

# Kimberly-Clark × **OMG** Tech Follow Up

Oct 31, 2024

# Elevating Growth: Powered by Omni

Thank you for your time last week to discuss how Omnicom will elevate growth for K-C, producing consumer-led, brilliantly local, and globally efficient work.

One of the key enablers of this is our marketing orchestration platform, Omni. There were several follow-up questions during our demo session that we have provided answers to in this document, including:

1. [Omni differentiators](#)
2. [Omni data availabilities](#)
3. [Language capabilities of Omni Q Insights](#)
4. [How SOV/SOM are used in Omni Investment Planner](#)
5. [Highlights of our sustainability approach](#)
6. [eCommerce clarifications, including data and two commerce content optimisation case studies](#)
7. [Brand safety around the world](#)
8. [Omni fees](#)

We will go through several topics in detail in our follow-up Friday demo session. However, given the shift in focus for our time together shared this morning (Oct 31), we will provide more information on Omni ArtBot (DCO) capabilities in a separate follow-up document and video rather than in the demo session. We're happy as well to schedule a dedicated walk-through at your convenience.

We're looking forward to further exploring how Omni empowers our teams to elevate growth for K-C!



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# Why is Omni Different?

## OMG vs. Competitive Set

When compared to the competition, Omni differentiates itself in three key areas:

- 1. Built on a neutrality and transparency to empower localized data solutions.** Omni has been designed with neutrality, transparency and interoperability at its core. This philosophy means we were not bound to one solution for all markets, and instead could embrace flexibility through a localized approach, where data and tech enablement is managed at the market-level and empowered globally. The result is a set of unique and locally-nuanced applications that bring to life each market's best-in-class data capabilities, while maintaining the flexibility to customize our open operating system around client needs and solutions. All data partners are subject to a rigorous, globally aligned, three-stage audit process to ensure quality, scale, and privacy compliance.
- 2. End-to-end marketing orchestration.** Omni ID is our proprietary identity solution for marketing in the privacy-first world, providing cross-application connectivity (audiences can be pushed to other Omni applications for planning and inventory curation) and the flexibility to select different matching and syndication methods (such as scoring or fusion) depending on local country data availability. Where ID-based data is limited, we leverage Omni Fusion which incorporates ML-based processing to automatically match panel- or survey-based data to IDs for addressable audiences. Omni Predictive Targeting is an ID-less targeting solution that uses audience scoring models to engage with consumers based on real-time behavioral signals.
- 3. AI-based optimization across media, content & creative.** Omni brings both commerce and creative to the core of marketing execution enabling a connected, full-funnel consumer experience. With Flywheel Commerce Cloud integrated within Omni, users can plan, activate and measure across retail channels. Omni ArtBot, our end-to-end creative suite, features data-driven content production using Masterbrand assets, optimization and creative design systems underpinned by generative AI to automate processes and easily scale across markets.

As highlighted by Forrester, Omnicom Media Group stands alone as a market leader in retail, media and commerce, with a new evaluation echoing these strengths set to be released next month.



# Omni Coverage and Data Approach

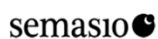
## Omni Audience Planning and Management

OMG provides audience planning and management for over 1,500 clients globally. Global advertisers such as L'Oréal, Nissan, Mars, Diageo, Beiersdorf, Grupo Bimbo, Unilever and Volkswagen Group partner with Omnicom because of our scaled solutions in audience insights and segmentation, activation, and optimization enabled through easy-to-use tools in Omni, our global platform available in 102 countries. Our localized data strategy provides advertisers with access to robust, high-quality local data sources – over 1 billion consumer IDs and over 50 privacy-first data partners – with strict compliance to local privacy and regulatory requirements.

## Omni's Globally Available Data Sets

### Omni's Globally Available Data Sets

#### Identity & Personal



#### Purchase & Retail



#### Location & B2B



#### Digital & Media



# Omni's Audience Data Sets by Key K-C Market

Market	Identity	Personal Attributes	Clickstream & Social	Location Visitation	TV & Media Behaviors	Purchase & Retail	B2B & Vertical
<b>Australia</b>	Lotame, Tapad, Experian	Roy Morgan, Euromonitor, GWI, Google, Q	SimilarWeb, Comscore, Semasio, Meta	Roy Morgan	OzTam/Nielsen, Amplified Intelligence, GWI	Flybuys, Lotame, GWI	LinkedIn, Lotame
<b>Brazil</b>	Lotame, Tapad	GWI, Lotame, TGI, Google, Q	Semasio, Meta, Comscore, Stilingue, Minter, Sprinklr	Adsmovil	Similarweb, Kantar IBOPE Media, Admetrics, Google, TGI, GWI	TGI, Lotame, GWI	LinkedIn, Lotame
<b>Canada</b>	Lotame, Tapad	Q, Environics, Lotame, Numeris	Comscore, The Trade Desk, Statsocial, Meta, Similarweb	Pelmorex	Numeris, Enrionics, Google, Meta	Homescan, Lotame, Environics	Autotrader, LinkedIn
<b>China</b>	N/A	Getui, Q	CMMS, Getui	Getui	TGI China, Euromonitor, GWI	GWI	N/A
<b>Colombia</b>	Lotame	Lotame, TGI, Google, Q	Semasio, Comscore	Adsmovil	Similarweb, Kantar, TGI	TGI, Lotame	LinkedIn, Lotame
<b>India</b>	Lotame, Tapad	GWI, TGI, Lotame, Comscore, VTION, Google, Q	VTION, Semasio, Meta, Comscore	Adsquare, Lifesight	VTION, TGI, Google, Kantar IBOPE Media, Nielsen IBOPE, GWI	Amazon, Lotame, TGI, CarDekho, GWI	LinkedIn, Lotame
<b>Indonesia</b>	Lotame	Euromonitor, GWI, Google	Comscore, Meta	Lifesight, Adsquare	Nielsen Arianna, GWI	GWI	LinkedIn, Lotame
<b>Israel</b>	N/A	Q	N/A	N/A	N/A	N/A	N/A
<b>South Africa</b>	LiveRamp	Lotame, Statista, GWI, Q	Talkwalker, Meta, SimilarWeb, Tiktok	Tap Tap, Vicinity	Statista, Google, Adcheck, SimilarWeb, Nielsen, planning benchmark curves,	Amazon, Lotame, Rain Maker	LinkedIn, Lotame
<b>Taiwan</b>	Lotame	Google, Lotame, Q	Nielsen CMV	N/A	GWI, Euromonitor	GWI	LinkedIn, Lotame
<b>Peru</b>	Lotame, Tapad	Lotame, TGI, Q	Meta, Comscore, Brandwatch	Adsmovil	Similarweb, Kantar IBOPE Media, Admetrics, TGI	TGI, Lotame	Lotame
<b>UK</b>	Lotame	Lotame, YouGov, GWI	Semasio, Comscore,	Lotame	Telmar, Sky, Google, TGI, Starcount	TGI, dunnhumby, nectar360	LinkedIn

# Global Scale with Local Nuance

## Omni Capabilities by Market

Globally, Omni is live in 102 markets and ready for immediate deployment and utilization in any additional markets as required. Data sets connected in Omni vary across markets based on the capabilities and regulations of each country, and available reliable data sets. OMG is constantly reviewing new data sources to ensure the platform is as powerful as possible.

	Omni Assist	Audience Explorer	Semantic Explorer	Q Cultural Insights	Audience Explorer (Google)	Channel Planner	Digital Content	Artbot	Omni Governance	Omni Workflow	Planit	Taxonomy Builder	Perf. Reporting	Demand Forecaster
Argentina			N/A		N/A									
Armenia		N/A	N/A		N/A		N/A		N/A					
Australia														
Austria					N/A									
Azerbaijan		N/A	N/A		N/A		N/A		N/A					
Belgium					N/A									
Bolivia		N/A	N/A		N/A		N/A		N/A					
Brazil			N/A						N/A					
Canada														
Chile			N/A		N/A									
Colombia			N/A		N/A									
Costa Rica		N/A	N/A		N/A		N/A		N/A					
Czech Rep.			N/A		N/A		N/A							
Dom. Rep.		N/A	N/A		N/A		N/A		N/A					
Ecuador		N/A	N/A		N/A		N/A		N/A					
El Salvador		N/A	N/A		N/A		N/A		N/A					
Estonia		N/A			N/A		N/A		N/A					
France														
Georgia		N/A	N/A		N/A		N/A		N/A					
Germany														
Guatemala		N/A	N/A		N/A		N/A		N/A					
Honduras		N/A	N/A		N/A		N/A		N/A					
Hong Kong														
India														
Indonesia			N/A											
Israel		N/A	N/A		N/A		N/A		N/A					
Italy														
Kazakhstan		N/A	N/A		N/A		N/A		N/A					
Kyrgyzstan		N/A	N/A		N/A		N/A		N/A					
Latvia		N/A	N/A		N/A		N/A		N/A					
Lithuania		N/A	N/A		N/A		N/A		N/A					
Malaysia			N/A		N/A									
Netherlands														
New Zealand					N/A									
Nicaragua		N/A	N/A		N/A		N/A		N/A					
Nigeria		N/A	N/A		N/A		N/A		N/A					
Panama		N/A	N/A		N/A		N/A		N/A					
Paraguay		N/A	N/A		N/A		N/A		N/A					
Peru			N/A		N/A		N/A							
Poland			N/A		N/A									
Puerto Rico		N/A	N/A		N/A		N/A		N/A					
Romania			N/A		N/A		N/A		N/A					
Saudi Arabia					N/A		N/A		N/A					
Serbia		N/A	N/A		N/A		N/A		N/A					
Singapore														
South Africa			N/A		N/A									
South Korea		N/A	N/A											
Spain														
Switzerland					N/A									
Taiwan			N/A											
Thailand														
Turkey		N/A												
Ukraine		N/A	N/A		N/A		N/A		N/A					
UK														
Uzbekistan		N/A	N/A		N/A		N/A		N/A					
Vietnam		N/A	N/A											



China

## Local Omni Strength: A Deep Dive into China

### Meeting the Challenge

China has a unique media and data landscape that many other holding companies struggle to integrate effectively with their workflows and tools. We've crafted a suite of Omni tools optimised for the China market, guided by an approach that prioritises local insights and compliance, including Audience Explorer, Omni Social, and Outdoor Space. These tools are designed to capture the nuances of China's digital landscape by integrating trusted data from key partners like Getui, MiaoZhen, and QuestMobile. Leveraging data from over 1 billion individuals and 1.3 billion devices, we provide brands with detailed audience segmentation and precise targeting across both digital and physical spaces.

Our partnerships with GozenData, iFlytek, and China UnionPay further enhance this ecosystem, enabling K-C to tap into one of China's most comprehensive data networks. This localized approach delivers sharper insights, strengthening K-C's reach in an increasingly competitive and dynamic market while leveraging common global tools like Omni Workflow to ensure connectivity and consistency.

**OMG**Miaozhen  
SystemsMiaozhen  
Systems

1B+

Individuals

1.3B+

Devices

400M+

Daily Active Users

100M+

Points of Interest





Canada

# Local Omni Strength: A Deep Dive into Canada

Within Omni, we have addressed the modern complexities of data quality and origin by developing a unique, transparent, and effective data integration known as Omni ID.

Omni ID ensures more than 80% of the adult population in Canada is addressable digitally (at the person and HH level).

In Canada, our data integrations within Omni include trusted providers like Environics Analytics and Pelmorex (The Weather Network). Outside of Omni, OMG also holds data contracts with a wide array of Canadian data providers that would be available for K-C to leverage and bring into Omni if requested.

omni	OMG
ENVIRONICS ANALYTICS	auto TRADER.ca
NUMERIS	Homescan
LOTAME	STATSOCIAL
Pelmorex	
G   in	

26M+

Individuals

+26K

Data Attributes

11.5M

Households

94M

Addressable devices



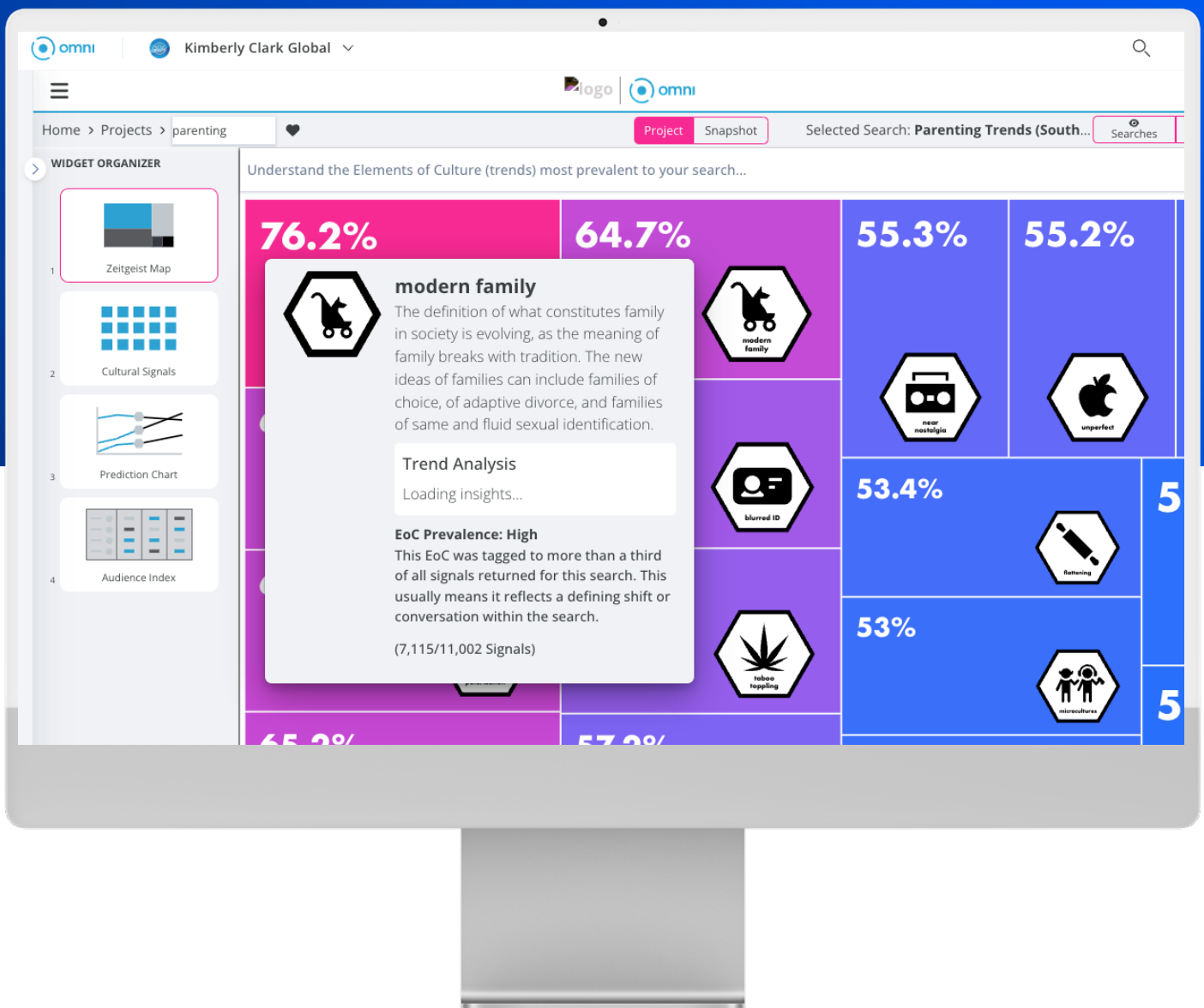
# Q™ Cultural Intelligence

Q™ helps us analyze and interpret cultural trends by structuring data from 320M+ online signals and categorizing them against a proprietary trend taxonomy. This gives us the ability to visualize cultural change and shifts based on what consumers are viewing, reading, listening to, sharing and doing offline.

## Local Market Translation Features

In Q, users can enter Boolean search logic in 16 different languages. For example, “la couche de bebe” can be entered into the search function to pull up relevant cultural signals that surround diapers. In addition, the search can be filtered to over 140 countries.

Currently, the trend map (see visual below), will only return results in English, however translating results to the filtered language is in our product roadmap and will be available by Q1 2025.





# Investment Planner

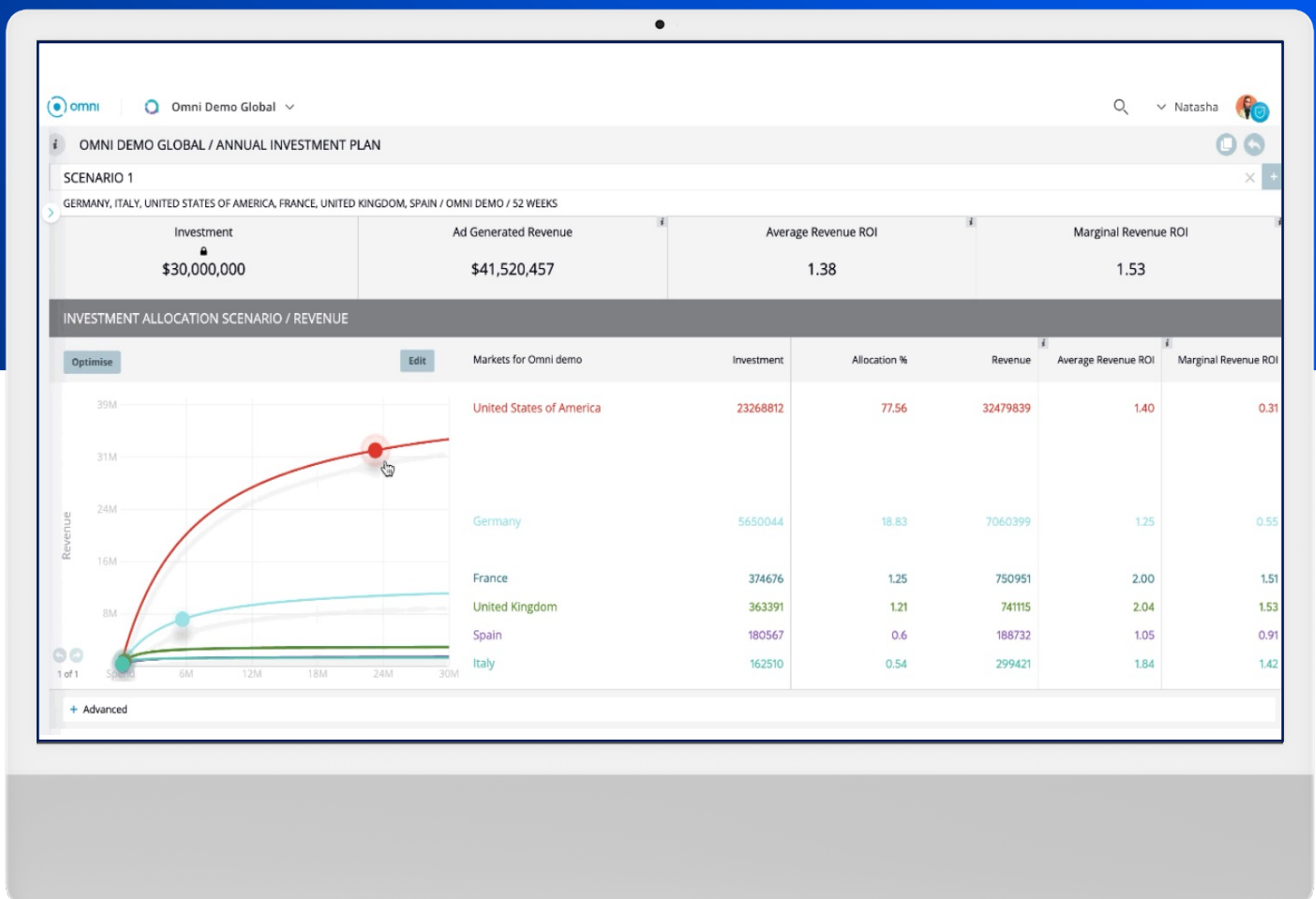
Investment Planner allows teams to easily set, test and allocate budgets across markets, portfolios and brands. It streamlines and surfaces revenue response curves to predict the investment impact of each marketing dollar and define the optimal budget for maximizing ROI, ad-generated and total revenue, and brand KPIs.

## SOV/SOM Features

Investment Planner uses Share Of Market (SOM) and Share Of Voice (SOV) as inputs to analyse and optimise investment allocation and target setting scenarios. SOM determines the impact of your brand's market share on revenue generation. SOV can assess whether the brand has been over- or under-investing in advertising. The adjustment for this factor ensures that the brand's advertising investment aligns with its market position.

## Audience-led Planning

The audience size determines the reach, efficiency, and targeting capabilities of your campaigns from Investment planner to Channel Planner. Omni's Channel Planner allows users to select from either an existing AEO audience or define a new custom audience. The audience sizing information helps users understand the potential reach and size of their chosen audience segment.





# Carbon Calculator

## by **OMG x ClimatePartner**

ClimatePartner provides sector- and country-specific data for each category, media channels and 70+ countries. The calculator is tailored specifically for the media industry, and covers the whole value chain of an advertisement, from production over distribution down to reception.

### What Is the Carbon Calculator?

Our Omni Carbon Calculator sources data from ClimatePartner, a leading global carbon solutions provider for **climate data and offsetting opportunities**. It is the first globally accessible calculator that considers all analogue and digital channels as well as the emissions of the full media supply chain. This includes emission from sources such as creative production, data server emissions, data transfer, device electricity usage, printing substrate, distribution and waste disposal (print & OOH).

The Carbon Calculator provides **sector and country-specific emissions data for each media channel and media format across 70+ countries**. For example, this enables us to assess the carbon emissions difference between 60" vs 20" digital video ad or digital vs printed outdoor formats as well as the different electricity mix of different markets.

Built into the Omni platform, our teams across the globe can calculate carbon emission for client campaigns and develop benchmarks to track progress.

### Which Standards Is It Based On?

The ClimatePartner Protocol builds on **internationally established standards** and is based on the guidelines of the Greenhouse Gas Protocol, ISO standard 14067 and PAS 2060. The protocol and calculation tool is regularly updated to reflect ever-changing scientific knowledge and developments in life cycle assessment.

### How Does It Work?

As a working example, Figure 1 below shows how the relevant **aggregated campaign and advertising data** from the proposed media plan is integrated into the Carbon Calculator. The carbon footprint of the respective campaign and the cost of compensation (offsetting) are calculated based on the collected consumption, activity data, and relevant emission factors. Other relevant emission sources that are considered are production, server capacity, data transfer, terminal usage, broadcast, printing substrate and distribution. At the end of the calculation, it shows the **kg CO<sub>2</sub>e emissions per medium**.

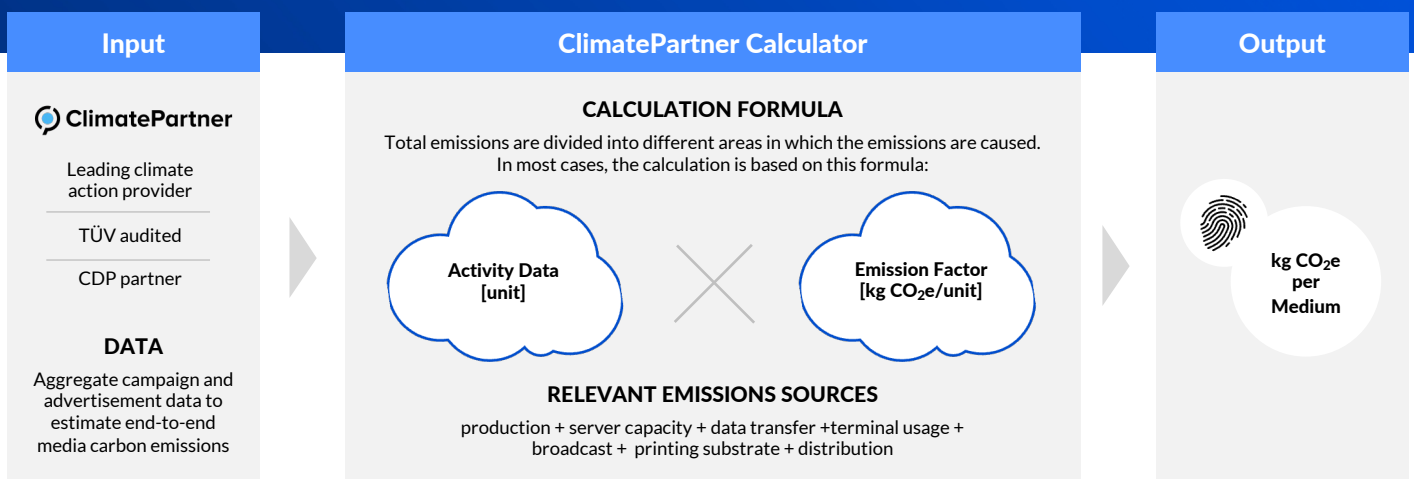


Figure 1: Measurement of advertising emissions with the ClimatePartner Calculator



# We Optimize Media Plans and Campaigns with Our Green-KPI Scenario Planner

The Green-KPI Scenario Planner is a collaborative tool that optimizes scenarios for media plans and campaigns scenarios according to a single KPI such as revenue or CO<sub>2</sub>e emissions, as well as multiple KPIs together such as revenue and CO<sub>2</sub>e emissions simultaneously.

## What is the Green-KPI Scenario Planner?

The Green-KPI Scenario Planner is a **collaborative tool that optimizes media plans and campaigns** during the planning stage. Using budget data from the campaign brief, scientific media mix modelling and insights from sustainability experts, Omnicom can compare and optimize campaigns, considering various media key performance indicators (KPIs) and reducing emissions. Integrated into Omni and coupled with custom Marketing Mix Modeling (MMM), the Green-KPI Scenario Planner transforms into a media planning tool that also calculates CO<sub>2</sub>e emissions for media plans.

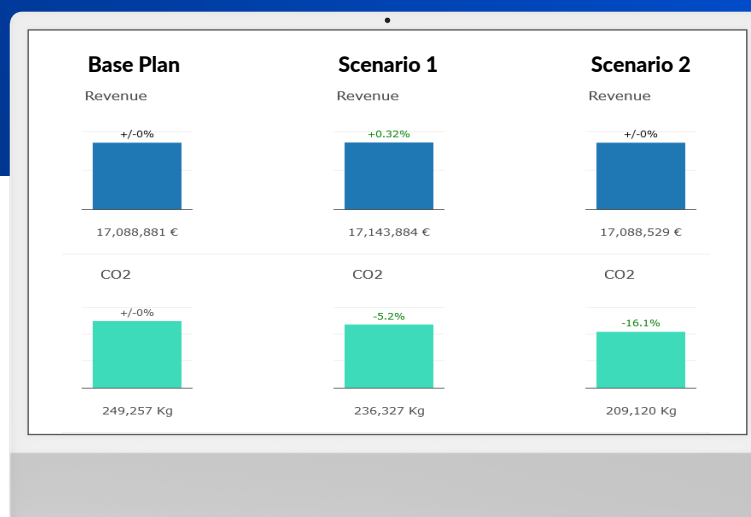
### Base Scenario

To start, we create a base scenario, i.e., the current client's media plan we want to optimize. We can enter the precise budget of the different media **channels to allocate the budget** in the right place. We can then choose the channel formats, such as a 30", 15" or 10" TV spot, a double page spread in print, just one page, etc. Together with the Client Service we determine the channel-specific minimal and maximal budgets to increase the ability to implement the optimization results.

This tool is highly customizable and can be tailored to the exact formats, needs and look of the client. Once selected, we can **leverage the base scenario to simulate the targeted media-KPI**, for example revenue, and CO<sub>2</sub>e emissions scenarios.

### Create Other Scenarios

It is possible to create up to **five different scenarios** side by side. Additionally, it is possible to optimize the scenarios according to a single KPI such as revenue or CO<sub>2</sub>e emissions, as well as multiple KPIs together such as revenue and CO<sub>2</sub>e emissions simultaneously. We can even choose if the Multi-KPI-optimization should prioritise on the media KPI or the emissions. The Green-KPI-Scenario-Planner would then display the different scenarios, and Omnicom would **present clients the best and most sustainable scenarios for the future**. All the scenarios can be manually adjusted in the tool, if you just want to adjust one variable of the algorithmic optimization. We are continuously working on further improving the Green KPI Scenario Planner according to client needs and sustainability trends.





# Flywheel Commerce Network

## Q&A on Data Availability

Flywheel is a leader in the commerce space, with scale, proprietary tools, and access to data unrivalled by competitors, particularly when used within a full-funnel integrated approach.

There were several follow-up questions from our initial session, including the Amazon data Flywheel Commerce Cloud (FCC) incorporates as well as retail data capabilities and our focus on effectiveness.

### Flywheel Commerce Cloud (FCC) Uses 6 Amazon Data Sources:

1. Selling Partners API: Amazon Vendor Central and/or Seller Central
2. AMS UI
3. DSP UI
4. Amazon Marketing Cloud (AMC)
5. Product detail page for specific ASINs (SKUs)
6. Search results for specific keywords

We ingest this data in any market where Amazon offers the data. When Amazon launches in new markets, they may not immediately offer all ad types (e.g. AMS), however they quickly roll out this functionality within months of launching. As soon as Amazon offers the capability, we can offer it to our clients in that region.

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.

Below you'll see a detailed overview of our key global and regional partnerships, with details of how we activate that media and any special terms/rates we are able to pass on to our clients. **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.

Integrated via API	amazon	CitrusAd	CRITEO	DOORDASH	bilibili	bukalapak	JD.COM	Lazada	Sendo.vn	Shopee	淘宝网 Taobao.com				
	Google	instacart	Kroger	Walmart*	TIKI	抖音	TikTok	T.MALL	tokopedia	ZALORA					
Integrated via Aggregator	Albertsons	ARGOS	Asda	Auchan	BEST BUY	BJ'S	bloomingdales	bol.com*	Brno	Carrefour	chewy	COSTCO	CVS pharmacy	DICK'S	
	DRIZLY	gopuff	Harris Teeter	HEB	KOHL'S	Loblaws	LOWE'S	macy's inc	MediaMarkt	meijer	ocado	Office DEPOT	OTTO	petco	ROUNDEL™ Media, re-branded by Target.
Other Marketplace Partnerships	apotal.de	AT&T	Bestway	brakes	CHEMIST	colruyt*	ele.me	ESQUIMA A CASA	dm	farmæ	Flipkart	John Lewis	KRISHOP	Skilamente per Klick.de	Meituan
	Meta	mitama	MORRISONS	NEW WORLD	PAKE SAVE	PEY SMART	PET SUPPLIES PLUS	Pindodoo	REWE	sears	SHOP APOTHEKE	TRACTOR SUPPLY CO	wayfair	WILLIAMS SONOMA, INC.	X

# Case Study 1

## Embracing a Full Funnel Approach to Increase Retailer Distribution and Sales for ZOA Energy

### Step 1: Define

#### Retailers Threaten to Delist Product

ZOA Energy, despite its celebrity co-founder and high-quality ingredients, struggled with brand visibility and recognition in the competitive Better-For-You Energy drink market. The brand's traditional focus on lower-funnel marketing strategies led to high efficiency in 2023 but resulted in decreased retailer support. Major retailers, including Amazon and Walmart, were threatening to de-list ZOA Energy, and key convenience and mass channels had already removed the brand from their shelves. To address these challenges, ZOA Energy needed to:

1. Build Brand Awareness: Increase brand visibility without compromising campaign efficiency
2. Enhance New-to-Brand Metrics: Improve the percentage of new customers and boost branded search activity
3. Drive Sales: Increase online and in-store sales through key pack sizes

Achieving these goals required more upper-funnel marketing tactics to broaden the brand's reach and reinvigorate its presence in market.

### Step 2: Design

#### Consumers Want a Certain Type of Energy

To regain retailer support and stand out in the market, ZOA Energy adopted a bold and disruptive strategy. The brand tapped into the cultural concept of "Big D Energy" (BDE), which embodies confidence without arrogance, a positive magnetic presence, and self-assuredness—qualities that resonate with ZOA Energy's values and co-founder Dwayne "The Rock" Johnson. Recognizing that new customers are more likely to start with single cans rather than a 12-pack, ZOA Energy designed its campaign to highlight the 12oz can SKU as the centerpiece. This approach emphasized the brand's various flavours and aimed to appeal to both new and existing customers.

### Step 3: Activate

#### Big Dwayne Energy

To drive both awareness and sales, ZOA Energy introduced a new concept: Big Dwayne Energy (BDE). This campaign leveraged the attributes of ZOA Energy's product—great taste, zero sugar, B&C vitamins, electrolytes, and caffeine from green tea and coffee—to channel the positive energy and confidence embodied by Dwayne himself. The campaign aimed to integrate these attributes into consumers' daily lives.

The campaign was executed through an omnichannel approach, including OOH, digital content, in-store POS/merchandising, retail brand pages, and online Product Detail Pages. To cast a wider net and reach as many new customers as possible, we employed both targeted and broad streaming TV campaigns, negating past purchasers, increasing spend to more top-of-the-funnel and middle-of-the-funnel display campaigns.

To maintain campaign efficiency while building this brand awareness, we collaborated with the Amazon Ads team to optimize opportunities in Streaming TV and Prime Video ads, ensuring alignment with ZOA Energy's CPM targets. Strict audience exclusions were applied to avoid targeting existing customers in upper and mid-funnel Amazon DSP campaigns. Amazon's omnichannel reporting tools were crucial for assessing the campaign's impact on off-Amazon sales, store visits, add-to-carts, and overall sales performance.

### Step 4: Measure

#### Retailers Can't Get Enough ZOA Energy – Effectiveness & Efficiency

**+18,000**

Store Distribution 7E,  
Speedway, QT,  
Albertsons, Safeway

**#1**

Energy Drink  
on Walmart.com

**+20%**

Increased  
MULO+C  
Dollar Sales

**+24%**

Increased  
MULO+C  
Unit Sales

**+45.6%**

Increased  
New-To-Brand  
Percentage

# Creative Implementation

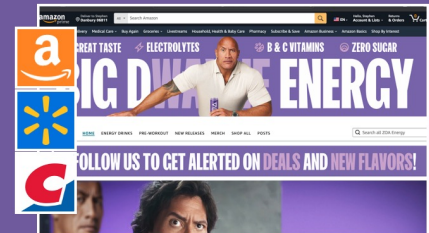
# BIG DWAYNE ENERGY



Streaming Content & Out-of-Home



In-Store POS & Merchandising



Retail Ecommerce Brand Pages





# The Impact

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**Consumers & Retailers Can't Get Enough  
of ZOA's Big Dwayne Energy**

**#1**

Energy Drink on Walmart.com

**+20%**

Increased MULO+C Dollar Sales

**+46%**

Increased New-to-Brand %

**+24%**

Increased MULO+C Unit Sales

**+18K**

Store Distribution at 7-Eleven,  
Circle K, Albertsons, Safeway & More

# Case Study 2

## Flywheel's Insights Led to New Packaging, More Effective Product Content, and an Optimised Media Strategy, Driving +20% in Sales YoY

### Step 1: Define

#### Orgain Sport Protein Isn't Performing As Well As Its Competition

Orgain has a wide range of vegan protein powders, including a Sport Protein made specifically for athletes looking for a vegan formulation with a high protein content. While the product itself fits the need, the packaging did not appropriately convey its suitability to its primary audience, and Orgain Sport Powder was losing visibility and sales. As tentpole events approached, a change was needed.

### Step 2: Design

#### Orgain Sport Powders are for Gym Rats

A customer who is choosing to get a 30g protein powder over 20g is going hard in their workouts. We needed to communicate that our powder is ready to withstand their workout and fuel them in a different way than other powders, but could see that the 10g incremental protein was not clearly communicated.

In addition, nutritional studies showed that a key additive to Orgain Sports Powders, BCAAs, may increase muscle growth, reduce soreness and fatigue, prevent muscle wasting, and support liver health. This was another part of the Unique Value Proposition (UVP) that could be highlighted in our content to educate our consumers and encourage them to try Orgain when working out.

We also completed research using **Flywheel's Visual Attention Software (VAS)** technology powered by 3M to determine that dark packaging is more effective at drawing consumer attention on a product search page (see the following page for details).

Additionally, we combed reviews that showed Sport-oriented consumers are also peanut butter lovers, who care about the protein count versus other powders. They don't like the sweet/chemical taste of some sports powders and are looking for powders that are scientifically formulated with ingredients they trust.

### Step 3: Activate

#### Orgain Sport on Prime Big Deal Days

Flywheel created packaging recommendations for new Orgain packaging, including darker packaging with a callout for the high protein content of Orgain Sport Powder. Once packaging was updated, Flywheel created optimised main and secondary images explaining the benefits of the protein powder, focused on the Athlete audience who care about the clean ingredients and macro nutrients ("macros") of the product.

Once live, Flywheel increased Sponsored Product spend by 50% and targeted Sport Protein keywords, such as "30g protein powder", rather than less Sport-oriented keywords, such as "pea protein powder".

### Step 4: Measure

#### Orgain Sport Outperforms

Once live, Flywheel increased Sponsored Product spend by 50% and targeted Sport Protein keywords, such as "30g protein powder", rather than less Sport-oriented keywords, such as "pea protein powder". This had a massive impact on sales, increasing 20% year on year and driving a 30% increase in sales during Prime Big Deal Days, a key retail moment for the brands.

**+38%**

Increase in  
Glance Views

**+30%**

Increase in Sales  
YoY During PBDD

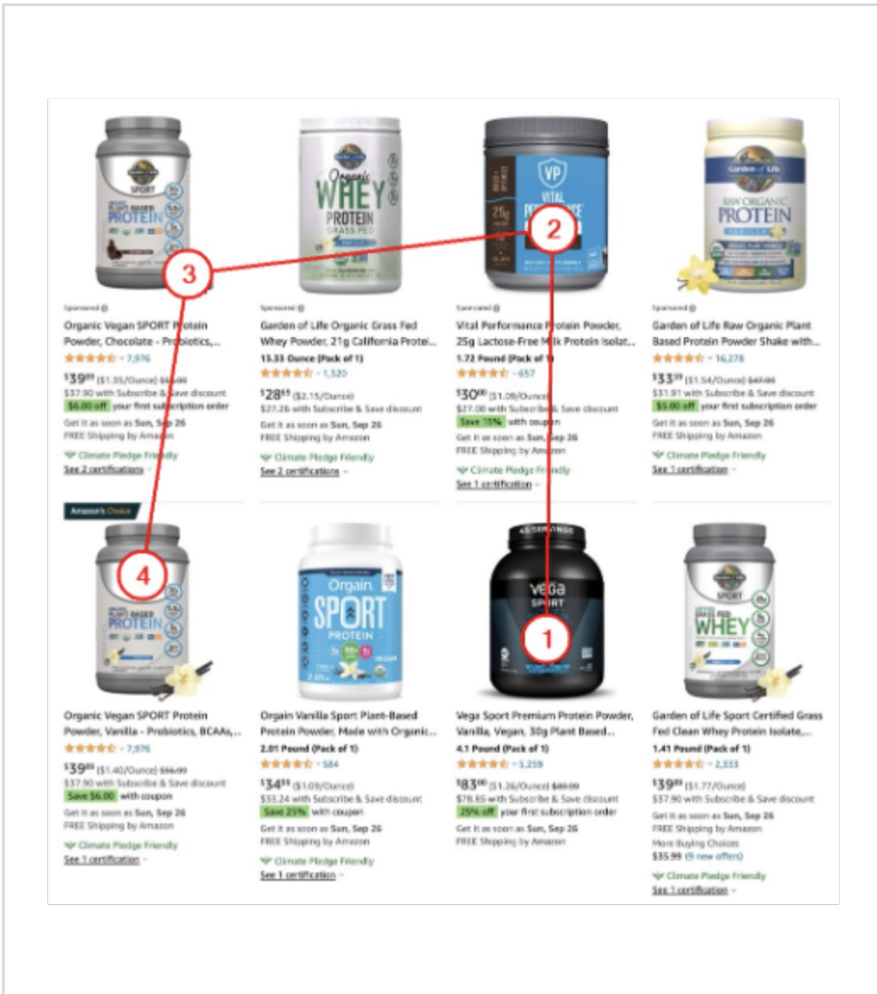
**+20%**

Increase in Overall  
Sales YoY

**+8%**

Increase in New to  
Brand Sales YoY

# Insight Identification & Implementation



Flywheel’s Visual Attention Software (VAS) technology powered by 3M simulates customer gaze sequence, heat map, and hot spots on packaging between top selling brands on Amazon. When run across sample search results for protein powder, darker packaging was more often noticed by customers. We scraped ratings and reviews of top selling brands in the performance protein powder space to identify additional opportunities to update content.

Flywheel worked with Orgain to develop dark packaging. Recommendations included calling out higher grams of protein more prominently on the packaging, as well as the low sugar content and Branch Chain aminos, which Sport consumers often look for in their Protein formula.

Flywheel then created Amazon secondary images calling out the packaging change – to address consumer concerns during the inventory transition – as well as secondary images that emphasise the benefits of Orgain Sport Protein to the Athletic consumer.

## New look and creamier taste!\*

**Previous Packaging** vs **NEW Packaging & Ingredients**

**YOU MAY RECEIVE EITHER PACKAGING WHILE WE TRANSITION**  
\*COMPARED TO OUR PREVIOUS FORMULA

**Vegan**

**Muscle Support & Recovery**

**9g EAAs\* (4g BCAAs\*)**

**30g of Organic Protein**

**1g Sugar\***

**Keto Friendly**

**Gut Support: 6g Prebiotic Fiber\***

*Creamy, delicious chocolate taste*

# The Impact

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## Orgain Protein Powder Outperforms During Prime Big Deal Days (PBDD)

+38%

Increase in Glance Views

+20%

Increase in Overall Sales YoY

+30%

Increase in Sales During PBDD YoY

+8%

Increase New-to-Brand Sales YoY



# Brand Safety Around the World

With global verification partners, we are aware that there are some markets where they will not have coverage or functionality due to either technical reasons or local nuance. When this is the case, we leverage local providers that can provide the same level of functionality and capability to ensure that brand safety practices are in place, underpinned by the same principles we hold all partners to in this space. Our agnostic approach to technology allows us to flexibly work with the partners in local markets that are most appropriate to your needs.

In addition to our utilisation of verification partners to monitor brand safety and suitability, we focus heavily on the qualities of the marketplaces that we operate in – taking leading positions as OMG to ensure we deliver quality buying in all markets we operate within.

This is delivered through our Council on Accountability and Standards in Advertising (CASA) which works in partnership with key industry bodies to establish and implement standards around transparency and privacy to ensure our clients operate within high quality and value-driving media environments. This ensures that from a macro perspective, we are only operating in marketplaces that deliver value for you to minimise wastage, deliver brand-suitable and safe media delivery and meaningful media outcomes which provide value for your business.



# Technology and Tools Costs

Further clarity on Omni costs was requested.

Our submission on October 17 had detailed descriptions of the costs associated with the platform in the document entitled, “OMG KC Remuneration Resource Tools Template 17.10.24” on the “Technology & Tools” tab.

We’re happy to have a call to discuss specific questions in more detail.





\* Kimberly-Clark | **OMG**