ensures a consistent base process across agency brands while providing a framework for business-specific approaches.



Mark Swansborough (EMEA Transition & Transformation Lead)

Mark has a wealth of media agency experience, having started his media career in strategy and planning before progressing into client and then agency leadership roles. Mark was Chief Operating Officer and later Chief Commercial Officer at OMG's Hearts & Science before moving to PHD in July 2020 to lead the transition of the Diageo account into PHD across 22 markets in Europe. As the Diageo Europe Business Lead Mark was responsible for the development of a transformational operating model in which a centralised Digital Activation Hub and Media Operations Team service all biddable media buying, data, and operations management, for all markets across Europe through team resources located in London and offshore in India. As the current EMEA Business Lead for Kimberly-Clark, Mark is well placed to lead the transition of a new and transformational operating model across the region.



Angelica Aya (LATAM Transition & Transformation Lead)

As Operating Lead at OMD LATAM, Angelica has extensive experience leading regional transitions. In addition to this, she brings the closeness and knowledge she has from working with Kimberly-Clark over the last 3 years guaranteeing that operations work in the best possible way and supporting leveraging best practices. Angelica will be the right ally responsible for supporting markets implementing the needed changes in structure and mindset to tackle the Kimberly-Clark new challenges. She brings experience of more than 20 years in data, product and service design as well as an extensive knowledge in the Media Industry.

Key Market Transition & Transformation Team



Cecilia Blanco (Argentina Transformation Lead)



Cecilia, with more than 30 years of experience in the market, has specialised in account management, focusing on the results of her clients' business. Her extensive experience with global, regional and local clients allows her to have high flexibility to adapt to the WoW that each client requires. Her main important accounts have been Nissan, Kimberly Clark, Baidersdorf, Bridgestone, Boehringer Ingelheim, among others, giving her high knowledge in different categories.



Amanda Watts (Australia Transition Lead)



Amanda is a passionate and dedicated media professional with over 25 years' experience in the industry. She is an empowering leader who has a formidable track record of building brands, teams and relationships through collaboration & empathy. She has transformation and transition expertise, with a strong history of successfully rebuilding client-agency relationships. Her strengths also lie in leadership orchestration through management of complex businesses encompassing multiple stakeholders, multi- teams and clients. Amanda has extensive experience throughout all APAC markets, with 16 years based in Singapore leading Regional and Global blue-chip accounts. Her account experience includes J&J, Apple Computers, Telstra, Standard Chartered Bank, Exxon Mobil, Estee Lauder, Mastercard and Pernod-Ricard to name a few.



Fernanda Vellutini (Brazil Transition Lead)



Fernanda has been in media for over 13 years, starting her career in advertising agencies in the media research department, a more analytical area in advertising, which was an essential tool for her next steps. Fernanda developed the strategic side in care and beauty, fashion, and Entertainment, working for major clients such as BDF Nivea, O Boticário, Havaianas and in Warner Bros Discovery launching HBO Max in Brazil. She has led and been responsible for developing a complete vision of the full funnel strategy. Currently, Fernanda is responsible for leading the media area for major clients of both agencies, Outpromo and GlobalShopper. Her role involves overseeing the media strategies for these clients, ensuring their campaigns are effective and successful.



Kyle Hong (China Transition Lead)



Kyle brings over 20 years' experience in media in greater China. With his extensive media expertise, he has served global and local brands across multiple categories, including FMCG, Retail, Skincare, Internet, B2B etc. Currently, Kyle oversees business growth and transitions. Relying on his extensive transition experience across multiple brands, including Philips, Burberry, La Prairie, Kenvue, Hoka, Opella and Michelin. On recent transition, Kyle manages and coordinates multiple stakeholders through the transition process successfully collaborating seamlessly between the local and global teams.

Key Market Transition & Transformation Team (Cont'd)



Ivan Poveda (Colombia Transformation Lead)



Iván is a professional with over 13 years of experience in the media industry, specialising in account management and the implementation of innovative digital strategies. Throughout his career, he has led multidisciplinary teams in global agencies such as OMD Omnicom, developing successful campaigns for renowned brands like Kimberly Clark, Uber, Betsson, and Netflix. His expertise in digital transformation and goal consolidation positions him as an expert in optimising advertising investments and generating value for clients.



Anand Chakravarthy (India Transition Lead)



Over 25+ years of experience encompassing Advertising, Media, Marketing, Entrepreneurship and Business Leadership. Anand has held executive positions at Wavemaker India and was MD of Essence India. He managed scaled media businesses like Google, Flipkart, Britannia, Airtel, Zee5, Voot, L'Oréal, etc. Anand was instrumental in building Google's first fully integrated media services team globally, in India. He manages the Growth and Transformation mandate for OMG India.



Afan Miqdad (Indonesia Transition Lead)



With over 15 years in the advertising industry, and 10 years in OMD Indonesia, Afan specialised in all-round media planning and account management. Afan brings extensive experience in handling integrated media solutions across various categories, including FMCG, automotive, retail, pharmacy, and tech.

Afan is experienced in leading client transition for both local and multinational clients with regional and global collaborations, ensuring seamless collaboration with regional and global team within a precise timeline.



Julia Sytnikova (Kazakhstan Transformation Lead)



Julia has been working in the company since 2006. She was first appointed as Account Director in 2014, combining projects for the new business development and HUB coordination, processing network requests for media activity in Kazakhstan and all Central Asia. Julia has vast experience in various categories such as consumer goods, auto, pharmaceuticals, real estate and retail. Having high empathy and flexibility, Julia can solve business needs and lead her clients with a unique approach. Julia is great at supporting clients with transformations including for; Henkel, Philips and Versuni where teams were going through internal organisational re-structures to create more efficiencies.

Key Market Transition & Transformation Team (Cont'd)



Fay Laurenson (New Zealand Transition Lead)



Fay has been an integral part of OMG New Zealand for over 25 years, holding diverse roles in Investment, Planning, and Client Service. Now in the position of Group Operations Director, Fay's primary focus is driving operational excellence throughout the agency. She brings extensive experience and a problem-solving mindset to ensure seamless transitions for new clients. Fay's expertise in operational management, resource allocation, and project oversight enables her to optimise processes and maximise efficiency.



Ivette Marchinares (Peru Transformation Lead)



Ivette has over 9 years of experience in the digital advertising industry, leading the transformation and optimisation of operations through the development of high-performance teams and the implementation of agile methodologies to drive business results. Her expertise spans key sectors, including Education, Banking, Insurance, and Retail. Currently, she leads the Operations department at OMD Peru, with the mission of establishing an efficient operational management model that serves as a regional benchmark.



Kirsten-Lisa Carlson (South Africa Transformation Lead)



Kirsty has over 13 years' experience in media & advertising industry in South Africa and Rest of Africa. Kirsty has experience as a Senior SA & Rest of Africa Head with a passion for operations, project management, leadership, empowerment & people development. She has worked at several large media agency groups in South Africa. Kirsty has held centralised group head roles as well as experience leading teams across 54 countries as Regional director role managing Coca-Cola media across Africa. Kirsty has experience on a wide variety of clients, from FMCG, Alcohol, Insurance, travel, electronics, confectionary and more. Kirsty has exceptional problem-solving skills, as well as a strong operational skillset having managed and set up ways of working, processes, and developed high performing teams across varying sized teams across multiple markets. In addition, Kirsty builds and maintains strong key stakeholder relationships internally and externally.



Hyunjoo Kang (South Korea Transition Lead)



Hyunjoo brings over 17 years' experience in media through BBDO, PHD, OMD, OMG in Omnicom. As the media expertise, he had served for global and local brands across multiple categories, such as Automobile, FMCG, Retail, Skincare, B2B etc. She has worked in a variety of roles within media, from buyer to planning. Relying on extensive transition experience throughout multiple brands, including Chanel, Philips, Opella and JRL and the comprehensive transition way of working, She manages and coordinates multiple stakeholders in the transition process successfully. And bringing them to collaborate from global to local.

Key Market Transition & Transformation Team (Cont'd)



Berry Chen (Taiwan Transformation Lead)



With nearly 20 years of experience in the media agency sector, Berry has consistently demonstrated an ability to innovate and lead. From pioneering digital marketing strategies to building robust brand narratives, Berry's expertise spans a broad spectrum of media realms. The strategic insight and creative vision have driven numerous successful campaigns. Known for dynamic leadership and unwavering commitment to excellence, Berry continues to shape the future of media with unparalleled dedication and passion.



Anna Hancock (UK Transformation Lead)



Anna has over 20 years of experience in media and is responsible for key client transitions and Transformations at PHD UK. She has successfully transitioned over £250m of new business wins into the UK business, spanning a wide variety of categories including Finance, FMCG, Entertainment & Gaming and Premium Fashion & Beauty. She is an expert in minimising disruption to the day-to-day business and driving transformational change through transition.



San Nguyen (Vietnam Transformation Lead)



San has over 10 years' experience in the advertising industry, specialising in account management and media planning with a diversified client portfolio: Kimberly-Clark, Nestlé, Coca-Cola, Beiersdorf, etc

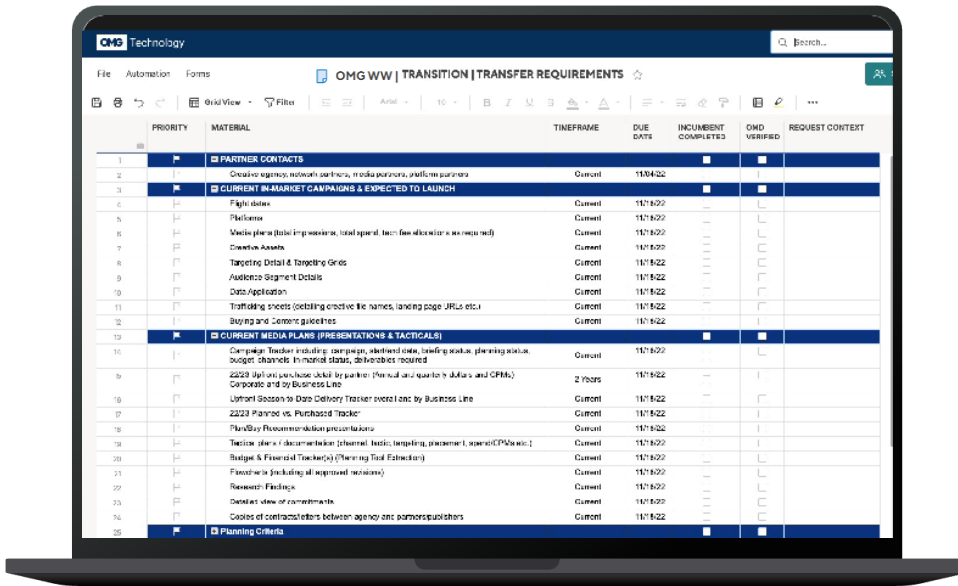
San has extensive experience from working in communication to media that gives her a holistic outlook on business demand & expected outcomes.



04 Best In Class Transition Utilities

Best-In-Class Transition Utilities

For markets where we are not currently incumbent, we will centralise all transition communication, asset tracking, and planning into our fully integrated, globally scaled tools throughout the transition and beyond into day-to-day business management. This will deliver connectivity throughout all markets where needed while still allowing for local customisation.

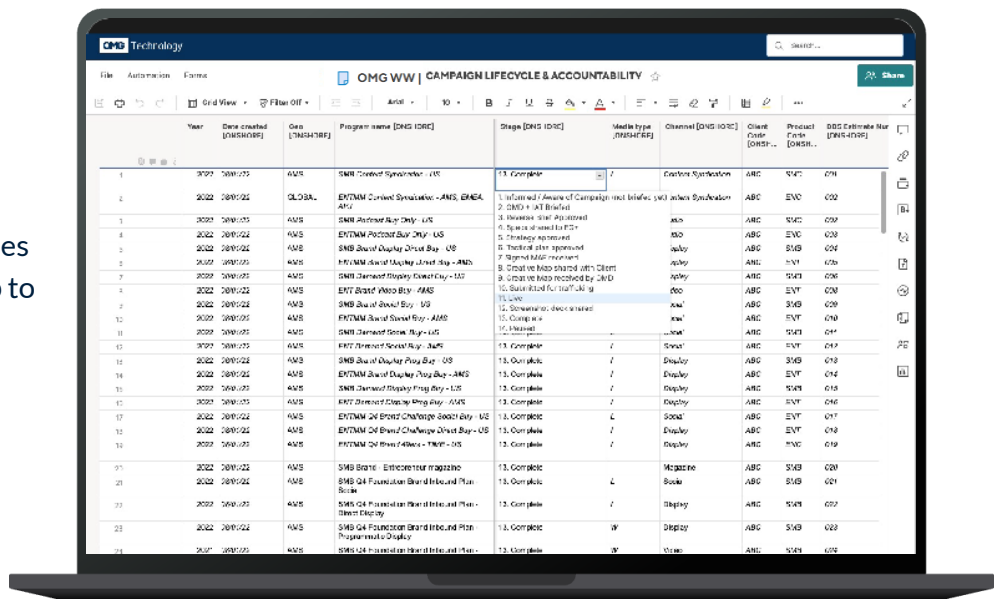


Data Transfer & Asset Tracker

Confirms centralised tracking of transfer information. Enables Transition Team to track materials, data, and access requests, in real-time tracking status of transfer from the incumbent. Provides transparency to Kimberly-Clark on the status of transfer requests. We set up automated notifications to relevant, accountable parties when request deadlines are not achieved.

Campaign Lifecycle & Accountability Tracker

Confirms centralised tracking of campaign transfer information, and stage of lifecycle of campaign (e.g. Brief, Planning, Approval etc.) Enables Transition, and Global Delivery Hub to track campaigns through their lifecycle. Confirms accountability in planning and buying, designating OMG vs. incumbent swim lanes and accountability requirements.



Key Transition Workstreams

Please find below a series of meetings, their cadence, suggested attendees and their contents that we work through during the transition.

Meeting	Cadence	Attendees	Topics
Weekly Transition Status	Weekly/2x weekly (based on requirements) Optimally scheduled on Tuesday and Thursday (1.5 hr.)	<ul style="list-style-type: none"> • OMG Business Team • Kimberly-Clark (as required) 	<ul style="list-style-type: none"> • Materials collection requirements & status • Platform transfer • Data collection • Tagging assessment • Campaign cutover (planning, buying)
Business Immersion	Business onboarding and immersion meetings with OMG + Kimberly-Clark	<ul style="list-style-type: none"> • OMG Transition Team • OMG Business Team • Local Market • Stakeholder • Kimberly-Clark 	<ul style="list-style-type: none"> • Team Structure • Audience Framework • Brand Requirements • Marketing & Content Calendar • Data & Tech
Talent Recruitment & Staffing	Bi-weekly	<ul style="list-style-type: none"> • OMG Exec Leadership • OMG Business Team • Kimberly-Clark Leadership 	<ul style="list-style-type: none"> • Staffing fulfillment • Recruitment pipeline
Billing & Financial	As required	<ul style="list-style-type: none"> • OMG Finance • Kimberly-Clark Finance / Media 	<ul style="list-style-type: none"> • Systems & processes • Media Authorisation • Investment Deliverables & Tracking
Campaign Prioritisation	Weekly - optimally Wednesday between transition status meetings	<ul style="list-style-type: none"> • OMG Transition Team • Kimberly-Clark Media 	<ul style="list-style-type: none"> • Outline key campaign prioritisation • Status of campaign planning and execution • Address timing requirements and target dates across campaigns
Key Workstream Onboarding	One-time meeting(s) for onboarding breakout sessions (1.5 hr.)	<ul style="list-style-type: none"> • OMG Transition Team • OMG Business Team • Kimberly-Clark Media • Kimberly-Clark Data & Tech 	<ul style="list-style-type: none"> • Platforms and formats • Measurement & reporting • Test & learn agenda • Partnerships • Ways of working
Partner Onboarding	Per-Partner	<ul style="list-style-type: none"> • Media Partner/Publisher • OMG Transition Team 	<ul style="list-style-type: none"> • Partnership overview • Learning agenda • Historical knowledge transfer • Commitment & JBP review
Creative Agency Onboarding	As required by agency	<ul style="list-style-type: none"> • OMG Transition Team • OMG Business Team • Creative Agencies 	<ul style="list-style-type: none"> • Content calendars & production schedule • Ways of working & collaboration • Lead times
Transformation Focus Areas	OMG Team in collaboration with Kimberly-Clark to provide guidance on breakout meetings as required	<ul style="list-style-type: none"> • OMG Transition Team • OMG Business Team • TBD 	<ul style="list-style-type: none"> • Data Operations & Performance Reporting • Tech Stack Discovery Session • Omni Setup & Integrations

Talent Acquisition & Staffing Dashboard

Provides full transparency into entire staffing supply chain, from outreach, to interviews, to hires and onboarding. Ensures Kimberly-Clark has unfettered transparency into the Talent & Recruitment process, reviewed bi-weekly with Talent Acquisition Leadership and OMG Operations Leadership.

Example Talent & Recruitment Tracking:

Current Team	Internal Rotations	External New Hires	Remaining OpenTBHs
Cade Hogan	Jolie Holland	Emersyn Gilmore	OPEN
Kora Henry	Osiris Morgan	Fletcher Greene	OPEN
Alexis Robertson	Raelynn Patton	Roman Duarte	OPEN
Rivka Foster	Fletcher Greene	Oaklynn Spears	OPEN
Reese Quintana	Phillip Booth	Ryan McDaniel	OPEN
Sarah Peralta	Kairo Brock	Jax Aguilar	OPEN
50 total	60 total	40 Total	20 Total

Name	Function	Role	Location	Source	Status	Expected Start Date
Charles Duncan	Planning	Manager	AU	Internal Rotation	CONFIRMED	31/01/25
Maya Waters	Planning	Associate	AU	External Hire	CONFIRMED	31/01/25
Tilden Oliver	Planning	Associate	BR	External Hire	CONFIRMED	31/01/25
Gina Choi	Search & Social	Sr. Associate	BR	Internal Rotation	CONFIRMED	02/02/25
Marquis Johnson	Search & Social	Associate	CA	External Hire	FINAL INTERVIEW	31/01/25
Hannah Loxton	Planning	Manager	CA	Internal Rotation	INTERNAL REVIEW	05/03/25
Julia Standon	Planning	Sr. Associate	CN	External Hire	FINAL INTERVIEW	02/02/25
Aniqa Chowdry	Planning	Associate	CN	Internal Rotation	INTERNAL REVIEW	31/01/25
Nadia Calles	Planning	Associate	SK	Internal Rotation	INITIAL INTERVIEW	10/02/25
Jia Sun	Planning	Sr. Associate	SK	External Hire	INITIAL INTERVIEW	15/02/25

A close-up photograph of a woman and a young child laughing together. The woman is on the right, her face lit up with a wide smile, eyes closed. The child is on the left, also smiling and looking upwards. A white tissue is held in the foreground, partially obscuring the lower part of their faces. The background is a patterned fabric. The entire image has a blue overlay on the left side.

05 Transition Timeline & Plan

For net new markets to OMG

Timeline & Plan

Transition Timeline & Plan*

Project Category & Task Detail	Accountability	November		December						January				February				March					April	
		18-nov	25-nov	2-dec	9-dec	16-dec	23-dec	30-dec	6-jan	13-jan	20-jan	27-jan	3-feb	10-feb	17-feb	24-feb	3-mar	10-mar	17-mar	24-mar	31-mar	7-apr	14-apr	
1. Transition Project Management																								
Transition Pre Kick Off Meeting (within 24 Hours of Agency Announcement)	OMG / K-C																							
OMG Transition Team Mobilisation	OMG																							
Receive Client/Partner contact information and respective organograms	K-C > OMG																							
Align on OMG transition scope and expectations with Kimberly-Clark	OMG / K-C																							
Align on communication/collaboration toolset (in partnership with IT stakeholders as required)	OMG / K-C																							
Align on transition checkpoints and milestones with Kimberly-Clark	OMG / K-C																							
Transition weekly update with OMG Transition Leads + Kimberly-Clark	OMG / K-C																						SUNSET MEETING	
2X Weekly Incumbent Transition status call with Incumbent(s) (Kimberly-Clark optional)	OMG / INCUMBENT																						SUNSET MEETING	
Weekly transition status materials, and information transfer tracking produced and circulated to Kimberly-Clark and Incumbent	OMG																							
Weekly Local Market transition status & materials produced and circulated to Kimberly-Clark & all OMG Teams	OMG / K-C																							
Bi-weekly OMG talent recruitment and staffing call with OMG + Kimberly-Clark	OMG / K-C																						SUNSET MEETING	
Key workstream transfer - OMG + Incumbent breakout meetings (scheduled as required)	OMG / INCUMBENT																							
Key workstream transfer - OMG + Kimberly-Clark breakout meetings (scheduled as required)	OMG / K-C																							
OMG introduction, pitch promise, and team review with extended Kimberly-Clark team(s) - socialising with extended stakeholders	OMG / K-C																							
2. Staffing And Remuneration																								
Finalise team structure, fees and FTEs	OMG																							
Commercials review, Q&A, alignment	OMG / K-C																							
Scope, staffing, and remuneration approval	K-C																							
3. Agency Handover & Legal																								
Provide Global Agency of Record letter template (inclusive of local-market exclusive requirements as needed)	OMG																							
Modification of Agency of Record letter (if required), provision to OMG	K-C																							
Receipt of final Agency of Record letter from Kimberly-Clark	OMG																							
Provision of partner contact information and organograms (creative, publisher, platform partners etc.)	INCUMBENT / K-C																							
Confirm Incumbent transition scope and timing (campaign calendar identified for planning, buying)	K-C																							
Alignment on Incumbent 'Contract of Expectations' for transition engagement scope	OMG / K-C																							
Incumbent Materials & Data Transfer Briefing Formal handover with Incumbent team for alignment on planning information and account handover	OMG > INCUMBENT																							
Global data and information transfer request scope agreed and briefed out to Incumbent team	OMG																							
Confirm effective planning/buying transition dates	OMG / K-C																							
OMG transition scope to be agreed and confirmed as required	OMG / K-C																							
OMG agreements to be finalised with Kimberly-Clark	OMG / K-C																							
Establish effective dates for transition of access points across technology platforms (address transfer agreements as required)	OMG / K-C																							
MSA signed and distributed to OMG	K-C																							

*Timeline & plan is further customised in collaboration with Kimberly-Clark through business discovery sessions. This timeline is to be tailored based on Kimberly-Clark prospective transition schedule and dates (pending confirmation on agency effective date).

Transition Timeline & Plan

Project Category & Task Detail	Accountability	November		December						January				February				March					April	
		18-nov	25-nov	2-dec	9-dec	16-dec	23-dec	30-dec	6-jan	13-jan	20-jan	27-jan	3-feb	10-feb	17-feb	24-feb	3-mar	10-mar	17-mar	24-mar	31-mar	7-apr	14-apr	
4. Financial Systems & Processes																								
Establish weekly Joint Fixture for Financial Onboarding & Process Requirements	OMG / K-C																							
OMG to have highlighted financial documentation and Q&A required from Kimberly-Clark	OMG																							
OMG to supply information required to be set up as a vendor at Kimberly-Clark	OMG																							
OMG to have arranged credit insurance and highlight additional documentation needed from Kimberly-Clark	OMG > K-C																							
Kimberly-Clark to provide billing requirements (invoice delivery format/contacts)	K-C																							
Kimberly-Clark to complete OMG financial onboarding questionnaire & and request for detailed information	K-C																							
Corporate Address	K-C																							
Sample Financial Templates Billing Template / Sample Invoice	OMG																							
PO Requirements, PO Tracking & Reporting	OMG / K-C																							
OMG set-up client code(s)	OMG																							
OMG set-up time code	OMG																							
OMG provides sample Media Authorisation language	OMG																							
Kimberly-Clark provides necessary Product Codes	K-C																							
Kimberly-Clark to share billing calendar (blackout = end of the month, no PO/Invoicing) and timing to manage billing cycle	K-C																							
5. Agency Immersion																								
Business and Brand Immersion meetings with Kimberly-Clark (Business Goals, Campaigns Overview, Target Audiences, Key Learnings)	K-C / OMG																							
Kimberly-Clark regulatory, processes and other mandatory agency training	K-C / OMG																							
Partner agency immersions for OMG team (creative, publisher, network, platform partners etc.)	OMG/Partner Agencies																							
6. Campaign Briefing & Planning																								
Provision of Incumbent Expectations overview and briefing pre-read for Materials & Data Transfer	OMG > INCUMBENT																							
Incumbent Materials & Data Transfer Briefing Formal handover with Incumbent team for alignment on planning information and account handover	OMG > INCUMBENT																							
Primary review of 2025/current activity to be managed by OMG	K-C > OMG																							
Receive documentation of all in-progress campaigns and status of lifecycle phase (comprehensive, by-market/campaign/channel/supplier Campaign Tracker)	INCUMBENT > OMG																							
Alignment to project tracker of work in progress items to be transitioned (aligned to campaign tracker and associated budgetary requirements)	INCUMBENT > OMG																							
Agreement of 2025 current activity to be managed by OMG/Incumbent during transition	INCUMBENT / OMG																							
Establish briefing process, provide briefing templates	OMG																							
2025 campaigns briefed to OMG (timing dependent on campaign lifecycle and cadence)	K-C > OMG																							
Marketing and content calendar debrief	K-C > OMG																							
Cascade of global strategies to OMG Local Teams	OMG																							
Establish effective dates with Kimberly-Clark (overall, exclusive to campaign, and/or channels where required)	OMG																							
Global data and information transfer request to be delivered to OMG team	INCUMBENT																							

Transition Timeline & Plan

Project Category & Task Detail	Accountability	November		December						January				February			March					April	
		18-nov	25-nov	2-dec	9-dec	16-dec	23-dec	30-dec	6-jan	13-jan	20-jan	27-jan	3-feb	10-feb	17-feb	24-feb	3-mar	10-mar	17-mar	24-mar	31-mar	7-apr	14-apr
7. Partner Joint Business Planning																							
Kick-off / immersion meetings with digital partners for historical background	OMG																						
Outline of JBP requirements with key partners and Kimberly-Clark as required	OMG / Media Partners / K-C																						
Delivery and alignment on partner-level JBP frameworks	OMG / Media Partners																						
Define partner JBP commitments, detail, test and learn agendas etc.	OMG / Media Partners / K-C																						
Confirm alignment and finalise JBP agreements with Kimberly-Clark and partners (timeline dependent on existing agreement status of negotiation)	OMG / Media Partners / K-C																						
8. Measurement, Reporting, Data Transfer																							
Provide associated measurement frameworks across markets/campaigns	K-C > OMG																						
Define benchmark key performance indicators, optimisation metrics and diagnostic metrics by brand/business unit, channel and tactic	OMG																						
Performance reporting details (style / format / cadence / Kimberly-Clark preferences)	K-C > OMG																						
Provide historical reporting templates, study outputs and data (preferably covering previous 3 years) – by market and campaign	Incumbent / K-C																						
Define historical data requirements to confirm 100% data preservation	OMG / K-C																						
Perform data extract and codify historical data (2021-current) across platforms and partners, per requirements, confirm no data gaps are present (if platform access is declined)	OMG																						
Define and provide access to web analytics and / or attribution partners utilised	OMG																						
Define data sources for modeling (MTA, MMM)	OMG / K-C																						
Brand and conversion study measurement partners utilised	OMG																						
Align on process for management of data flow into modeling tool(s) and reporting platforms	OMG / K-C																						
Global data and information transfer request to be delivered to OMG team	INCUMBENT																						
9. Ad Technology & Digital Platforms																							
Establish weekly Joint Fixture for Ad Tech/Digital Platforms transition requirements	OMG																						
Confirm list of all ad tech partners across markets with Kimberly-Clark and current ownership (Kimberly-Clark v. Incumbent)	OMG / K-C																						
Review current ownership status of platforms, audit accordingly for transition and transfer requirements (addressing billing entity stipulations)	OMG / K-C																						
Finalise incumbent assessment/confirmation of transfer/no-transfer by platform/system	OMG / INCUMBENT																						
Codify transfer and/or account/platform rebuild approach and associated requirements for build	OMG																						
Receive access to ad tech / media operations partners (e.g. Google Marketing Platform, Associated Ad Servers/Ad Verification)	OMG																						
Finalise ad server network transfer agreement (depending on ownership/contracts/stakeholders): network name, network ID, transfer date, network permissions	OMG / INCUMBENT																						
Receive access to web analytics platforms (e.g. Adobe Analytics)	OMG																						
Receive global access (across applicable accounts/systems) to all digital platforms & ad tech partners: Search, Social, Programmatic, Retail/Commerce etc.	OMG																						
Where required - set up system requirements & new platform/seats for ad verification & viewability: IAS, DoubleVerify etc.	OMG																						
Where required - set up system requirements & new platform/seats for ad serving and digital implementation (where non-transfers exist)	OMG																						
Confirm conversion tracking requirements (site, URL) as applicable to tag continuity/transfers/retracking requirements	OMG / K-C																						

Transition Timeline & Plan

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10. Taxonomy & Governance																						
Codify tagging and taxonomy structures, integrated with Kimberly-Clark existing structure and taxonomy	OMG																					
Provide existing taxonomy builders/system management access	K-C / INCUMBENT																					
Identify existing taxonomy definition developed used by Kimberly-Clark and incumbent teams	OMG																					
Review existing measurement framework (if available)	OMG / K-C																					
Identify & define taxonomy and tagging requirements by market, channel, media partner, tactic	OMG / K-C																					
Establish taxonomy and naming conventions aligned to data and reporting governance (if applicable, net new global taxonomy requirements)	OMG / K-C																					
Prepare data ops blueprint based on available information	OMG																					
Develop and confirm data QA, compliance and governance rules processes	OMG																					
Configure taxonomy Builder as per the requirements agreed with Kimberly-Clark	OMG / K-C																					
Create Taxonomy Builder Training Docs	OMG																					
Kimberly-Clark to sign off on Taxonomy Builder training docs	OMG																					
Provide Global Performance Engine, Global Delivery Hub & Local Market Champion trainings on Taxonomy Requirements & Usage	OMG																					
11. Investment																						
Supply AOR letter to all network partners to kick off collection of necessary materials	OMG																					
Collect granular level data from incumbent, including clear view on commitments and outstanding bookings	OMG																					
Collect specific trading issues such as barter credits or any outstanding value or make goods owed to the client or vendors (debts vs credits etc.) in CY2024/2025.	OMG/INCUMBENT																					
Where pricing is a contractual obligation to Kimberly-Clark, media partners of agency transition through standard notification process, authorised by Kimberly-Clark	OMG/K-C																					
Gather existing (and 3 year historical) booked media plan flowcharts for all media	OMG																					
Collaborate with vendors as required for historical data collection and booked media requirements	OMG/PARTNERS																					
Brief on immediate annual and specific Q1 2025 activity, including relevant deal/position/volume transfer insights	OMG/INCUMBENT																					
Provide outline of all 2024 H2 and 2025 activity including plans/negotiations/contractual agreements where relevant	INCUMBENT																					
Compile and review historical cost data to ensure can level-set benchmark foundations	OMG																					
Agree format of reporting ensuring transparency and tracking against guarantees, laying out future reporting calendars	OMG																					
Finalise productivity methodology with Kimberly-Clark, work with 3rd party partner to understand pool makeup/pricing in order to course correct if necessary	OMG/K-C																					
Cross reference flowcharts for quality assurance, confirm transfer of information	OMG																					
Final reconciliation with Incumbent, including any outstanding transition items to be clarified	OMG																					
Media goes live through OMG	OMG																					1,425
Regular cadence of maintenance to confirm delivery on goals	OMG																					
12. Investment Audio																						
Supply AOR letter to all Audio (On Air, Streaming Audio, Podcast) vendors to obtain necessary investment documentation	OMG																					
Collect granular level data from incumbent, spend/CPMs by vendor, programming/platform/daypart mix, 2021 upfront/planning presentations, flowcharts, summary of commitment deals and outstanding bookings	OMG																					
Collaborate with Audio vendors as required for historical data collection	OMG/NETWORK PARTNERS																					
Brief on audio strategy development for annual purchase and specific Q1 2025 activity, including relevant deal/position/volume transfer insights	OMG/INCUMBENT																					
Gather brand safety guidelines for audio programming/podcasts	OMG																					
Gather booked activity to be transitioned/implemented by vendor including renegotiation or transfer handovers, volume or duration-based deals, legacy partnerships and client negotiated activity	OMG																					
Outline all 2025 audio activity including flowcharts/plans/negotiations/contractual agreements	INCUMBENT																					
Review details of pending or active audio buys continuing, establish effective dates and ownership of 2025 agreements	OMG																					
Set up estimates and packages within Billing System of record	OMG																					
Transfer billing and insertion order ownership across media partners	OMG																					
Obtain copy of 2025 posts with confirmation that makegoods for under deliveries were secured, and nothing is owed to Kimberly-Clark	OMG																					
Final reconciliation with Incumbent, including any outstanding transition items to be clarified	OMG																					
Media goes live through OMG	OMG																					1,425
Regular cadence of maintenance to confirm delivery on goals	OMG																					

Transition Timeline & Plan

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13. Investment Print																						
Supply AOR letter to all Print vendors (Publishing Houses, Independent Publishers) to obtain necessary investment documentation	OMG																					
Collect publisher/print investment specific details from incumbent for calendar year 23/2024 and 2025 including spend/CPMs for titles within applicable Publishing Houses/Independent titles, 2025 circulation analysis potential upcoming schedules/campaign flighting, 2025 recommendations, flowcharts, summary of commitment details and outstanding booked activity	INCUMBENT																					
Confirmation of added value programs, larger program activations	OMG																					
Collect and validate brand safety guidelines for print activity	OMG																					
Collaborate with Print partners as required for historical data collection and booked media requirements	OMG																					
Collect booked activity to be transitioned/implemented by vendor including renegotiation or transfer handovers, volume-based deals, legacy partnerships and client negotiated activity	OMG																					
Review details of pending or active print buys continuing, establish effective dates and ownership of 2024 agreements	OMG																					
Set up estimates and packages within Billing System of record	OMG																					
Transfer billing and insertion order ownership across media partners	OMG																					
Final reconciliation with Incumbent, including any outstanding transition items to be clarified	OMG/INCUMBENT																					
Media goes live through OMG	OMG																					14.25
Regular cadence of maintenance to confirm accurate positioning, print activity running as planned	OMG																					
14. Investment OOH																						
Supply AOR letter to all OOH partners to collect necessary Kimberly-Clark buy details	OMG																					
Collaborate with OOH partners as required for historical data collection and booked media requirements	OMG/OOH Partners																					
Collect granular level data from incumbent, including clear view on commitments and outstanding bookings	OMG																					
Brief on immediate annual and specific Q1 2025 activity, including relevant deal/position/volume transfer insights	OMG/INCUMBENT																					
Outline all 2025 OOH activity including plans/negotiations/contractual agreements	INCUMBENT																					
Review details of pending or active buys continuing, establish effective dates and ownership of 2025 agreements	OMG																					
Compile and review historical cost data to ensure can level-set benchmark foundations	OMG																					
Agree format of reporting ensuring transparency and tracking against guarantees.	OMG																					
Set up estimates and packages within contracting platform	OMG																					
Cross reference flowcharts or OOH activity list to prepare takeover contracts	OMG																					
Generate and issue OOH takeover contracts to vendor partners	OMG																					
Final reconciliation with Incumbent, including confirmation of contract termination dates	OMG/INCUMBENT																					
Media goes live through OMG	OMG																					14.25
Regular cadence of maintenance to confirm delivery on goals	OMG																					
15. Investment Social																						
Receive read access to Social partners and associated pages / handles (Meta, LinkedIn, X/Twitter, Snap, TikTok, WeChat, Naver, etc.)	OMG/INCUMBENT																					
Receive a list of all social technology and associated access (4C, Sprinklr, etc.)	INCUMBENT > OMG																					
Finalise incumbent assessment/confirmation of transfer/no-transfer by platform/system (based on ownership)	OMG/INCUMBENT																					
Review billing ownership requirements and entity transfers (where applicable)	OMG/INCUMBENT																					
Partner with Kimberly-Clark & Incumbent to establish financial and budgetary process / cut over across all Social Platforms	OMG/K-C/ INCUMBENT																					
Execute bulk export of all ad account entities for agency transfer (if required)	OMG																					
Identify site-side tagging requirements if ad accounts are unable to transfer (early awareness for web analytics team pixeling/tag requirements)	OMG																					
Determine platform tag requirements for Kimberly-Clark domains, including new tag placements	OMG/K-C																					
Execute bulk exporting of historical reporting (depending incumbent engagement/ad account ownership)	OMG																					
Receive historical campaign reporting, by platform / campaign - perform necessary historical data extractions (depending on account transfer requirements)	INCUMBENT > OMG																					
Receive historical content strategies and current content calendars referencing tent-pole, seasonal and always-on campaigns	K-C																					
OMG to rebuild existing campaign entities in new accounts / business manager (as required, where transfers are not confirmed)	OMG																					
Assess / implement immediate tagging needs to ensure consistency with current tracking (tagging parameters creation / approval / implementation)	OMG																					
Determine audience integrations and assess custom audience creation (if new account entities are required)	OMG																					
Confirm new ad accounts or new campaign requirements, built out and QA'd for all markets/campaigns	OMG																					
Implement custom conversions as required	OMG/K-C																					
Incumbent freeze on all campaign changes (new campaigns, creative, etc.)	OMG																					
Remove/downgrade Incumbent account access from all social platforms, technology, pages / handles	OMG/K-C																					
Set OMG accounts live	OMG/K-C																					14.25

Transition Timeline & Plan

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16. Investment Digital Video, Display, Programmatic																							
OMG to receive read only access to associated global and local DSP seat(s) for transfer (DV360, TTD, AAP etc.)	OMG																						
Finalise incumbent assessment/confirmation of transfer/no-transfer by platform/system (based on ownership)	OMG/INCUMBENT																						
Kimberly-Clark brand safety guidelines delivered to OMG	OMG																						
Receive historical campaign reporting, by business unit / platform / campaign	OMG																						
Receive campaign, audience and data strategies	OMG																						
Receive campaign content calendars	OMG																						
If transfers declined, receive platform extractions and media plan detail for architecture rebuild	OMG / INCUMBENT																						
Platform architecture rebuild / re trafficking of media requirements	OMG																						
Develop inclusion + exclusion list aligned to Omnicom Media Group enterprise lists and Kimberly-Clark guidelines	OMG																						
Assess / implement immediate tagging needs to ensure consistency with current tracking (tagging parameters creation / approval / implementation)	OMG																						
OMG to partner with Kimberly-Clark to establish financial and budgetary process / cut over across all insertion orders	OMG																						
Review direct partner media plans and custom content requirements, if applicable	OMG/INCUMBENT																						
Transfer billing and insertion order ownership across media partners (direct IO requirements)	OMG																						
Incumbent freeze on all campaign changes (campaign launches, etc.)	OMG																						
OMG to partner with Kimberly-Clark to reconcile spend in accordance with agreed budgetary cutover (if necessary)	OMG																						
Remove/downgrade Incumbent account access in the event accounts are transferred to OMG	OMG																						
Remove/downgrade Incumbent account access to DSPs and associated ad server networks	OMG																						
Set OMG accounts / billing transfer confirmation go-live	OMG																						1.4.25
17. Investment Search																							
Confirm list of all Search Ad Account/Search Management/Feed Management/Affiliate partners across markets with Kimberly-Clark and current ownership (Kimberly-Clark v. Incumbent)	OMG / K-C																						
OMG to receive read access to Google Search Ads / management platform / tech platforms (e.g. Skai, SA360, Google Merchant centre etc.) from Kimberly-Clark	OMG/K-C																						
Execute comprehensive audit of Search/Shopping/Affiliate execution and implementation to consult on digital transformation and maturity mapping, (based on Kimberly-Clark in-house model and desire for consult)	OMG																						
Assess tagging and taxonomy needs to ensure consistency across channels for data operations and reporting requirements	OMG																						
OMG to partner with Kimberly-Clark to establish financial and budgetary process / cut over across all Search insertion orders/account budgets (if required)	OMG																						
Confirm date and time of transition to transfer billing / account ownership	OMG																						
Coordinate with platform partners to ensure alignment of billing entity setup and pre-set billing profile transfer requirements	OMG																						
Receive past historical campaign reporting, by search engine / campaign / ad group / ad copy / keyword (if access is not granted)	OMG																						
Align MCC architecture to required Kimberly-Clark global structure	OMG																						
Confirm billing is aligned to MCC architecture, review billing requirements and processes through Global Performance Unit	OMG																						
Assess / implement immediate tagging needs and URL parameters to ensure consistency with current tracking (tagging parameters creation/approval/implementation)	OMG																						
Incumbent freeze on all campaign changes (ad copy, keywords, new campaigns, etc.)	OMG																						
OMG to partner with Kimberly-Clark to reconcile spend in accordance with agreed budgetary cutover	OMG																						
Remove/downgrade Incumbent account access upon Search Engine account(s) transfer to OMG	OMG																						
Remove Incumbent account access to Google Search Ads 360 (and associated search management platforms)	OMG																						
Set accounts / billing live	OMG																						1.4.25
18. Investment Commerce																							
OMG to receive list of all commerce/retail technology and vendor contacts	OMG																						
OMG to receive read access to commerce platforms/tech platforms (e.g. Skai, Amazon, Criteo etc.) from Kimberly-Clark	OMG/K-C																						
Receive detailed media plans / tactics / placements for all partners	INCUMBENT > OMG																						
Review/audit existing platform accounts and respective structures	OMG																						
Outline approach by channel/platform/account requirements for transfer/no-transfer and/or extracts required for account rebuilds, both existing and net-new campaigns	OMG/K-C																						
Assess tagging and taxonomy needs to ensure consistency across channels for data operations and reporting requirements	OMG																						
OMG to partner with Kimberly-Clark to establish financial and budgetary process / cut over for insertion orders/account budgets (if required)	OMG/K-C																						
Confirm date and time of transition to transfer billing / account ownership	OMG																						
Coordinate with platform partners to ensure alignment of billing entity setup and pre-set billing profile transfer requirements	OMG																						
Receive past historical campaign reporting, by platform/channel/tactic/sku etc.	OMG																						
Execute bulk export of all ad account entities for agency transfer (if required)	OMG																						
Assess / implement immediate tagging needs and URL parameters to ensure consistency with current tracking (tagging parameters creation/approval/implementation)	OMG																						
Rebuild existing campaign infrastructures (as required, based on extractions and/or net-new campaign launches)	OMG																						
Receive all existing creative assets associated with carryover and net-new campaign launches	OMG																						
Confirm new ad accounts or new campaign requirements, built out and QA'd	OMG																						
Incumbent freeze on all campaign changes	OMG																						
OMG to partner with Kimberly-Clark to reconcile spend in accordance with agreed budgetary cutover	OMG																						
Remove/downgrade Incumbent Retail/Commerce account access upon platform transfer to OMG (where applicable), and associated management platforms	OMG																						
Set accounts / billing live	OMG																						1.4.25

A photograph of two women in a modern office environment. The woman on the left, with dark curly hair and a white t-shirt, is looking down at a potted plant. The woman on the right, with long wavy brown hair and a red top, is also looking at the plant and smiling. The plant is a large green fern in a white pot. The background shows a blurred office space with a desk and another plant. A blue semi-transparent overlay covers the bottom half of the image, containing the text.

06 Track Record of Transition Excellence

Transition Expertise

Our Global Transition Experience and Expertise is unparalleled.

Our industry-leading institutional knowledge and OMG Global Playbook is built from a foundation of having transitioned iconic, scaled, global clients, and developing hybrid onboarding models for clients with robust capabilities enabled within the in-house organisation.

Our depth and breadth of experience managing scaled Transitions confirms confidence in team management and deploys a proven, streamlined transition processes. We thrive in incredibly fast-paced and complex situations and consistently deliver on time, mitigating any risk and disruption to day-to-day business operations.

The following are a selection of recent and relevant transitions:



PHILIPS

- 60-business day Global Transition, accounting for \$47M in transition media investment orchestrated across 60+ markets
- Multi-channel transition and launch of 723 marketing campaigns across: TV, Print, OOH, Digital
- Transfer, analysis, and re-plan/review of 100+ incumbent agency files inclusive of plan information and tactical detail
- Architected an integrated digital taxonomy across all active markets and in collaboration with six active regional in-house digital hubs
- Managed 500+ transition meetings across 700+ participants including client and local teams
- Hiring and onboarding a Business Team of 596 FTEs 1 integrated Omnicom team across all marketing communications disciplines, including an embedded in-house digital 'HUB' team, scaling an efficient global delivery hub



Disney

- 60-day transition period accounting for \$300M+ in spend across six WDTV Networks
- 35+ brands, supporting promos + premieres, requiring individual planning and execution across all Digital channels
- Re-costed plans, which experienced immediate efficiency gains with Omnicom Media Group negotiated rates vs. incumbent



CHANEL

- 83-day transition period accounting for \$500M+ in spend
- Deploying and setting teams across 53+ markets
- 18 Category Business Units, requiring individual planning and execution across all media channels
- 470 team members in place from Day 1



- 68-business day Transition from Appointment to Handover, accounting for \$350M in transition media investment orchestrated across 43 markets
- Setting up teams supporting 16 Daimler Business Units across 43 markets, onboarding 6 key media disciplines
- Multi-channel transition and launch of 228 marketing campaigns across traditional & digital channels in the first month
- Architected & deployed a unified global ad tech stack, integrated digital taxonomy & performance reporting dashboard. In collaboration with Mercedes-Benz Global & Regional media teams
- Managed 150+ transition meetings across 20+ external participants including Global, Regional, Local Mercedes-Benz Business Units, Auditors, Key Vendors and Partners
- Deployed a SWAT Transition Team of 25+ HQ resources and Local Market Leads in each Market, hiring and onboarding a Business Team of 114+ FTEs
- Delivering complete transparency to Mercedes-Benz on global media investment

Thank you!