Kimberly-Clark X **OMG**

Omni Demo
Follow-Up Questions

6th Nov, 2024

Elevating Growth:
Powered by Omni

Thank you for your time last Friday to discuss how Omni, in the hands of OMG teams, will elevate growth for K-C, producing consumer-led, brilliantly local, and globally efficient work.

We have prepared additional follow-up material based on the questions that were raised in the sessions.

If the team have any further questions, please do not hesitate to reach out.

We're looking forward to continuing to explore how OMG can help elevate growth for K-C!

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ArtBot: Enabling Next Gen Personalisation at Scale

ArtBot, OMC's next-gen content delivery solution combines the art of creative engineering, intelligent automation and technology expertise to deliver a highly scaled operational model. ArtBot's performance-centric services, powered by ArtBot's content intelligence are crafted to enable media strategy and marketing precision of your paid campaigns and owned channel inventory.

ArtBot is **fully integrated into Omni,** allowing teams to use the same data for workflows, insights, audiences, planning, trafficking and optimisation, delivering several benefits:

- **Automated Content:** Generate scaled creatives within our suite of templates and AI enhanced design systems optimised for paid channel activations. Our content orchestration platform integrates design systems directly from industry-standard design tools, empowering design teams, and ensuring pixel-perfect quality creative delivery across all channels. By combining these systems with localised content matrices and assets, we enable large-scale creative production while maintaining consistent brand standards across markets and campaigns.

- **Addressable Content:** Transform creative assets into immersive expressions with ArtBot's 3D integration. Simply upload 3D assets and ArtBot's generative canvas will enable prompt-ready personalisation. We deliver highly personalised campaigns across markets, even when a client's asset bank is sparse, by maximising the use of available assets and reimagining them in unique, market-specific ways. We provide the opportunity for clients to import 2D CAD files into 3D environments, which enables asset manipulation, resulting in the scaled output of base assets for use within addressability programmes. This approach helps brands scale personalised campaigns effectively, removing the content barrier, eliminating the need for extensive creative resource and cost, whilst improving overall performance.

- **Performance Content:** Creatives designed to outperform. Our proprietary AI algorithms are used pre-campaign to pre-score creative performance and learn from live performance data, enabling continually optimised creative strategy and optimised performance, underpinning K-C's campaign objectives. Our proprietary technology enables K-C to activate scaled personalisation programmes within their pre-existing primary ad-tech stack, which eliminates the need for additional costly ad-tech components, and provides data alignment between media and creative performance, ensuring there is a single source of truth for K-C around total campaign measurement, attribution and evaluation.

- **Generative Intelligence:** Let ArtBot's AI understand your highest performance indicators and generate creative assets tailored to audiences and context. We connect real-time campaign performance to our prompt engineering and AI content engine, enabling full automation of the creative asset and activation process, enabling K-C to unlock new levels of creative performance whilst significantly reducing production investment.

To see the platform in action, please see the video .

The ArtBot Advantage

ArtBot provides a consultative service led approach to creative performance, scaled across all paid and owned digital channels. To enable this, we provide multi-disciplinary teams to manage the end-to-end process, covering the development and execution of comprehensive DCO strategies (alongside OMG), delivering bespoke, multi-channel solutions across platforms like Display, Social, Online Video, DOOH, CTV, Audio, and Search.

We focus on creative automation set-up via our tailored design systems that enable enhanced personalisation and optimisation, supported by auto-optimisation algorithms. We're experts in managing first-party data feeds and third-party contextual feeds, integrating them to power DCO campaigns. We design bespoke solutions for clients based upon standing up personalisation programmes within their ad-tech stack and content supply chain eco-system. This allows for greater personalisation with ownable, proprietary data.

Other competitors, such as Smartly, provide only a self-serve platform without strategy and design support, and are limited to display formats optimised to social, vs. ArtBot's comprehensive approach.

ArtBot: Enabling Next Gen Personalisation at Scale

Results

ArtBot has delivered significant improvements in creative production speed and performance, improved creative adoption and use, and improved efficiency for many global clients, including PepsiCo, Nissan, Mars, Diageo, Apple.

Our programmes deliver a range of benefits for our clients, ranging from super-charging media performance to providing significant production savings.

SPEED	EFFICIENCY	ADOPTION	CONTENT REUSE	PERFORMANCE
7X	**30-40%**	**100%**	**40%**	**30%**
Speed to market	Sustainable reduction in costs	Market and brand engagement	Increase in content reuse	Minimum creative optimisation uplift on media performance

ArtBot is being utilised by K-C in the UK and France, driving significant campaign performance improvements such as an **+83% increase in CTR on personalised creative** for DryNites in the UK. Leveraging this approach in other markets, particularly the long tail, can drive creative efficiencies while increasing effectiveness.

Working with ArtBot

Importantly, the ArtBot team works on global accounts with a wide variety of creative agencies, from independents to large networked brands. Our role is to scale and personalise the creative concepts and core assets developed by these agencies, while strictly adhering to the brand guidelines they've established. Each client works with a dedicated team of ArtBot specialists who possess an in-depth understanding of their campaigns and activation strategies. These specialists work closely with all stakeholders to ensure seamless communication and alignment throughout the campaign lifecycle.

Commercial Model

ArtBot is as much about the technology as it is the strategic and skilled people using it. It is not a self-serve platform. Team costs are covered via an FTE-based or project hours scope of work, which was **not** included in the RFP commercials. Use of the ArtBot technology by OMG teams was covered in the Omni fees submitted in the document entitled, "OMG KC Remuneration Resource Tools Template 17.10.24" on the "Technology & Tools" tab.

ArtBot: Enabling Next Gen Personalisation at Scale

ArtBot in Action

ArtBot's content delivery solution is fully integrated with Omni. It utilises six core modules for the activation and management of cross-channel campaigns:

(1) Design Systems – that enable the creation of dynamic visual assets tailored to each campaign

(2) Asset Prescoring – to analyse assets before deployment, identifying which ones are likely to perform best

(3) & (4) AI Image Generation: leveraging Adobe Firefly and other AI-powered tools to generate personalised assets that feed into the content supply chain

(5) ArtBot's proprietary Content Engine - to mass produce & deploys content via API

(6) Content Intelligence - to provide insights into which content performs best across different channels and audiences

The video linked below describes the six modules and shows them in action for a fictional snack brand.
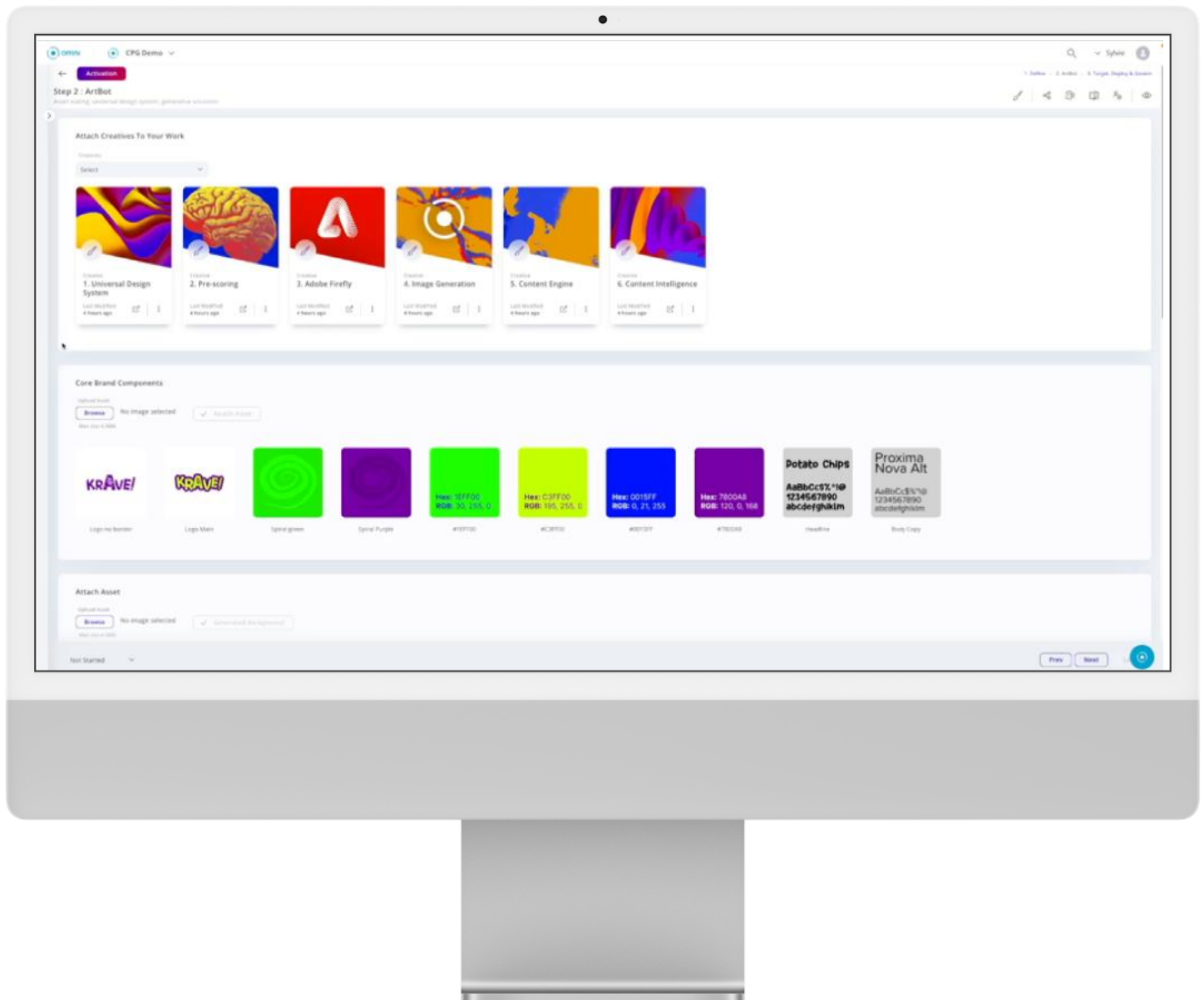
Omni Data: How We Defined "Expectant Mothers" in Canada

Within the demonstration that we provided, we leveraged the 'Expectant Mothers' attribute to support out creation of the POME audience.

Life Event attributes from Lotame, acting as our data spine fall within a specific category of data which are Precision Demographic audiences. Below is some further detail around how these audiences are created:

- **Lotame Precision Demographic** audiences are crafted using self-declared seed data from panel-based surveys.

- **Segments** are defined with proprietary algorithms and rigorously tested for accuracy through multiple integrity checkpoints.

- **Machine learning** is employed to scale the segments, which are routinely evaluated against industry benchmarks to ensure high on-target accuracy.

Attention Methodology

Attention is a key indicator for effectiveness. Studies have shown a strong correlation between the amount of attention paid to ad formats, and their impact on both short-term sales uplift and long-term salience.

Delivering Competitive Advantage Through End-to-end Empirical Attention Optimisation.

OMG's approach to developing attention planning capabilities illustrates how we approach media innovation in a systematic empirical way, optimised to deliver long term, sustainable competitive advantage for clients.

The latest research from companies such as Amplified Intelligence and Lumen Research used advanced eye tracking to establish the duration of attention of any given ad format, combined with millions of data points from digital behaviours including scroll speed, position in page, ad/content clutter, viewable time, pixels on screen and position. This is the attention data incorporated into Omni's systems.

Omni Data

Each channel has a natural shape of attention delivery; some deliver attention in smaller quantities, others have more ability to deliver long form attention.

Different channels deliver a different proportion of impressions bought (Y axis) vs. various durations of attention (X axis). These ratios change across the durations, so a single universal attention adjustment is not possible.

We have access to a multi-market data set based on the meta-analysis of hundreds of attention studies to define the typical attention delivery by channel. These metrics are updated regularly in our channel planning system within Omni.
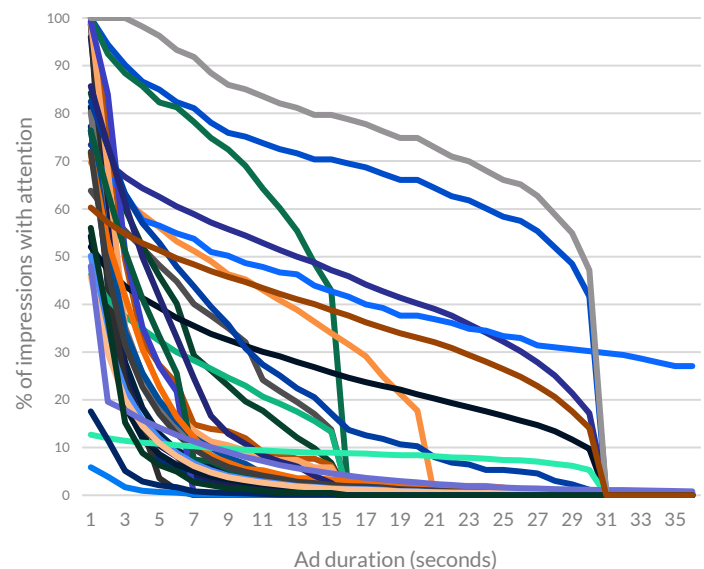
This is enables us to optimise plans around the specific requirement of each brief, taking into account the brand's specific attributes. This approach enables:

• An explicit connection between strategy/insight and activation

• Leverage of attention results to improve MMMs through the attention adjusted CPM

• Brand attribute leveraged- through the lens of attention more salient brands gain commercial advantage

• Greater diversity in attention solutions, channels that deliver most average attention do not suffer instant inflationary pressure instead each channel has an effective attention use case

• Possibly most importantly consumer attention is respected - each brand is seeking to minimise the amount to precious consumer attention need to achieve its business goals- ultimately enabling advertising environment to support more economic growth

Attention Methodology (Cont.)

To this end, we built the **Attention Requirement Calculator** in Omni to support the definition of the attention requirement for each brief.

The data contained in Omni is an aggregate of attention data from various research companies, including Amplified Intelligence, Lumen, Adelaide and Clark Chapman. Each data set has been calibrated against the other data sets to ensure that a reasonable comparison between channels can be established.

Attention-Adjusted Reach

Reach is still fundamental to effectiveness, so attention data must not over-ride that. Instead, Omni calculates 'Attention-Adjusted' reach. Optimisations are made based on this metric.

Attention-adjusted reach is calculated by looking at the proportion of impressions/exposures that deliver the required amount of attention for the comms task and using that data to impact the CPM of each channel.
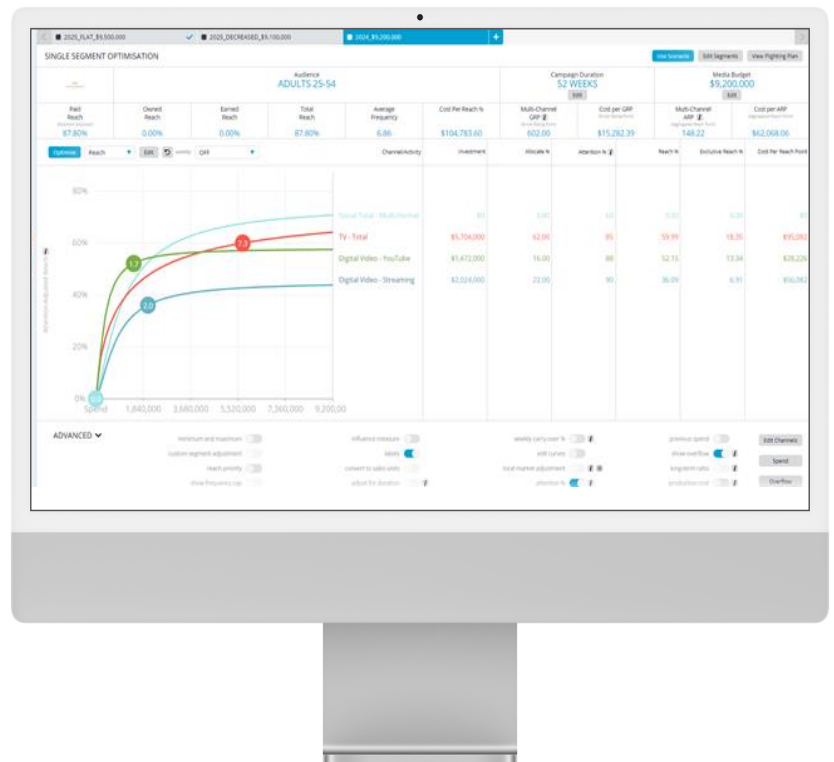
How This Appears in Omni

Reach curves become Attention-Adjusted Reach curves by taking the percentage of impressions that meet an attention threshold (determined by the comms objective), and modifying the CPM, so that only attentive-impressions are included in the reach calculation, as shown to the right.

This means that the reach curves themselves do not change, but the cost (CPM) required to achieve the required attention does – for example, lower attention channels will have a higher attention-adjusted CPM, meaning it will take a bigger investment to achieve the required amount of attention.

In other words, we are normalising CPMs for the attention delivered.

Attention optimisation is available in all markets within the Channel Planner tool.

Omni x Flywheel: Powered by Retail Data from Around the World

Globally, Omnicom and Flywheel operate over 400 retail partnerships, with over 100 retailer and marketplace integrations, spanning in-store, online and off-site activation and planning. There are variances in market, mainly limited by the retailer capabilities (e.g. self-serve, API, managed service, etc.), market maturity, culture, and reporting benchmarks.

Omnicom is the largest purchaser of retail media globally with players such as Amazon and Criteo, with FCC and Omni integration benefits. Flywheel is also the #1 user of AMC globally.

Importantly, we are **not solely reliant** on Amazon data or on-site retail media activation data from 3rd party platforms such as CitrusAd or Criteo, which many of our competitors rely on. In the UK, for example, our partnerships with Dunnhumby (Tesco) and Nectar 360 (Sainsbury's) provide us with access to their insights platforms and loyalty card data. This allows us to use the retailer's category, trading and audience insights alongside the activation and campaign performance data collected through the bidding platforms to develop **holistic full-funnel campaigns**. These partnerships drive meaningful collaboration and are a driving factor behind the Retail Media awards won in the UK for Andrex alongside OMG.

Below we've detailed our data access for key apps within Omni x Flywheel commerce cloud.

Digital Shelf

Flywheel Digital Shelf covers over 2,000+ retailers globally and in the key markets for K-C including but not limited to Malaysia, Canada, India, South Africa, United Kingdom, and Australia. There are over 200 retailers across app and website including ASDA, JD (京粉), Mercado Livre, Loblaws, D-Mart, Bukalapak. The full list of markets and retailers covered can be found in the accompanying Excel document entitled, "OMG_Flywheel Digital Shelf Retailers (Nov-2024).xlsx".

Search Media Management

Amazon: Across the globe, Flywheel Commerce Cloud (FCC) capabilities and automation for Amazon is available and consistent. Amazon prioritises North America as the default market for any big new builds or beta launches, and they are then released across all markets globally. The full list of available Amazon Markets includes some of the key markets for K-C: Canada, India, South Africa, United Kingdom, Australia. The list also includes other markets for expansion: BR, FR, IT, ES, DE, NL, AE, PL, TR, EG, SA, SE, BE, JP, SG.

Outside of Amazon: Our omnichannel retailer list covers a wide range of markets and retailers of interest.

Criteo KC retailers:

Chemist Warehouse AU	HelloFresh UK	
LookFantastic AU	Lookfantastic UK	
Recreate Yourself AU	Morrisons UK	
GRAB IN	Parfumdreams UK	
Uber Eats AU	Superdrug UK	
Lazada ID	Uber Eats UK	
Sephora AU	Plus all other Criteo retailers	
Shopee ID		
Shopee TW		
Smytten IN		
Swiggy IN		
Zepto IN		
Asda UK		
Boots UK		
Carrefour South Africa		
Cult Beauty UK		
Deliveroo UK		

Citrus KC retailers:

Carrefour
DeliveryHero
DM
Waitrose
Promofarma
Zapp
Sainsburys
Ocado
Tesco
Morrisons
Metcash
Big Basket
Woolworths
Pharmeasy
Coles
Plus all other Citrus retailers

Omni x Flywheel: Powered by Retail Data from Around the World

Share of Voice

Share of voice reporting outside of the US is specific only to Amazon at this moment in time and mimics the above Amazon market list.

Retail Reporting & Management

For the time being, our Retail specific reporting is Amazon only. This is because retailer reporting is highly dependent on the availability of real time sales API's, which most retailers do not have enabled.

Market Share

Flywheel Market Share utilizes several unique methods to harvest and predict sales and share on Amazon with +90% accuracy. We are one of the only suppliers to cover 95% of Amazon categories down to an item level and can divide these item level sales into marketplace selling accounts, 1P (first party Vendor Central) and 3P (third party, Seller Central marketplace sellers). FMS covers the following Amazon marketplaces: CA, MX, UK, ES, FR, IT, DE.

Amazon geographies on our roadmap to expand Market Share into in 2025 include India, Japan, Mexico, and the Netherlands.

In Summary

Within Commerce, Omni x Flywheel covers a breadth of retailers, features and functionality that maximise commerce effectiveness. Our tools give clients like K-C insight from and access to the most nascent retailers through to advanced retailers like Amazon and Walmart. For example, our Digital Shelf capabilities cover 2000+ retailers, and our Demand Forecaster tools allow you to create a bottom-up budget for **any retailer** with just 6 months of data. Omni x Flywheel is also the most advanced toolset for the most advanced retailers – for example, Flywheel Commerce Cloud (FCC) is powered by AMC data to give unprecedented insights that maximise your Commerce success on Amazon. The insights created through Omni x Flywheel tools, and the execution functionality within the platform, will ensure K-C achieves success in retail media around the world.
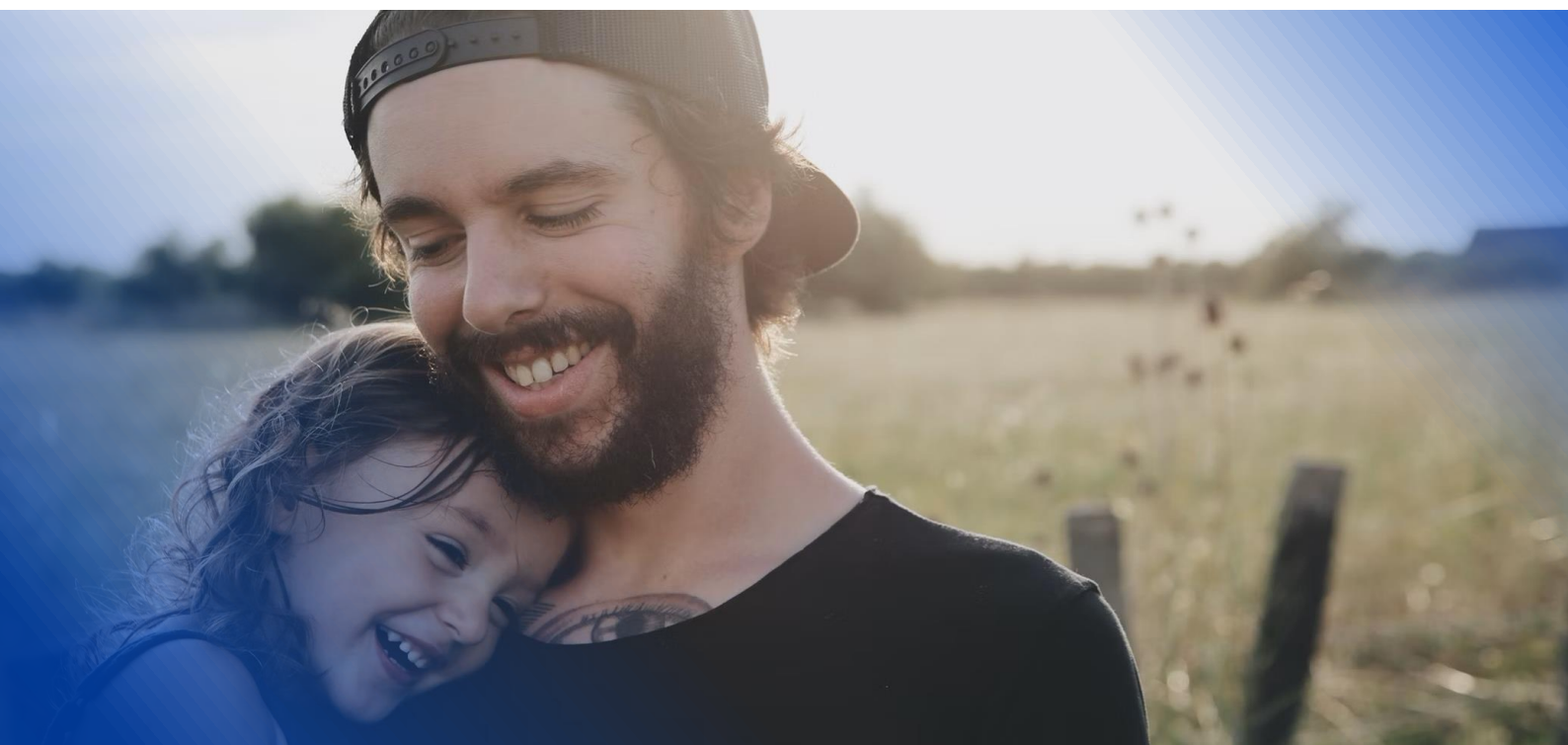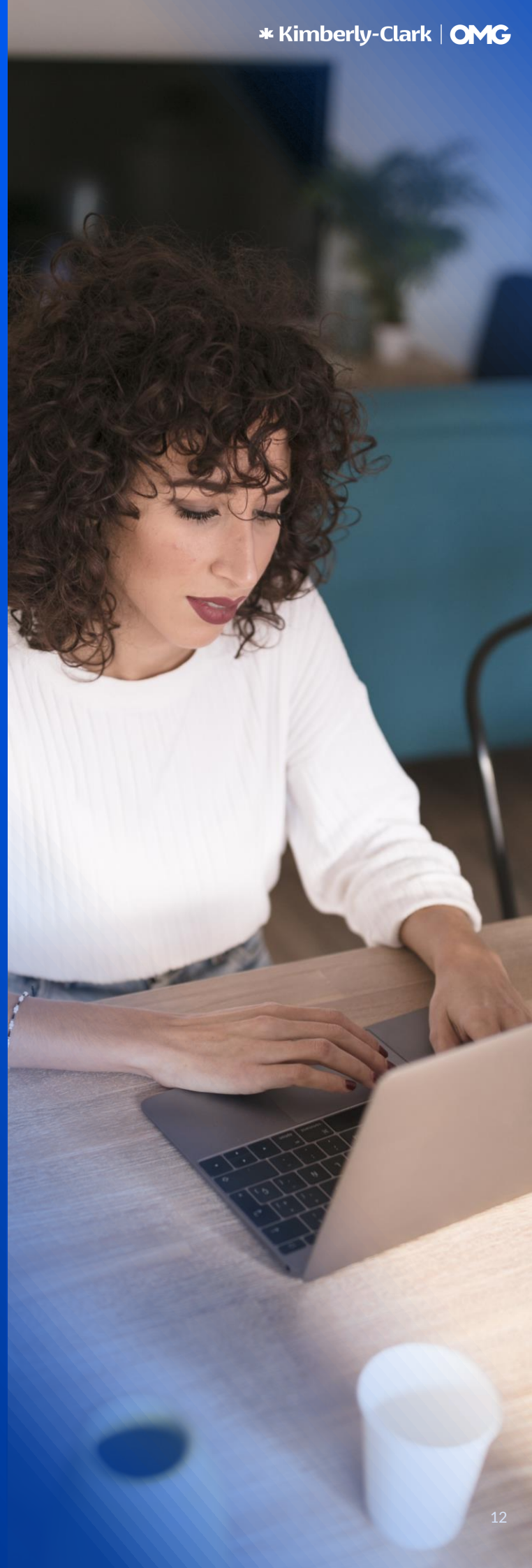
Maximising Amazon Performance by Consolidating AMC, DSP and AMS (Search) data

AMC is important for the day-to-day execution and optimisations of search & display media (keyword optimisations, audience analysis, etc.). It is critical to strategy validation and identifying opportunities – for example, during the Omni Flywheel Commerce Cloud (FCC) demo we showed ways we use AMC data to identify Long-Term Value, maximise New-to-Brand sales and customer growth, and build unique audiences with the click of a button. Our use of AMC is fundamental for both search and display campaigns.

To maximise effectiveness, Flywheel needs to be able to analyse ads across Sponsored Product (SP), Sponsored Display (SD), Sponsored Brand (SB), and the Demand-Side Platform (DSP). This would allow us to get full funnel insights to optimise performance. Pacvue has shared with K-C that it will not give Flywheel access to its platform. However, Flywheel has our own AMC capabilities and tech, which our teams are trained to use, and which is available to KC within the Flywheel Commerce Cloud (FCC). At no extra cost, in the UK and Italy, K-C could switch AMC management from Pacvue to Flywheel to enable full integration of strategy, planning and buying within Amazon.

The Flywheel team is uniquely built to maximise the value of AMC in generating audiences and insights that can be used throughout the funnel. This integration is critical to the effectiveness and overall success of your Commerce strategy. We can of course continue in the current set-up, but believe the results we've driven so far demonstrate the power of the Flywheel approach and rationalise the change.

Kimberly-Clark | OMG