



# Kimberly-Clark × **OMG** ID Follow-Ups

12 December 2024

# Driving Growth for K-C in Indonesia

Thank you for your time this week to discuss how OMG can elevate Kimberly-Clark's growth in Indonesia.

There were a lot of great discussions on the day including a few follow-up questions. We have provided further information and answers to your questions in this document including:

1. Talent & Team
2. Transition protocols
3. Client Satisfaction
4. Market trends update (shared separately)

We're looking forward to further exploring how OMG can elevate growth for K-C.

Our long-standing client relationships are testament to the duty of care we exercise to these valued relationships. We also have a thriving and transformative partnership with KC in several markets globally. Our promise is to bring the same care and passion to you in Indonesia.

## Thank you!



# Talent and Team

## Building the Right Team Structure for Kimberly-Clark

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At OMG, we've worked closely with global procurement and business unit leaders to design a team and staffing proposal tailored to your needs. This is based on budget allocation, channels, templated scopes of work, and one round of feedback. The proposed structure includes integrated planning resources and strategic oversight.

We understand that no business stays static, and neither should its partners. That's why our team structure is designed to evolve alongside K-C's needs, ensuring we remain aligned with your ambitions—today and into the future.

## Talent Acquisition Strategy

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Having the right talent in the right place is where everything begins. At OMG, we believe in [growing from within](#), prioritizing internal promotions to develop our people and their careers. We also use advanced digital systems to identify and develop talent, so we can always match the right people to the right roles.

But we know the market moves fast, so our recruitment team is constantly out there, actively engaging with potential candidates. This proactive approach ensures that we already understand their skills and motivations when opportunities arise, making the hiring process faster and more effective.

Looking ahead, we're also keeping an eye on future trends, like the growing need for [e-commerce specialists](#) and [performance media talent](#). We know these are critical areas for the Indonesian market, and we're ready to invest in people who can help drive this forward.

As part of the transition, our transition leads, and BU leaders will work closely with K-C to ensure every proposed team member fits not just the role but also your company's evolving values and goals. Together, we'll co-create a talent profile that reflects the values, skills, and behaviours needed across every role.

## Retaining the Best Talent to Work on Kimberly-Clark

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At OMG, we're not just about offering jobs; we're about building careers. That's why we attract and retain some of the best talent in the industry. Our people-first approach has made OMG a destination for ambitious professionals looking for a long-term future.

What sets us apart? Being one of Indonesia's leading media agency groups, we have the scale to invest in our people continuously. From hybrid working policies to parental leave and a commitment to maintain both talent's mental & physical health aspect, we create an environment where people thrive.

Each of our agency brands also nurtures its unique culture, which adds to a sense of belonging while giving employees opportunities to grow and shine. These aren't just policies on paper—they're initiatives designed to make a real difference for our people.

Through our [growth-by-empowerment philosophy](#), we'll ensure that the K-C team is skilled, motivated, and ready to deliver exceptional work for your business.

# Team Structure in Indonesia

## We heard you

You underscored the importance of having distinct points of contact for the three brands to make sure parallel briefs and engagements can be taken care of.

You also advised us to reduce FTE in traditional media and have adequate strength in areas of growth, namely digital, including ecommerce.

## OMG's Response:

We have recomposed the team to address your feedback. You have three distinct strategy and planning contacts who will be responsible for briefs for their respective brands. We have also beefed up the digital activation and ecommerce teams, all the while ensuring further commercial efficiency.

We have proposed a hybrid commercial model. Ecommerce is on commission which allows the team to flex as investment shifts, while the rest of the team is under retainer. We are open to consider any further feedback while our revised submission is being discussed with global procurement.

### Agency Oversight Afan Miqdad – Managing Partner

**BUSINESS DIRECTOR**  
Ella Viryananda

**HEAD OF DIGITAL**  
Aashutosh

#### Core strategy & Planning team (3,4 FTE)



**SOFTEX L: EAD**  
Melia Gea



**CONFIDENCE LEAD**  
Puja Putri



**SWEETY LEAD**  
Shahida Datumaki

**PLANNER**  
Sella Enoviana

**PLANNER**  
Husna Dhiya

**Trading & Investment**  
(2,20 FTE)

**HEAD OF TRADING**  
Lusi Resti

**Sr. Investment Manager**  
Tubagus Irmansyah

**Sr. Investment Executive**  
Aprilia Safitri

**Sr. Investment Executive**  
Eka Damayanti

**Investment Executive**  
Laela

Offline focus

**Digital Activation**  
(3,6 FTE)

**HEAD OF PERFORMANCE**  
Raghu Dometti

**OPS MANAGER**  
Falyanda

**SR. OPS Executive**  
Panji Prastyo

**SR. OPS Executive**  
Reza Badarudin

**SR. OPS Executive**  
Michelle

Performance focus

**Ecommerce**  
(Commission, 8%)

**ECOMMERCE DIRECTOR**  
Diningtyas

**ECOM MANAGER**  
Graha Ester

**SR. ECOMMERCE SPECIASLIST**  
Wegi Arindah

**SR. ECOMMERCE SPECIASLIST**  
Kimberly Surjanto

**ECOMMERCE SPECIASLIST**  
Vici Giovanni

Conversion focus



# Seamless Transition – Guaranteed

**Your feedback:**

You stressed on the importance of a smooth transition, ensuring business continuity at all times.

**OMG's Response:**

We have upheld this commitment by establishing a **dedicated transition team**, designed to ensure a seamless and efficient handover process. Our approach is rooted in clear communication, detailed planning, and collaboration across all stakeholders.

**We've assigned a specialized task force to oversee every critical element of the transition.** This team operates independently from your core structure to project manage the transition, while the account team remains focused on briefs, strategy and planning.

Over the years, OMG has successfully executed similar transition plans for multiple clients, receiving validation for our ability to minimize disruptions, accelerate onboarding, and ensure continuity of service. We are confident that our tested methodologies and proactive support will enable a smooth transition, setting a strong foundation for the partnership ahead.

Day-to-day transition lead



**Afan Miqdad**

Data & Platform Transition



**Deepender Shekhawat**

Commerce Transition



**Devi Rachmawati**

Finance Transition



**Ida Asriyani**

←----- Network Alliance (OMD APAC) ----->



**Sadhan Mishra**  
OMD APAC CCO



**Dileep Raj Singh**  
OMD APAC Digital Head

←----- Management (ID) ----->



**Rajat Basra**  
OMG ID President Director



**Lana Dardjowidjojo**  
OMG ID CFO

Our clients have long-standing trusted relationships with us. Our promise is to build the same with you.

Our greatest achievement as an agency lies in the trust and recognition we've earned from our clients. We are committed to bring the best of our people, capabilities and network to forge our partnership in Indonesia with the same verve and rigour.

## Telkomsel



*“Omnicom Media Group have been a partner for us since 2013 and the way they integrate into our business defines the future of client agency ecosystem convergence . Very recently in year 2024 we posed a very challenging task to the team to move our scattered SME business into OMD Indonesia and as always, OMD Indonesia did a seamless and organized transition of a complex and large-scale remit . Truly professional and organized partner for us in every aspect of their work on our business.*

**Derrick Heng, Telkomsel  
Marketing Director**

## PARAGONCORP



*“A complex and challenging task of creating an e-commerce cohort to work with Paragon omni-channel teams in an integrated manner was a requirement post few failures to work with other companies. This was done by Omnicom Media Group well under the transition time agreed and the delivery has been beyond expectations. Not only has this move been enhancing our quality of GMV but also adding more synergy between brand and business teams that in past remained siloed. We look to creating higher achievement milestones with OMG eCommerce team”*

**Ressa T Priono, ParagonCorp  
Global Omni Channel Media and Strategic  
Partnership Lead**

## Kimberly-Clark



*“ OMD indeed played an important role for IPC core categories share turnaround journey. It is not always easy for us to find a partner who can truly:*

- Provide strategic suggestion with deep understanding about brand business objective and proactively provide consumer insight.*
- Being flexible and passionate in growing business together with KC.*
- Always proactively provide suggestion with strategy consideration behind instead of waiting for client guidance.*
- Having strong ownership in the campaign planning & execution phases, and willing to take timely action to continuously improve campaign performance.*

*It is not easy to find a partner who can be strategic and have strong ownership/ leadership at the same time. We cherish the opportunity to work with OMD and look forward to growing the business together further in the future.”*

**Penny Lin, KC Taiwan Marketing Director**

\* Kim

\* Kimberly-Clark | **OMG**