

OMG Executive Summary

Headline of Models

- BU-specific organizational structures, connected by technology and global delivery centers.
- Regional hubs driving efficiencies where relevant, whilst tapping into local market knowledge.

Unique Value Proposition / Differentiators

- Deep understanding of K-C's business and the dynamics that will affect transformation.
- Leadership in data through Omni our global OS
- Leading in Commerce through Flywheel, Amazon's largest marketing partner
- An agency as a platform model which allows you to seamlessly access and integrate all capabilities across Omnicom

Proposal Highlights

- A diverse leadership team with deep CPG expertise ready to lead your business transformation
- An operating model tailored to your needs, delivering Consumer Centric, Brilliantly local and Globally Efficient campaigns
- Technology that allows global and hub teams to monitor in market delivery and ensure that your media budget is spent as efficiently as possible
- As the incumbent across much of your scope, the ability to build on our knowledge and strat driving your transformation immediately upon appointment
- Expertise in having successfully driven similar programmes for Beiersdorf, DIAGEO, SC Johnson and many others
- Commercial / investment bullet point
- Something softer and more personal to finish with?