



SUSTAINABILITY & DE&I

MARCH 22, 2024

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WHAT IS OMNICOM'S
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SUSTAINABILITY?

INTRODUCTION

01



OMNICOM'S VIEW OF SUSTAINABILITY AND APPROACH

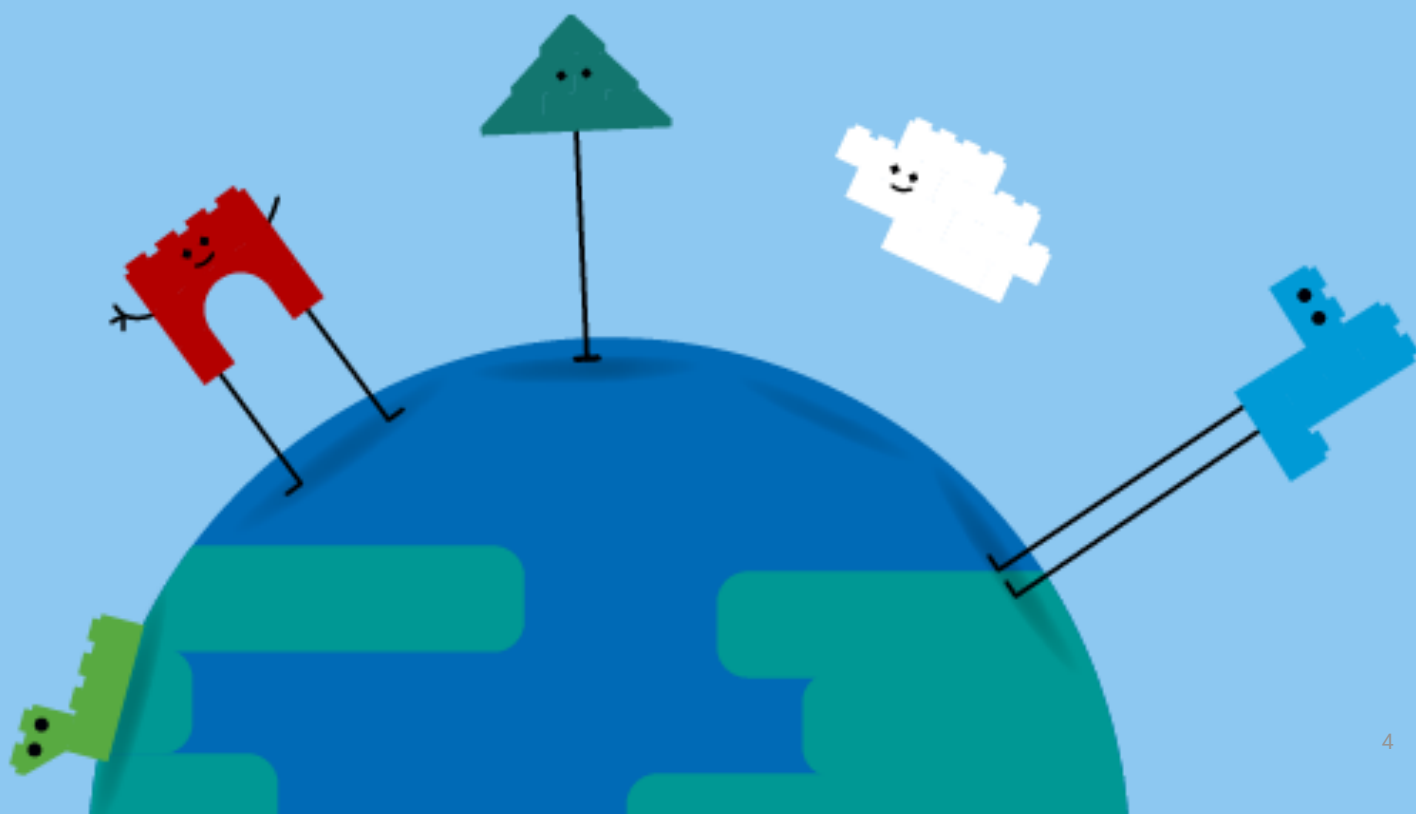
FAIR PLAY IS IMPORTANT - FOR CHILDREN AND FOR US TO PLAY FOR A BETTER FUTURE.

Thus, we live our values like responsibility and integration everyday through partnerships, client's transformation and our sustainability teams in all our Omnicom offices.

At Omnicom Media Group, we are unwavering in our commitment to sustainability. We do this not only for ourselves, but also for the future of our children. Shaping a sustainable future is one of the most urgent tasks of our time, and one that we can only solve together. We must play together for a better future. To master it, we need to keep Fair Play in mind. Fair Play is a concept with which we teach our children to play together respectfully, resolve conflicts fairly and adopt values such as integration and responsibility. Now it is up to us to be a role model for the children and to play better and fair in the collective transformation towards sustainability.

Our dedication goes beyond our organization and compliance, as we support the change towards sustainability in our industry and among our clients. Therefore, we work closely with other advertising industry organizations (e.g., WFA, GARM) to promote responsible and sustainable advertising.

In addition, we have sustainability teams in every Omnicom office with extensive sustainability expertise and a comprehensive understanding of the media industry. We prepare our clients for upcoming challenges by combining sustainability and media, without losing sight of media performance and brand integrity. We embrace a holistic approach that weaves sustainability into every facet of our end-to-end process, seamlessly blending innovation with environmental and social stewardship. Our commitment is reinforced by a powerful suite of cutting-edge tools, technologies, industry best practices, and strategic partnerships that enable to be at the forefront of sustainable excellence.



HOW ARE YOU USING SUSTAINABILITY INFORMATION TO DEMONSTRATE YOUR PROGRESS TO CLIENTS?

SUSTAINABILITY PROGRESS

02



OMNICOM'S CORPORATE SUSTAINABILITY

WE ARE DEDICATED TO THE WELLBEING OF PEOPLE AND PLANET:

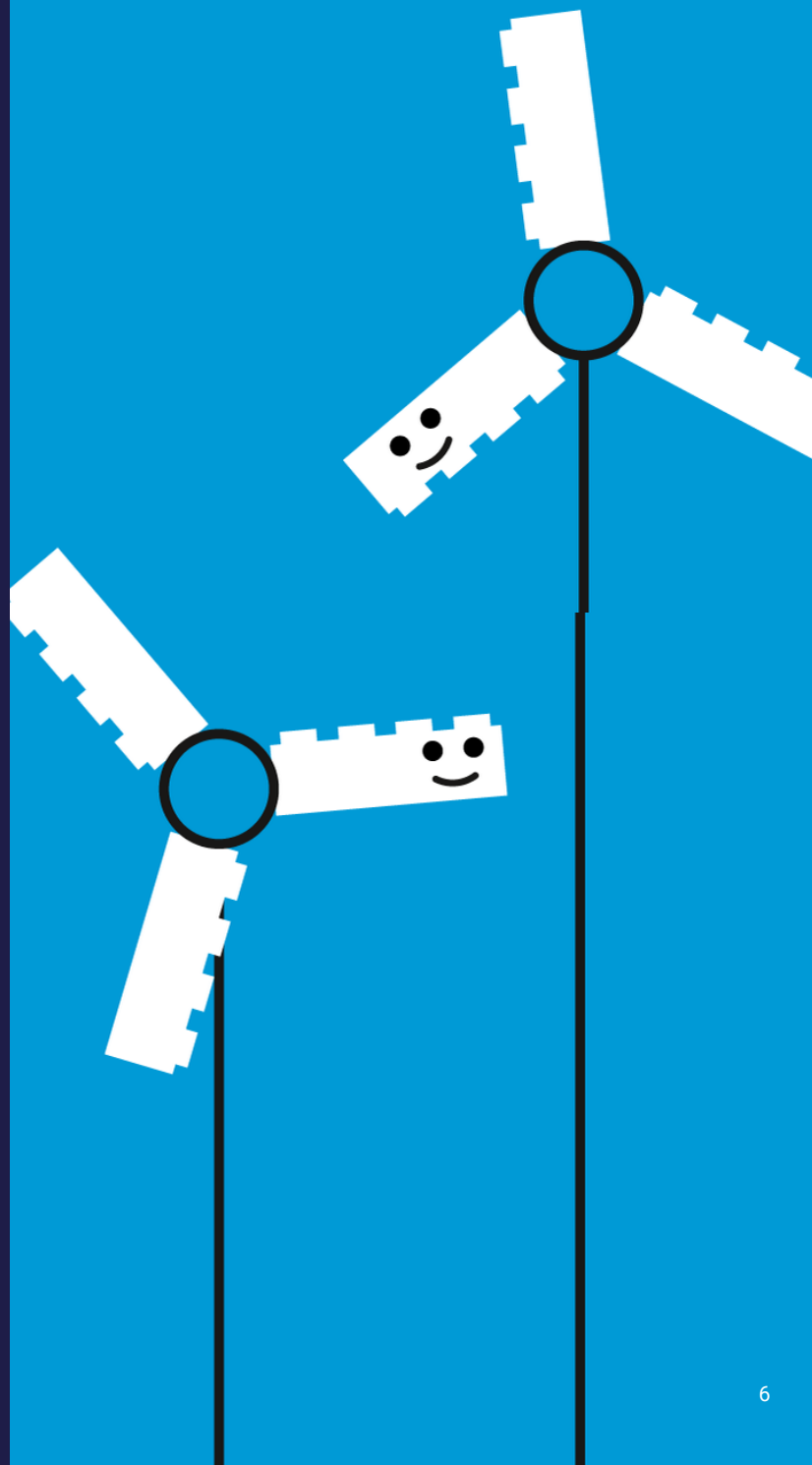
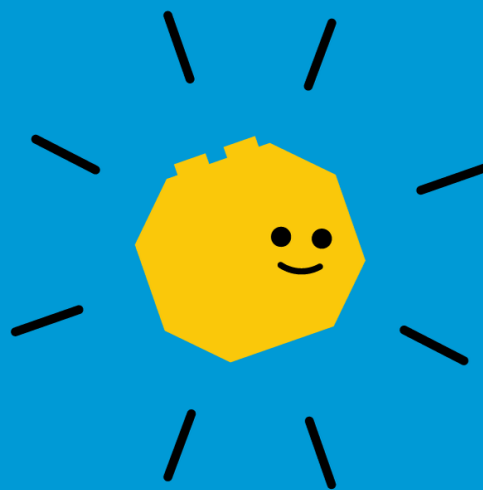
We achieved a **53,3%** energy reduction per person globally and we provide inclusive and healthy environments for all our people through clear guidelines and values.

The Omnicom Media Group has made significant progress in its efforts to address our impact on environment and society. In 2022, we extended our multiyear streak of reducing the energy we consume annually across our carbon footprint. **We achieved a 53.3% energy reduction per person globally per our 2015 baseline, which further exceeds our goal of reaching a 20% reduction per person by 2023.** In addition, we saw an increase in our global use of electricity from renewable sources since 2015 to 29.4%. This greatly surpasses our goal to increase our use to 20% by 2023.

Now, we've set a new goal to reduce our Scope 1, 2 and 3 greenhouse gas emissions by 46.2% by 2030 against our 2019 baseline, which is aligned with the Paris Agreement and a 1.5 degrees Celsius trajectory.

To reach this goal, we've built an **environmental data platform and integrated it with an expert third-party carbon calculator**, which helps us measure our business activities emissions accurately and completely.

Just like LEGO, we believe that people are the foundation of our business and that environmental, social and governance factors are interconnected and essential to a holistic ESG approach. **Therefore, we are building environments that are healthy and inclusive with opportunities for people of all backgrounds and perspectives, letting individuals be heard and valued.** We also ensure that we operate with integrity, transparency and accountability. This includes providing clear guidelines and principles on governance topics.



SUSTAINABLE PRACTICES IN ACTION – OMNICOM'S ENVIRONMENTAL COMMITMENTS

OMNICOM'S ENVIRONMENTAL AMBITIONS

At Omnicom, our dedication to sustainability goes beyond mere rhetoric. It is an integral part of our corporate identity. We have outlined our ambitions through several **key initiatives**:

- Appointed a **Chief Sustainability Officer** to intensify, coordinate and communicate our sustainability measures.
- Employee-led community called **Omnicom ESG Champions**, consisting of **250+ passionate employees**. Omnicom ESG Champions promote a culture of continuous learning through regular meetups in which members share and discuss current sustainability issues, best cases and client opportunities.
- Dedicated **sustainability consultancy unit**, consisting of a team of qualified experts. The unit works closely with our clients, empowering them to craft media strategies that align with their sustainability goals. Our sustainability consultancy also works with media partners and other stakeholders to empower everyone in our industry to contribute to the transformation process in the spirit of Fair Play.
- **Focus on collaboration with our clients** to provide tailored end-to-end solutions. We ensure that clients not only meet but exceed their sustainability ambitions. Together, we strive to foster action towards implementing sustainable practices across all aspects of the media industry.

OMNICOM'S ENVIRONMENTAL ACHIEVEMENTS



SUSTAINABILITY FOCUSED CHECKLIST

Omnicom introduced a sustainability focused checklist in early 2023 that evaluates sustainability criteria from site selection.



CDP SCORE HAS RISEN FROM D TO B

Within last year, our CDP (Carbon Disclosure Project) Score was raised from D to B, reflecting our continuous efforts towards more sustainability.



SBTI VALIDATION IN 2023

The Science Based Targets initiative (SBTi), which audits participating companies on their emissions goals, validated our near-term emissions-reduction target in early 2023.



CO-FOUNDED AD NET

We are co-founder of Ad Net Zero, an initiative that supports businesses in the advertising industry in decarbonizing their production, distribution and publication of advertising.

SUSTAINABLE PRACTICES IN ACTION – OMNICOM'S COMMITMENTS TO DE&I

OMNICOM'S DE&I AMBITIONS

Our commitment to DE&I is deeply rooted in our organizational structure. For this reason, we have appointed a Chief DE&I Officer to further promote these principals throughout our organization. In addition, Nicki Hare represents our Group Board Director at Omnicom UK and Chair to our DE&I and Sustainability Steering Group. With diversity, equity and inclusion being at the core of our values, we implement various measures to foster a workplace culture that embraces and celebrates diversity in all its forms.



ATTRACTING & RETAINING TOP DIVERSE AND INCLUSIVE TALENTS

Establish **DE&I recruitment methods** and continuously review them with **Talent Acquisition**

Working together with premier organizations dedicated to sourcing multicultural talents

Unique range of business resource groups for employees



UPSKILLING & LEARNING & DEVELOPMENT

Mandatory **DE&I e-learning** during onboarding

Host live **webinars** throughout the year focused on **mitigating bias, microaggression and empathy & accountability**, etc.

Promote diverse leaders through certification program of a top university to equip them with MBA thought leadership

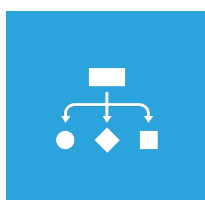


ACCOUNTABILITY & ACCESSIBILITY

DE&I leaders at agency level

Integrate DE&I into our **annual performance review process**

Connecting DE&I thinking with our day-to-day work through our cross-cultural planning practice, investment and analytics



BUSINESS INFRASTRUCTURE & INVESTMENT

Brand Purpose Approach allows clients to align their media purchases with their brand values

Business Resource Groups (BRG) are comprised of vibrant **communities or cultures**

The **BRG Culture+ Insights Advisory Board** helps clients to gain insights on cultural dynamics

SUSTAINABILITY PROGRESS

FOSTERING DIVERSITY, EQUITY AND INCLUSION

OPEN 2.0

Open 2.0 (Omnicom People Engagement Network) is an **action plan to harness** the power of our capabilities and agencies to centralize **our most impactful DE&I efforts** through **four tenets**.

1. CULTURE

A blueprint to **achieving a culture of systemic equity** – that our agencies embody the requisite values and understanding to achieve equity for all our professionals.

2. COLLABORATION

A framework for our executives, the OPEN Leadership Team, DE&I Champions and other **professionals to collaborate** in a manner to effectively and efficiently advance our DE&I initiatives.

3. CLIENT ENGAGEMENT

Develop and retain a more diverse workforce to provide the most creative and effective campaigns in the industry, to further **partner with our clients** to address and **support their DE&I goals and initiatives**.

4. COMMUNITY

Attract and retain the best talent by **strengthening and expanding our strategic partnerships with key organizations in the DE&I community** that share Omnicom’s values.

KEY PERFORMANCE INDICATORS

Reflecting on the **milestones of 2022**, this overview provides comprehensive insights into our company’s key performance indicators regarding Diversity, Equity and Inclusion, highlighting our progress and achievements in the US.

6,7%

Increase in BIPOC talent in the senior executive leadership level

44%

Of all new hires in 2022 were BIPOC

65%

Of promotions in 2022 went to women

4,4%

Increase in U.S.-Based BIPOC talent in 2022

INTEGRITY AS THE FUNDAMENTAL BUILDING BLOCK OF OMNICOM'S SUCCESS

OUR GOVERNANCE FRAMEWORK

Our governance framework comprises everyone who works in and with Omnicom: Code of Business Conduct, Supplier Code of Conduct, Cybersecurity and Data Privacy Standards. The supervising Board of Directors is one of the most diverse in Fortune 500.

CODE OF BUSINESS CONDUCT

Our Code of Business Conduct applies to everyone working on Omnicom's behalf as well as our business partners and provides **guidance** on key topics such as ethical risks, establishing and maintaining trust and complying with industry laws and regulations.

This is accompanied by **Code of Conduct** trainings" to ensure enterprise-wide understanding of our values.

SUPPLIER CODE OF CONDUCT

Furthermore, each of Omnicom's subsidiaries must commit to our **Supplier Code of Conduct**. The principles outlined in this Code require the subsidiaries as well as their suppliers to adopt policies on topics such as Anti-Discriminations and Harassment, underage workers, working hours as well as policies that allow workers to report concerns about wrongdoing in their workspace without being retaliated against.

CYBERSECURITY AND DATA PRIVACY

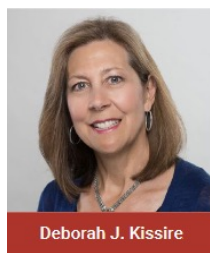
Omnicom follows internationally recognized **cybersecurity standards** and is certified under the **ISO 27001 information security framework** in order to establish and maintain security across our operations .

With the advertising ecosystem becoming increasingly complex, we have appointed Brian Clayton as our first **Associate General Counsel and Chief Data Privacy Officer** to establish a privacy-first approach across all levels of the organization. By implementing best-in-class data privacy policies, we ensure to comply with all data privacy laws and regulations.

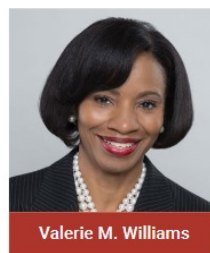
OUR BOARD OF DIRECTORS

Our Board of Directors actively supervises management, ensuring decisions align with our long-term goals. With the addition of our newest Board members Patricia Salas Pineda and Mark D. Gerstein in 2022, our Board now consists of 10 directors, including nine who are independent (featured below) as well as our Chairman and Chief Executive Officer, John D. Wren.

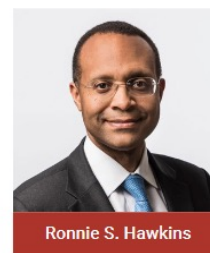
The **Omnicom Board of Directors stands out as one of the most diverse in the Fortune 500**. As a result of our continuous commitment to racial and gender diversity in the boardroom, Omnicom Group was ranked No. 23 in the 2023 Diversity First Top 50, an annual ranking of Fortune 500 companies based on the racial and gender diversity of their board members and executive leaders.



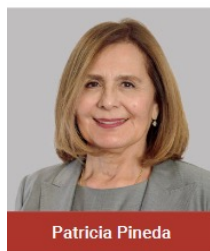
Deborah J. Kissire



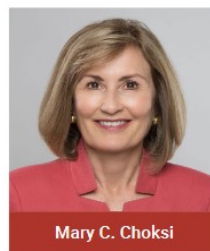
Valerie M. Williams



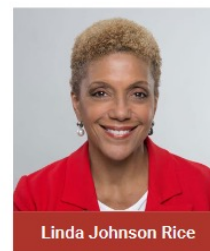
Ronnie S. Hawkins



Patricia Pineda



Mary C. Choksi



Linda Johnson Rice



Leonard S. Coleman



Gracia C. Martore



Mark D. Gerstein

THE WORK OF OUR ESG GLOBAL CORE TEAMS IS GETTING RECOGNIZED

ESG GLOBAL CORE TEAM

Within Omnicom we have established an ESG Global Core Team to **keep agencies informed and help implement efforts across the network**. The team, which has representation of senior leadership across all networks and major markets, meets monthly to share the latest from corporate efforts, agencies, and teams.

LIGHTS OFF AWARDS

Empowering positive change within our organization, our EMEA team proudly introduced the 'Lights OFF Awards', a **competition designed to recognize and celebrate exceptional work that positively impacts ESG initiatives**. This program reflects our commitment to fostering a culture of responsible practices and acknowledges the collective efforts of our teams in championing sustainability.

Lights OFF. FINALIST

BEST ESG CLIENT WORK

GERMANY



Plastic Kicks the Bucket

mediaReach

NIGERIA



Hypo Toilet Rescue

ROMANIA

samusocial
dinRomânia

The Dumpstore

BEST INTERNAL INITIATIVES

OMG

EMEA HQ

OMG

GERMANY

OMG

IRELAND



HOW ARE YOU HELPING CLIENTS TO MEET THEIR OWN SUSTAINABILITY AGENDA?



SUPPORT FOR CLIENTS AND BEST CASES

03



WE SUPPORT OUR CLIENTS ON THEIR PATH TOWARDS SUSTAINABILITY



CREATING AN UNDERSTANDING

Omnicom provides clients with the expertise to understand sustainability and gain transparency on their own status quo.



SUSTAINABLE MEDIA PLANNING

Omnicom helps clients calculate, optimize and optionally offset the emissions of media campaigns. We conduct ESG checks of media partners and help improve DE&I.



SUSTAINABILITY TRAINING

Omnicom has skilled sustainability experts that can provide sustainability trainings, webinars for clients.



SUSTAINABILITY COMMUNICATION

Omnicom helps clients to communicate sustainability in the right way.



PARTNERSHIPS

Omnicom provides a huge network of partners that clients can utilize or join.



BEST CASES

Take a look at our best cases of how we have supported our clients.

1. WE PROVIDE CLIENTS WITH SKILLED TEAMS FOR SUSTAINABILITY AND MEDIA

OMG Sustainability Training

	ESG Essentials	Brief & Strategy	Audience Planning	Planning & Activation	Measurement & Reporting
Sustainability	Foundations of sustainability within the context of the advertising industry, educating teams how our actions within media planning can impact environmental change.	How to understand and challenge client sustainability goals. Defining how sustainability could impact business growth opportunities and what success will look like to reach these goals.	How to analyze audience needs and opportunities to develop relevant comms tasks for sustainable marketing.	How to explore carbon emission reduction strategies in our media planning approach to meet client sustainability goals. xxx media behaviours? xxx	How to implement, optimise & measure media plans against client sustainability goals. E.g. How to measure and benchmark carbon emissions.

SUSTAINABILITY CONSULTANCY UNITS

At the core of our sustainability efforts lies our dedicated sustainability consultancy unit. Consisting of a **team of qualified experts**, the unit works closely with our clients, empowering them to craft media strategies that align with their sustainability goals. With our **sustainability media certification program**, we provide teams with the knowledge and tools to seamlessly integrate sustainability into every facet of media planning and buying.



HARVARD BUSINESS SCHOOL

Harvard Business School online **equips a select group of diverse leaders** with a fully funded business school **certification** at the MBA thought leadership level. Leaders can apply their learnings through real-world examples and experience Harvard Business School's signature case method. The learning experience is dynamic and interactive and affords participants with the added bonus of joining a global community of business professionals.

AD NET ZERO TRAINING

Sustainability best practice for advertising professionals

AD NET ZERO SUSTAINABILITY TRAINING

Omnicom is a **founding member of Ad Net Zero**, the advertising industry's initiative to reduce the carbon impact of marketing activities. Many of our employees have taken part in Ad Net Zero's sustainability training. We are supporting plans for Ad Net Zero's rollout in major advertising markets beyond its initial launch in the United Kingdom. We also participate in working groups on communications and media carbon footprint measurement.



WE SUPPORT CLIENTS WITH THEIR SUSTAINABLE MEDIA PLANNING

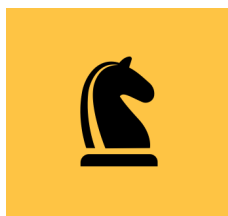
SELECTION OF OUR OFFERING FOR SUSTAINABLE MEDIA PLANNING



ENVIRONMENTAL ESSENTIALS & TRANSPARENCY

Provide transparency and education on the **fundamentals of sustainability** in advertising and integrating DE&I into media planning.

Focus on **aligning actions** with environmental responsibility, showcasing the link between business decisions and ecological considerations.



BUILDING GREEN AND PROGRESSIVE STRATEGIES

Encourage teams to **further explore** a brand's sustainability offering.

Guide the **development of carbon reduction strategies and/or progressive media strategies for DE&I** that evolve with changing sustainability landscapes.



DIVERSE AUDIENCE INSIGHTS

Provides guidance on developing **insights into customers' preferences** related to sustainability and/or DE&I.

Emphasizes the importance of diversity and understanding to **align with audience values** for impactful and resonant sustainability messaging.



PLANNING FOR SUSTAINABILITY

Introduces a suite of **carbon planning tools** to enhance sustainability planning and carbon measurement.

ESG analysis of media vendors to support sustainable and **diverse media vendors**.

Showcases methods for promoting sustainable behavior through **strategic planning approaches**.



ACTIVATION & DECARBONIZATION TACTICS

Develop and share **media decarbonization tactics**, emphasizing formats and channels that enhance sustainability goals.

Provides **insights into successful tracking of campaign performance**, ensuring alignment with branding, performance, and sustainable KPIs.



DEEP DIVE INTO CARBON REDUCTION MEASUREMENT TOOLS

For our sustainable media planning, Omnicom takes a multi-pronged approach to assess, measure, benchmark and reduce emissions from client campaigns. Additionally, we focus on how we strategically improve the brief, media planning and campaign to support our clients' in amplifying their environmental and social goals.

CARBON REDUCTION MEASUREMENT

Many clients are unaware of the emissions and environmental impacts of their campaigns. We help our clients not only to **calculate and offset their campaign's emissions**, but also to identify ways to reduce them.

Typically, we start with an analysis of the existing channel campaign emissions, employing our advanced CO₂e calculator to assess the environmental impact of the client's ongoing campaigns. We then establish science-based carbon benchmarks against the client's objectives and current activities to set carbon reduction targets.

Next, we can use the Omnicom CO₂e emissions scenario planner and simulation tool, including minimum and maximum budget limits, to analyze our client's media mix and identify areas for improvement based on comparative analysis against channel-specific performance and carbon reduction targets. At each stage, our sustainability experts work closely with client services to gather the necessary campaign data. Client-specific MMM-data can be integrated into the tool, allowing us to simultaneously optimize emissions and the targeted media KPI. In the end we can present the client with a **media-mix that minimizes emissions without sacrificing media performance**.

The CO₂e scenario planner can be individually tailored to your needs. From the specific channels and formats of your media campaigns, to your MMM-data and even design, as well as access to the tool.

GREEN-KPI SCENARIO PLANNER

Client-specific media campaign CO₂e reduction recommendations could include the following:

- **Shift media mix optimizations** to lower carbon media channels such as digital OOH or reduction of print within the media plan.
- **Change media format** such as shorter TV or video spots, using ecofriendly materials for print or OOH units, using lighter creative assets and the use of streaming instead of downloading rich media units.
- **Select media vendor** and inventory enhancements that focus on partners and vendors with lower carbon footprint.
- **Offer carbon offsetting** opportunities once we have reduced as much carbon as possible from our campaigns.

KPI & MEASUREMENT TRACKING

Incorporation of KPI's & measurement tracking into reporting tools in OMNI and optimization practices:

- **Evaluation of cost-effectiveness** of carbon reduction measures in media campaigns, ensuring a balance between environmental impact and budget considerations.
- **Tracking of the carbon emissions reduction percentage** achieved through sustainable changes in media campaigns.
- **Assess the media-mix carbon efficiency** by analyzing the carbon footprint of individual media channels and optimize the mix to favor lower-emission channels.
- **Measurement of audience engagement metrics** to sustainability-focused content.



WE SUPPORT CLIENTS IN THEIR COMMUNICATION AND PROVIDE SUSTAINABILITY TRAININGS

SUSTAINABILITY COMMUNICATION

The relevance of sustainability communication is growing as clients are increasingly confronted with public pressure to actively engage and position themselves sustainably. You cannot "not" communicate (Paul Watzlawick), so sustainability communication is inevitable.

We support our clients in sustainability communication in a **transparent, verifiable and credible way:**

- **Communication kit** with fundamental Do's and Don'ts,
- **Glossary** on abbreviations and sustainability terminology,
- **Communication strategies** for long-term, credible communication approaches,
- **Sustainability campaigns** that show interlinked campaign elements.

SUSTAINABILITY TRAINING

Sustainability is a vast and complex topic, and for many clients it is unclear how to get started. Building knowledge about sustainability is the key to implementing sustainable change.

We therefore offer our clients **customized training courses** for their individual needs:

- Customizable **sustainability training video** to expand the knowledge,
- **Sustainability webinars** that enable a personal exchange with participants,
- **Simplification of sustainability topics** by presenting complex interrelationships,
- **ESG strategy consulting** for client-specific recommendations for action.





WE WORK WITH THE INDUSTRY TO DRIVE SUSTAINABLE TRANSFORMATION



AD NET ZERO

Ad Net Zero is an advertising industry initiative to reduce the carbon impact of marketing activities. We support every client who wants to join our Ad Net Zero journey.



COLLABORATION WITH CREATIVE AGENCIES

We work with creative agencies and the AdGreen Calculator to identify and reduce emissions from the production of creatives.



WORLD FEDERATION OF ADVERTISERS (WFA)

We champion responsible media with the WFA, the only global network for advertisers, representing and providing knowledge to more than 150 of the world's biggest brands.



GLOBAL ALLIANCE FOR RESPONSIBLE MEDIA (GARM)

GARM was founded by WFA members and its goal is to create a more sustainable and responsible digital environment. We are currently involved in an alignment process to develop market-wide carbon measurement standards.

Checkers

6.

BEST CASE - ENVIRONMENT

REDUCING CARBON FOOTPRINT WITH SEENTHIS FOR CHECKERS

OBJECTIVE

Given the significant impact of digital advertising on global carbon emissions, Checkers challenged us to reduce the carbon footprint of their video and display campaigns as part of their larger commitment to reducing their Scope 3 emissions.

SOLUTION

We utilized SeenThis' adaptive streaming technology for Checkers' Winter Non-Foods campaign to assess its impact on both performance delivery and carbon emissions.

The potential impact of utilizing their technology included:

- Increased speed improving user experience and increasing performance.
- Reduced data waste enabling effective content and branding while lowering CO₂e footprint.

ENVIRONMENTAL RESULTS

71%

Average overall increase in CTR across all audiences using SeenThis

53%

View-through rate with the 970x90 driving the highest VTR of 75.9%

3-12%

Lower CO₂e emissions¹
(Estimated Impact On Winter Non-foods Campaign)

SEEN
THIS





6.

BEST CASE - ENVIRONMENT

PLASTIC KICKS THE BUCKET WITH MCDONALD'S

OBJECTIVE

For over 45% of people, sustainability is one of the main reasons to trust a brand. But people are rightly critical and annoyed by insubstantial promises in advertising. We needed to communicate the packaging change as eco-efficiently and plastic-free as the packaging is.

SOLUTION

For the campaign we calculated the emissions caused by each ad based on vendor and environmental data e.g., how much CO₂e is emitted by a video ad per second (duration of streaming the content), per placement (infrastructure each vendor is using), by reach in our audience, and so on. The campaign then was optimized with eco-efficiency as target variable under the condition of maintaining media performance.

Case video:

<https://www.youtube.com/watch?v=2rCBnISr6QA>

PERFORMANCE RESULTS

+2.8X

say that McDonald's acts sustainably
(39% approval overall)

+15%

increase in brand trust

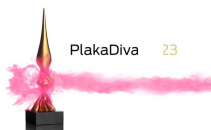
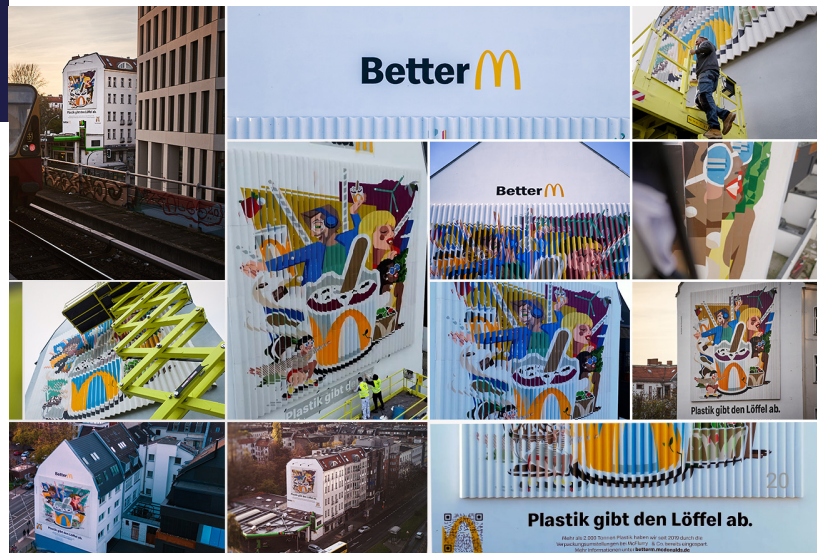
ENVIRONMENTAL RESULTS

-64.7%

less CO₂e emissions per ad contact compared to a classic image campaign

+2,000

tons of plastic saved since 2019



Plastik gibt den Löffel ab.

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SKODA



6.

BEST CASE - ENVIRONMENT

ŠKODA - NEXT LEVEL 2030

OBJECTIVE

As one of the largest emitters of CO₂e, the automotive industry is under particular scrutiny when it comes to sustainability. This also applies to advertising measures. Škoda spearheaded its efforts with the "Next Level Strategy 2030" and is the first brand in the VW universe to extend that goal to its marketing. Together we optimized their media strategy accordingly, with Ireland serving as a blueprint for the other markets. The goal was to achieve the best possible performance with the future marketing campaign, but with minimal CO₂e emissions.

SOLUTION

To achieve this goal, Škoda Ireland used the the Green-KPI-Scenario Planner, a planning tool developed by Omnicom and annalect,

In addition to optimizing the Q4 campaigns of 2023, including the campaign of Škodas first fully electric car the enyaq iv, resulting in 17% emissions reduction, we've looked into fitting offsetting options for Škoda Ireland. Furthermore, we worked closely with the Client Service and developed guidelines that resulted in subsequent emission reduction of 28% compared to the last unoptimized plan.

Case video:

[Omnicom017 Skoda auf Vimeo](#)

ENVIRONMENTAL RESULTS

-17%

emissions reduction compared to the base plan

-28%

emissions reduction in the following quarter compared to the unoptimized Q4 plan

13,6T

of emissions offset via a GoldStandard-certified climate protection project



6.

BEST CASE – ENVIRONMENT

CREATIVE AND MEDIA WITH ALDI SÜD – “NUR NUR NATUR” 2023

OBJECTIVE

Aldi is being very progressive in its aim for significant carbon reduction in the media supply chain. We've built Aldi a bespoke plan that not only pre-measure the exact carbon footprint across all Aldi Süd “Nur Nur Natur” campaigns in Germany for media and creative but also show how with just small changes we can quickly and easily advise ALDI on ways to reduce their media and creative driven emissions by up to 20% – all without impacting the effectiveness of their media and creative activities.

SOLUTION

We start with the Measurement and Reduction of activity-based emissions from media plans and creative production of the Aldi Süd “Nur Nur Natur” campaigns in Germany. This will give us visibility and understanding on their current emissions.

In close cooperation with the creative agency, we use the AdGreen Calculator to specifically calculate the emissions of the creative production and connect the results with the emissions of the media planning process.

Together with ALDI, we will also develop some actionable quick wins on areas where there can easily be cut emissions – in creative and in media.

KEY OBJECTIVES (ONGOING)



Emissions calculation of all 2023 “Nur Nur Natur” campaigns in Germany



Carbon analysis of the creative production



Checklist for emissions reduction in creative & identification of quick wins for emissions reduction in media planning





BEYOND MEAT



6.

BEST CASE - ENVIRONMENT

AWARENESS FOR BEYOND MEAT WITH THIS AD PLANTS TREES

OBJECTIVE

Beyond Meat aimed to increase brand awareness and encourage switching to sustainable plant-based alternatives.

SOLUTION

A delicious way to protect the planet was through the Good-Loop's format "This Ad Plants Trees". The sustainable media format plants a new tree every third view of an ad and helps to limit the environment damage caused by CO₂e, including the emissions generated by brands' digital advertising campaigns.

ENVIRONMENTAL RESULTS

86% CVR

Against our 70% benchmark

89%

Of viewers who reached the 50% mark completed the full video

82%

Viewability rate against our 70% benchmark



6.

BEST CASE - SOCIAL

PROGRESSIVE MEDIA WITH CARLSBERG FOR THE WOMEN'S WORLD CUP

OBJECTIVE

Traditionally there is less progressive space in mainstream media. Especially when it comes to sport. Due to a lack of commercial investment in Ireland, the Irish media primarily covers men's sport. For the Women's World Cup, the aim of the activation was to increase coverage and interest in women's football in Ireland through Carlsberg's collaboration with the Football Association of Ireland.

SOLUTION

Thanks to progressive media, Carlsberg was coming on board for the Women's World Cup. The website Balls.ie were able to amplify their coverage of women's sport to a new level. Due to the partnership, Balls.ie were able to produce three times the amount of content, articles and social for their coverage of the WWC. Subsequently, due to the CGG support, the sites has been able to expand their coverage of women's sport in general and the partnership has seen the football site double their number of female visitors.

RESULTS

3X

More content, articles and social media for the WWC

2X

More female visitors to the football website

265K

Total views were achieved with a significantly higher interest of women



6.

BEST CASE - TRANSPARENCY

OMNICOM IMPACT PROVIDES TRANSPARENT ESG DATA VIA CSR HUBS

OBJECTIVE

Companies are faced with a complex ESG landscape with many ESG raters and little coherence. There is a lot of confusion about the different ESG ratings. How are clients supposed to make responsible and good investment decisions in the media sector that ensure that media partners also fulfil their ESG obligations?

SOLUTION

Omnicom Impact with the integrated CSRHub's data solve these problems.

Omnicom Impact is an ESG accountability tool to help advertisers gain greater visibility of the societal and environmental impact of investment across the media supply chain. It provides consensus ratings of company's ESG performance as a lever to improve corporate sustainability. Omnicom Impact was developed to help the UK Government and Omnicom UK's private sector clients make responsible and better-informed media investment decisions based on the ESG credentials of media partners.

The tool provides an ESG index for historical media investment (powered by ESG data specialist Legacy Media) with the ability to deep dive into scores around 12 ESG categories ranging from Energy and Climate Change, through Community and Development to Diversity and (Child) Labor Rights.

DATABASE

933

Sources of ESG Data

55,318

Rated Companies

99%

Coverage Of Listed (Publicly Traded) Companies

157

Countries Are Covered

WHAT MAKES YOUR
ORGANIZATION
UNIQUELY SUITED TO
SUPPORT ENVIRONMENTAL
PROJECTS?

ADDED VALUE FOR THE ENVIRONMENT

04



WE PURSUE A DATA-BACKED STRATEGY IN EVERYTHING WE DO

We facilitate true environmental commitment by partnerships amongst Omnicom, clients and media and creative parties. Plus provide best-in-class tools based on most recent scientific approaches, custom-tailored to each client and integrated into our tool omni.

At Omnicom we believe that an eco-efficient optimization of media planning and creative production enables clients to complement their corporate values and existing CSR strategy. With emissions calculation and optimization strategies we ensure that our client's emission reduction targets are reflected in their media planning. We provide experience and proprietary tools to simplify the process of moving beyond marketing in a more sustainable world by placing your purpose at the core of our decision-making fully aligned with our Fair Play mentality.



PROVIDE OMNICOM

Omni-integrated emission measurement and optimization tools

Utilize our **agency network** to derive actionable optimization options

250+ **Omnicom ESG champions** across our agency group



PROVIDE CLIENTS

The **most recent and scientific emission measurement** approach, specifically tailored to each client

Specific calculation and optimization tools for creative, to provide our clients a holistic view

Integrated **country-specific emissions** data into Annalect-backed media planning tool, to simultaneously optimize media efficiency and reduce emissions

Deep-dive optimization **tools for programmatic** buying processes



ESTABLISH STRATEGIC PARTNERSHIPS

Provide the **knowledge, resources, and access** to enhance our calculation and optimization with strategic partners

Implement the knowledge of **pilot projects** into our optimization options

Connect the right partners with the right clients to provide the most eco-efficient optimization

CHECKPOINTS TO INTEGRATE ECO-EFFICIENCY INTO YOUR MEDIA PLANNING



CARBON CALCULATOR

Enables teams to measure the emissions of media plans and identify the emissions per channel.



ADGREEN CALCULATOR

The AdGreen Calculator allows us a detailed analysis of the environmental impact of creative production activities.



GREEN-CUSTOM-KPI

A deep-dive optimization tool for programmatic advertising, allowing us to further improve the eco-efficiency of digital channels.



GREEN-KPI-SCENARIO PLANNER

A two-factor optimizing Scenario Planner, based on a sector- or client-specific MMM model can optimize towards Media-KPIs & lower carbon emissions.



PARTNERSHIPS

We don't have all the answers!
We established strategic partnerships to enhance our optimization options.

1. CARBON CALCULATOR BY 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 CO₂e emissions per medium**.

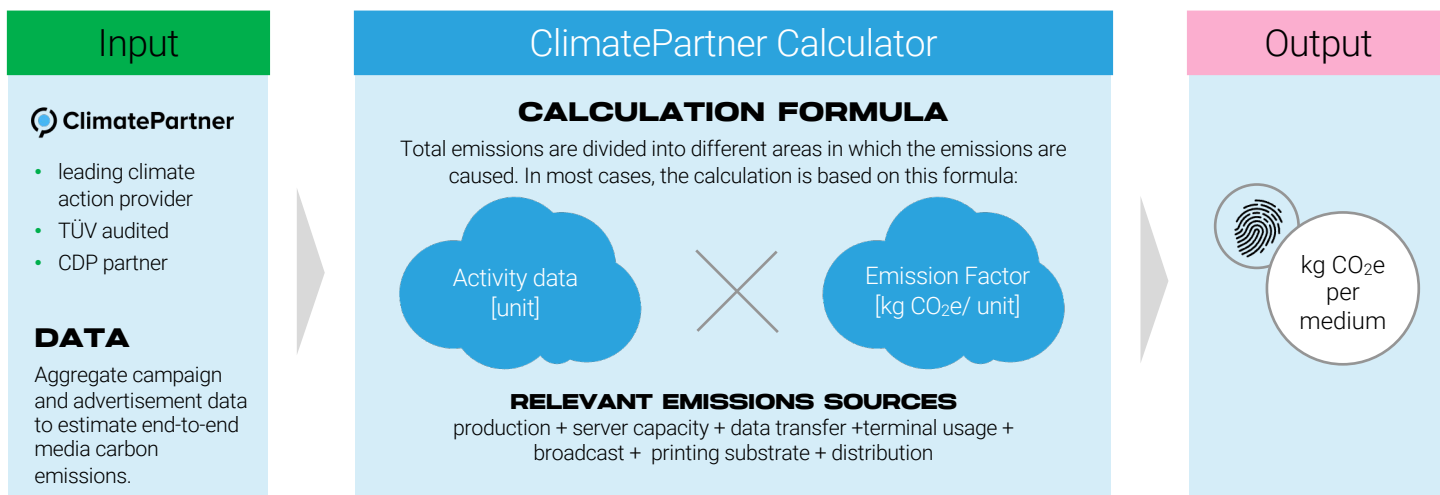


Figure 1: Measurement of advertising emissions with the ClimatePartner Calculator

1. SHOWCASE: CALCULATION & QUICK-WINS

Digital channels are becoming increasingly important, especially in the context of video games and targeting younger audiences. In terms of sustainability, the shift to more digital reduces emissions enormously compared to TV and can be further reduced by using green electricity, shorter ad lengths or more sustainable formats.

EXAMPLE OF THE CARBON CALCULATOR

Digital channels become increasingly relevant, especially in the context of video games and targeting a younger audiences, with 50% of kids preferring video games over TV nowadays. Translating this shift into media planning shows decisive differences in the emissions.

Below we showcased an example with **1Mio. Ad Impressions and 20" spot length in Germany**

HUGE DIFFERENCES BETWEEN TV & ONLINE-VIDEO

Comparing the emissions of TV and Online-Video shows striking differences in the emissions. In this example, TV emits 64% more emissions than online video.

What's causing the difference:

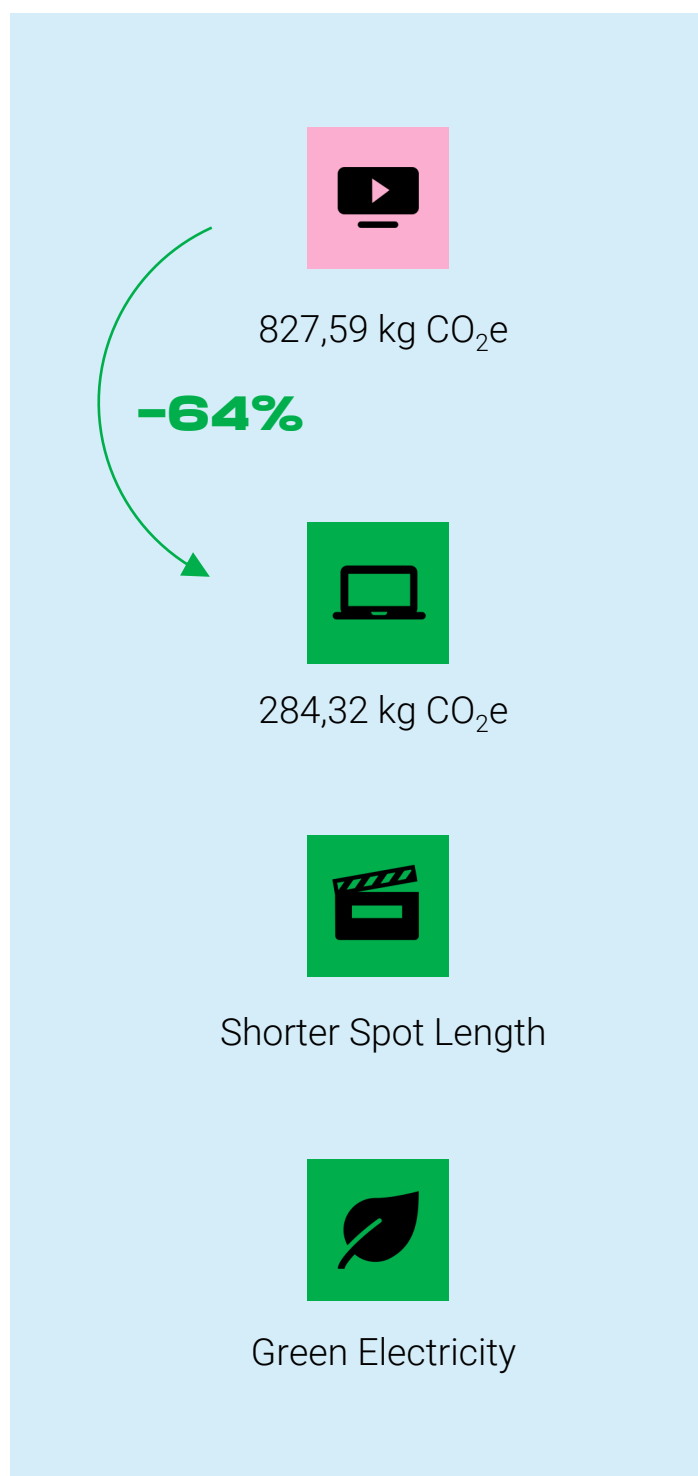
- Energy-intensive production of TV spots
- Higher energy consumption of end device (TVs vs. smart phones/tablets/desktop)
- Heavily influenced by market (local energy mix)

ACTIONABLE QUICK-WINS FROM THIS INFORMATION

In close cooperation between our sustainability and media experts, we derive actionable and client-specific quick-wins to improve the eco-efficiency of the media plan. This includes media-mix-shifts as well as in-channel optimizations.

What we're doing:

- Discussing options of a (partly) switch from TV to online video
- Discussing options to shorten the spot length or use green electricity





ADGREEN CALCULATOR FOCUSES ON EMISSIONS THROUGH PRODUCTION

The AdGreen Calculator analyses emissions caused by content production/creative, identifies actionable levers of reduction and possible offsetting costs. Its unique benefits are that it accounts for the various stakeholders within productions plus all possible locations, and that it grants access to creative and production workers.

WHAT IS THE ADGREEN CALCULATOR?

Over **25% of total carbon emissions** are produced through content production/ creation within the advertising industry. While the ClimatePartner Calculator covers the emissions of creative production via a percentage mark-up, the AdGreen Calculator allows to dive deeper into the emission factors of the creative production and identify actionable levers for optimization.

The carbon calculator has been **developed from British Academy Film Awards (BAFTA) albert's established online tool for the film and TV production community.**

The tools share the same core calculator functionality, ensuring both industries benefit from upgrades and insight, but AdGreen's has a unique structure including bespoke user types and security rules relevant to the industry's many stakeholders. This also means the tool can flex as needed for contributors working in various different ways from one project to another.

The AdGreen Calculator is meant as a collaborative tool and has the option to grant access to creative agencies and production workers alike.

METHODOLOGY

The methodology of albert's core calculator is available here and covers the factors used to calculate the carbon of each activity input into a project. As an example, the calculator has a **database of 309 electricity emission factors** for different countries and states, meaning that wherever the office, studio or location is, the associated carbon will be relative to the location.

HOW DOES IT WORK?

As a working example, Figure 2 below shows how once the relevant aggregated activity data from the finished or planned creative production is integrated into the AdGreen Calculator, the carbon footprint of the respective production and the offsetting costs are calculated based on the collected consumption, activity data, and relevant emission factors. This tool gives us greater insight into the emissions of creative production and allows us to identify actionable levers for emission reduction to discuss with the client.

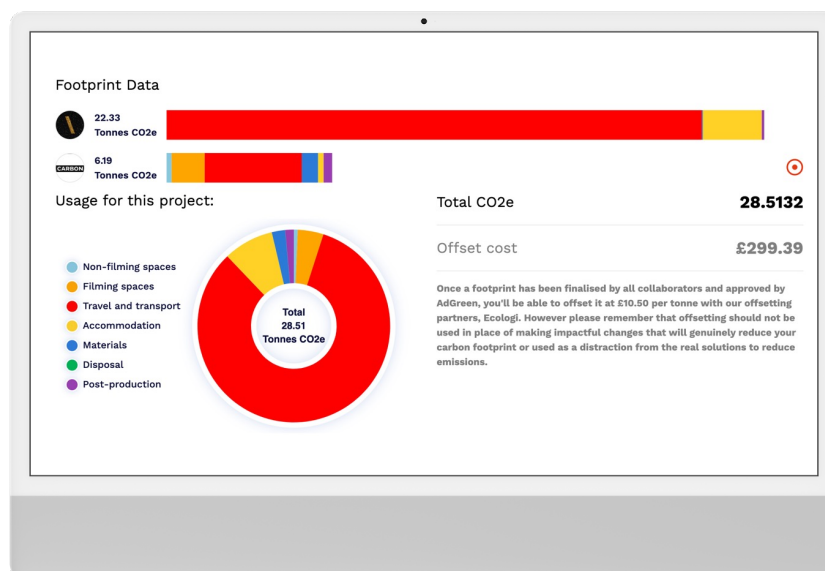


Figure 2: Measurement of creative production emissions with the AdGreen Calculator



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 CO₂e emissions, as well as multiple KPIs together such as revenue and CO₂e 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 Client Service, scientific modeling from the strategic consulting unit Annalect, 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 CO₂e emissions for your media plans.

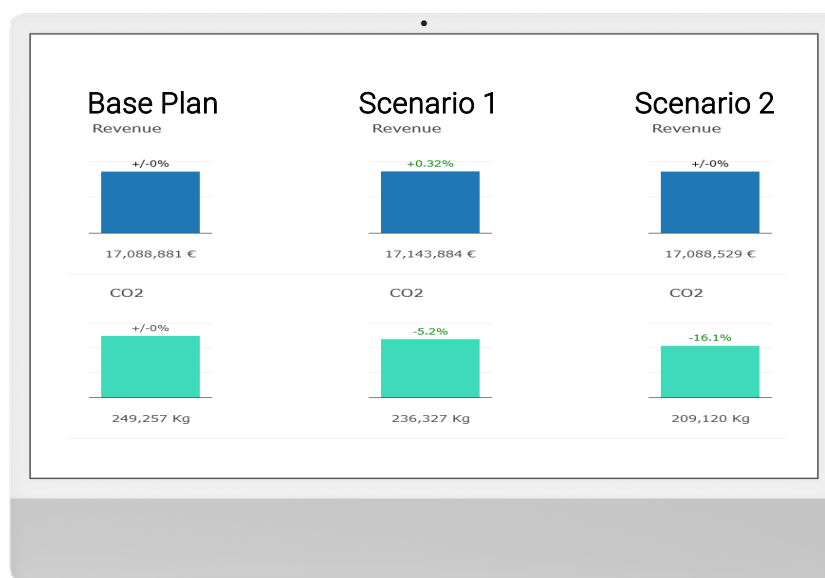
BASE SCENARIO

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 CO₂e 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 CO₂e emissions, as well as multiple KPIs together such as revenue and CO₂e emissions simultaneously. We can even choose if the Multi-KPI-optimization should rather focus 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.



4.

WE DEVELOPED A GREEN-CUSTOM-KPI TO OPTIMIZE PROGRAMMATIC BUYING

With the Green Custom KPI, our team has developed a tool to calculate the emissions of a programmatic campaign. In collaboration with Annalect and the Trade Desk, we can optimize emissions per impression while maintaining media efficiency.

EXTENSION OF THE GREEN KPI SCENARIO PLANNER

The Green-KPI-Scenario-Planner allows us to find an **effective and eco-efficient budget allocation** of our media plans, often resulting in shifting budget towards more eco-efficient digital channels. At this stage we can further optimize regarding formats and run different scenarios, but the Scenario Planner only takes us this far regarding in-channel optimization.

While digital channels are generally quite eco-efficient, they still produce a lot of emissions, especially programmatic bidding. To optimize these emissions as well, we at Omnicom developed a new tool, that allows us to **improve the eco-efficiency of digital channels** even further.

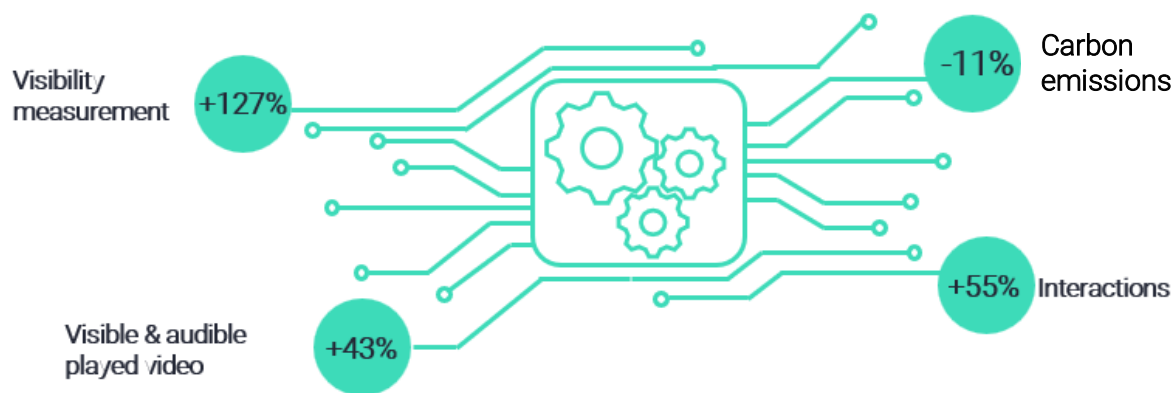
Our latest tool is based upon the foundation of an already existing Custom Bidding Solution, which extends and individualizes the optimization algorithms of DSPs in programmatic advertising, thus increasing the efficiency of campaign impact. This provides us with an advantage compared to standard KPIs, which most of the time do not cover client-specific goals and leave out important factors, for example user interactions.

DEVELOPMENT OF THE GREEN CUSTOM KPI

In collaboration with Annalect and The Trade Desk, we used the Omni-integrated infrastructure of the tool and developed our Green-Custom-KPI, which uses the method developed and certified by ClimatePartner and country-specific emissions data from scientific databases like ecoinvent to calculate the emissions of a programmatic campaign. With the help of in-depth technical reports of The Trade Desk, our sustainability experts identified the biggest levers for eco-efficient optimization, so we can **optimize the emissions per impression while maintaining the same media efficiency.**

As with all our other tools and optimization steps, we are continuously updating and improving the tool and double-check the plausibility of our optimization recommendations with the client service and industry experts.

RESULTS





WE WORK WITH MANY PARTNERS TOGETHER TO CALCULATE EMISSIONS

OVERVIEW OF OUR PARTNERS WE WORK WITH

We have several green media partnerships in place to enable you to go beyond carbon measurement and reduce carbon emission of campaigns through carbon friendly inventory and media decarbonization technologies. While we will highlight our prominent global partnerships, we actively encourage the development of regional or market-specific collaborations driven by innovation and tailored to meet the unique needs of our clients.

Integration of high emissions ad inventory blocking technology "Climate Shield" into Omni

Easy opt-in to block inventory with high carbon emissions

Soon globally available

GREEN MARKETPLACES

Omnicom offers a curated list of neutralized or low carbon emission inventory

Track carbon reduction while also reducing costs

Ecofriendly programmatic inventory

IMPACT+

Impact+ is a French-based emissions calculation tool

Measures digital campaigns live and derives with media and emission metrics

Test campaigns conducted in Europe

Flywheel was recently acquired by Omnicom

With Flywheel top brands can sell more goods more efficiently across hundreds of digital marketplaces e.g. Amazon and Walmart

Provides a comprehensive list of ethically-focused formats

Encourage ecofriendly ads

Offsetting for any remaining emissions via Good-Loop tagging

SEEN THIS

SeenThis enables a reduction of carbon emission from video campaign

Enables the delivery of video campaigns via streaming instead of downloading



WHAT MAKES YOUR ORGANIZATION UNIQUELY SUITED TO SUPPORT DE&I PROJECTS?



ADDED VALUE FOR YOUR DE&I GOALS

05



WE PURSUE A BRAND PURPOSE APPROACH IN EVERYTHING WE DO

Purpose and values drive us: We promote diversity by our Diverse Creators Network, a Diverse-Owned Marketplace, by activation guidelines regarding diversity for our clients, and by ensuring diverse audiences in media planning. We ensure safety by safeguards around data ethics and journalistic integrity,

At Omnicom, we believe that a **Brand Purpose Approach** enables clients to align their media purchases with their brand and corporate values. It is based on four pillars: Journalistic integrity, data ethics, diverse voices and sustainability and mainly focuses on media planning and investment. This Brand Purpose Approach also ensures that our clients' social values and environmental ambitions are reflected in their media planning. We provide experience and tools to simplify the process of moving beyond marketing in a more multicultural world by placing your purpose at the core of our decision-making fully aligned with our Fair Play mentality.



PROVIDE OMNICOM

Connected tools, systems and processes to create sustainable and purposeful systemic change.

Utilize research, data and planning tools to ensure **diverse audiences** are represented in media planning.

A **taskforce** of industry experts and sustainability **experts**.

Omnicom's **Diverse Creators Network**



PROVIDE CLIENTS

The most representative and insightful data intelligence, coupled with an **inclusive strategic approach**, to drive investment decisions.

Clear **activation guidelines** that allow our clients to support under-represented and underserved publishers & creators.

Safeguards and guarantees around journalistic integrity and data ethics.



ESTABLISH STRATEGIC PARTNERSHIPS

The **knowledge, resources, and access** they need to thrive within a highly competitive landscape.

Leverage Omnicom's influence and expertise to provide **diverse suppliers and content creators** greater access to the advertising industry.

An organization that will champion their **values** and perspectives and invest in their success and well-being.

CHECKPOINTS TO INTEGRATE DE&I INTO YOUR MEDIA PLANNING AND COMPANY



CREATING AN UNDERSTANDING

Omnicom provides expertise and tools to help LEGO understand their markets in terms of DE&I.



PROGRESSIVE MEDIA STRATEGY

Omnicom can develop a progressive media strategy that incorporates DE&I into media planning.



PARTNERSHIPS

Omnicom provides a huge network with diverse creators and other partners that LEGO can utilize to promote DE&I.



FRAMEWORK

Omnicom supports the development of a media framework to enable LEGO to monitor the progress of the progressive media strategy.



INTEGRATION TO GAMING

Omnicom can provide ideas for LEGO to incorporate DE&I into gaming.



KNOWLEDGE TRANSFER

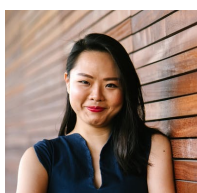
Omnicom can educate employees about DE&I with training videos and build a best practice platform.

1. TO CREATE AN UNDERSTANDING OMNICOM CAN PROVIDE EXPERTISE AND TOOLS

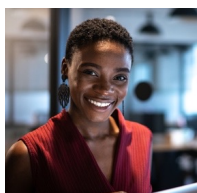
BRG Culture+ Insights Advisory Board and Resource Groups help clients gain insight into cultural dynamics. Our sustainability consulting units offer a range of skills and knowledge to promote diversity, equality and inclusion in media relations. Combined with our expertise, we offer many tools that focus on diversity inclusion.

EXPERTISE ON DE&I AND SUSTAINABILITY

Omnicom has a **BRG Culture+ Insights Advisory Board and several Business Resource Groups (BRGs)** consisting of employees who have come together based on common backgrounds, such as cultures and interests. We leverage the unique experiences of our members to help inform the changing dynamics of the global marketplace and evolving needs of our clients. In addition, we have globally organized but still country-specific **sustainability consultancy units** that have extensive expertise on a wide range of sustainability topics and can, for example, provide an overview of trends and regulations in different markets.



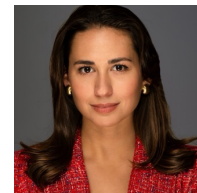
ASIAN LEADERSHIP NETWORK



BLACK LEADERSHIP NETWORK



LATIN & HISPANIC LEADERSHIP NETWORK



SUSTAINABILITY CONSULTANCY UNITS

TOOLS INCLUDING DE&I

Omnicom uses connected planning tools, and we are continually evolving our tools so that DE&I is integrated into our data, tools and processes so that our insights and strategies are both inclusive and representative of the consumers we serve. A huge barrier everyone and especially data needs to overcome is bias. Bias exists beyond the human psyche and can skew systems, processes and technologies. We currently work on eliminating bias from:



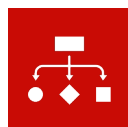
PEOPLE



STRATEGY



DATA



ALGORITHM



MODEL



ACTION

To overcome data bias Omnicom also launched **a consumer panel, called Omnicom Signal**, consisting of two million opted-in US consumers. The panel accurately represents discrete populations via screening and oversampling for key attributes such as ethnicity, HHI, Gender, age, life stage etc. mapping them back to census data for every piece of research.

Another problem with data is transparency and availability. To solve this problem, we were able to create a platform called **Omnicom Impact**, which we describe in detail on the next page.

1. OMNICOM IMPACT PROVIDES ESG DATA TO ASSESS THE ESG PERFORMANCE

Omnicom Impact is an ESG accountability tool that helps advertisers better recognize the environmental, social and governance performance across the media supply chain. It provides consensus ratings of companies ESG performance, but also provides deep dives into ratings across 12 ESG categories.

CHALLENGE: LITTLE TRANSPARENCY

Companies are faced with a complex ESG landscape with many ESG raters and little coherence. There is a lot of confusion about the different ESG ratings. How are clients supposed to make responsible and good investment decisions in the media sector that ensure that media partners also fulfil their ESG obligations?

THE SOLUTION: OMNICOM IMPACT

Omnicom Impact with the integrated CSR Hub's data solve these problems. Omnicom Impact is an ESG accountability tool to help advertisers gain greater visibility of the societal and environmental impact of investment across the media supply chain. It provides consensus ratings of company's ESG performance and allows to measure in detail the environmental, social and governance practices of media owners. Omnicom Impact helps to gain insight on how media investment strategies align with clients' ESG commitments.

The measurement is based on over **933 sources of ESG data** and publishing ratings. To date, more than 35,632 companies and published data on a further 19,686 companies have been accessed. Omnicom Impact currently includes more than 99% of listed (publicly traded) companies worldwide.

WHAT CATEGORIES DOES OMNICOM IMPACT CONSIDER?

Omnicom Impact demonstrates the breadth and depth of the ESG data universe, **visualizing hundreds of sources and ESG data in one dashboard**. This data is clearly summarized in a consensus view. It transparently shows what ESG data is available* and where data is unavailable or unclear.

Omnicom Impact provides an ESG index for historical media investment (powered by ESG data specialist Legacy Media) with the ability to deep dive into scores around four main categories: Environment, Community, Employee and Governance. Within the four categories are **12 ESG categories** ranging from Energy & Climate Change, through Community and Development to Diversity and (Child) Labor Rights.



*The data only includes listed (publicly traded) companies and uses publicly available data. In some countries, not much information may be publicly available.



ADDED VALUE FOR YOUR DE&I GOALS

EXPLANATION AND RELEVANCE OF PROGRESSIVE MEDIA

CHALLENGE

It is a global and local issue where diversity is not catered to and **minority groups do not feel seen, heard or represented** within the mainstream media landscape.

SOLUTION

Progressive Media is our solution to use our expertise and reach to provide a service that will allow clients to challenge stereotypes, celebrate diversity and positively shift the media landscape to be more representative of society. We drive for representation in the media landscape by

- supporting more progressive channels by increasing our brand's spend in them.
- placing more progressive messages into more mainstream content to change the context of less progressive media channels.
- changing the marketplace to encourage more progressive editorial content in the future.

Progressive representation and media is proven to have positive uplift for brands.

IMPORTANCE OF PROGRESSIVE MEDIA

Statistics and facts show that diversity and inclusion in the media industry is still barely taken into account.

40%

Of the us population are multicultural consumers

5.2%

Of advertising spend for multicultural consumers

54%

Of consumers do not feel represented in online ads

92%

Of consumers who identify as diverse want diverse media channels



PROGRESSIVE MEDIA STRATEGY IS BUILT ON LOCAL NUANCES

A progressive media strategy is our solution to positively shift the media landscape to make it more representative of our society. We use our expertise and tools to develop a strategy that enables LEGO to overcome stereotypes and promote diversity, equity and inclusion.

1. WHAT DOES PROGRESSIVE LOOK LIKE IN MY MARKET?

Developing a **deep understanding** of what issues are bubbling up in the cultural contexts to identify who is currently under-represented in local media and to assess the new and existing media partners to work with.

1 CULTURAL INSIGHT	Identify cultural issues or topics highlighting inequality for under-represented communities
2 COMMUNITIES MAPPING	Identify underrepresented communities to focus on and consider DE&I metrics to choose the target audience
3 MEDIA PARTNER EXPLORATION	Identify, evaluate and certify potential media partners and define LEGO's role with them

2. HOW WE ARE GOING TO DELIVER IT?

Crystalize all **insights and actions** from community mapping and marketplace exploration to define the progressive media strategy.

4 STRATEGY	Key areas of focus to achieve media investment commitment
5 PORTFOLIO MAPPING	How will the whole portfolio help meet the progressive target?

3. WHAT ARE THE ACTIONS AND NEXT STEPS?

Based on the strategy what **actions** need to be done.

6 ACTION PLAN	Identify short-medium- and long-term actions that need to be made to achieve targets
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A MEDIA FRAMEWORK ON DE&I HELPS LEGO MONITOR THE PROGRESS

Together we will develop a progressive media framework that goes beyond the standard. The progressive media framework can be built on local nuances and incorporate your key requirements or DE&I metrics.

HOW TO MONITOR DE&I?

It is important to measure progress regularly to ensure that we are on track to achieve your goals. Progress can only be measured with a framework and metrics system. Together we can create you a **customized DE&I framework** and KPI & metrics system aligned with your core values and our Fair Play standard.

The figure illustrates an exemplary framework that we will develop together in detail.



4. WE ENSURE A DIVERSE & INCLUSIVE CREATOR LANDSCAPE

Omnicom's Diverse Creators Network is an initiative to advance Black, LatinX, Asian, and LGBTQ+ creators, influencers and minority owned and operated media with the goal to provide diverse suppliers and content creators greater access to the advertising industry. It is based on a partnership with the NMSDC.

GOAL

Omnicom believes that part of our role in creating a better future is to leverage Omnicom's influence and expertise to **provide diverse suppliers and content creators greater access to the advertising industry**—enabling a continued and sustainable growth trajectory for diverse owned media partners.

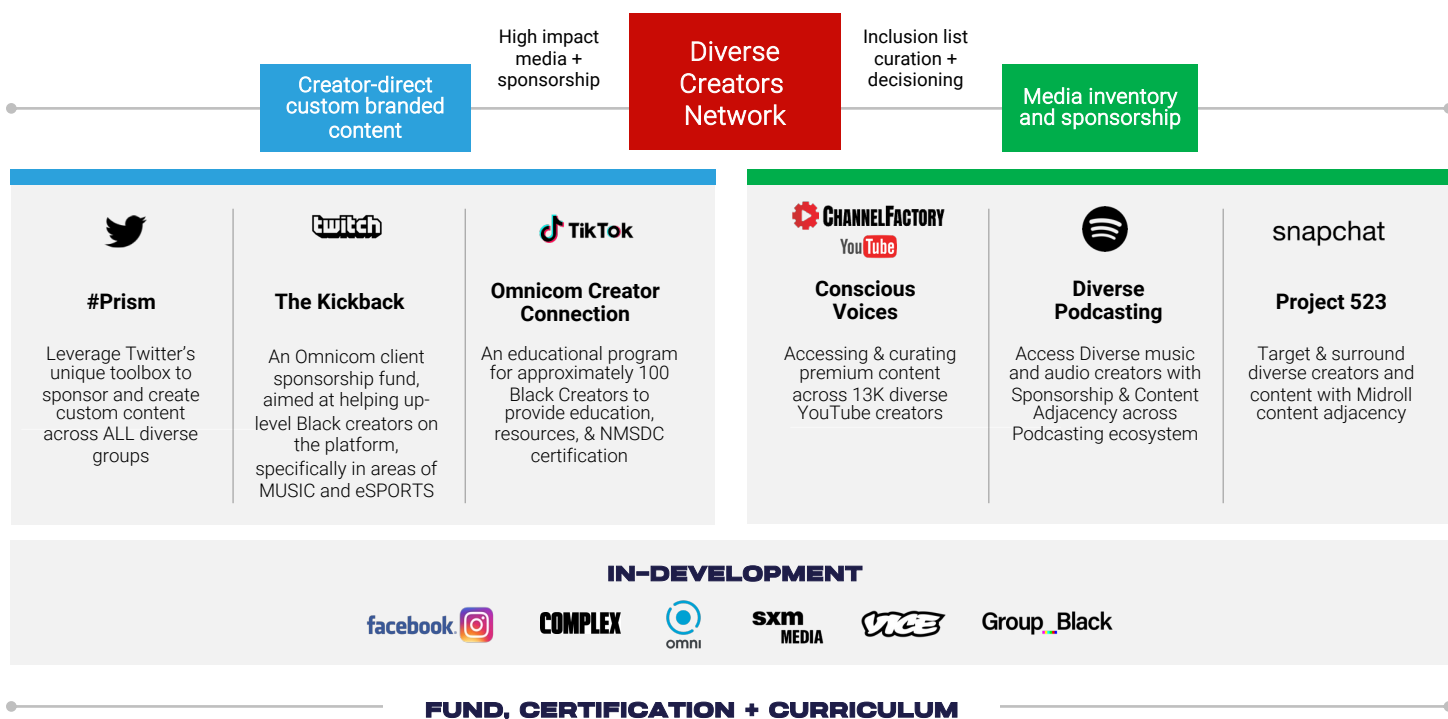
Therefore, Omnicom's Diverse Creators Network (DCN) was created. It is an initiative to advance Black, LatinX, Asian, and LGBTQ+ creators, influencers and minority owned and operated media. DCN delivers unique and industry-leading client opportunities, while increasing access to media investments for a greater number of diverse self-publishing media entrepreneurs who create content across digital platforms and owned channels.

WHAT WE ARE DOING

Leveraging Omnicom's relationships, influence and data-centric capabilities, DCN enables our clients to **horizontally decide and activate creator-led campaigns and inventory** at scale across digital platforms. This leverages proprietary Omnicom tools, brand-fit analysis, and brand safety measures through custom sponsorships and exclusive programs. Additionally, this process can be guided and managed by us through our own Creo teams in each country.

The DCN is based on a unique partnership with the NMSDC (National Minority Supplier Development Council) and fulfills its mission by funding the certification of diverse creatives while providing a valuable business acumen curriculum.

SAMPLING OF LAUNCH OPPORTUNITIES THAT ARE AVAILABLE



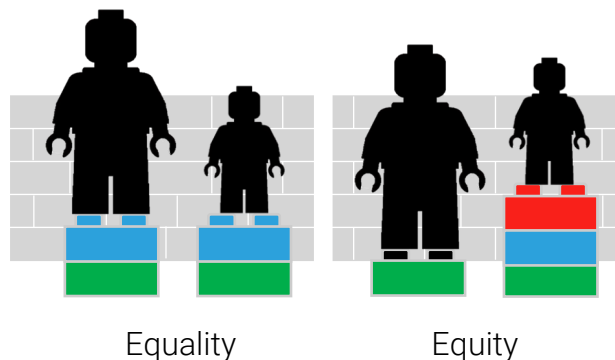
4.

WE ENSURE THAT EQUITY IS REFLECTED WITH YOUR MEDIA PARTNER

Based on our Fair Play thinking, we advocate an equity-inspired approach that addresses existing barriers and inequalities and promotes equal opportunities for all people. We do this by making lower entry barriers for creators and lower fees for minority-owned publishers possible.

GOAL

The Omnicom is committed to equality, but where we consider it necessary, **we prioritize equity**. The difference is that equality merely creates formal and legal equal treatment of people but perpetuates existing inequalities. **Equity addresses existing barriers and inequalities and promotes equal opportunities for all people**. Based on our Fair Play thinking, we advocate an equity-inspired approach and support all those who face barriers and inequalities to **equalize the different starting positions**.



ENSURE EQUITY WITH LOWER FEES FOR MINORITY-OWNED PUBLISHERS

"Standard" Supply-Side Platform (SSP) fees are between 20%-30%. While major media companies have the clout to negotiate this down, smaller businesses are forced to pay the "standard".

What we're doing:

- Negotiate SSP fees down to major media company levels
- Currently live with Magnite
- SSP partnerships allow us to have diverse publishers sit at the top of the waterfall

IMPROVE RECOGNITION OF MULTICULTURAL BUSINESSES

While advertisers desire a clear, measured way to identify and support diverse businesses, the traditional path to certification is difficult for independent digital content creators and influencers reducing scale and access.

What we're doing:

- Launch a fast-track education program with a board of advisors
- Lower barrier of entry by creating "business & certification fund" to subsidize costs

Magnite	
	5%
	7%
	20% → 5%



5.

WAYS TO INTEGRATE SUSTAINABILITY OR DE&I INTO BETTER PLAY



SUSTAINABLE PHYSICAL PLAY

Build sustainable cities that reflect environmental and/or DE&I aspects such as barrier free houses with solar panels, wind turbines, etc.



DIVERSE ONLINE PLAY

- Cheat codes with sustainability (DE&I) reference

- Create diverse characters in online games

- Integrate DE&I aspects (e.g. barrier free buildings)

- Fair Play Rules covering Sustainability (DE&I)



ONLINE GAMING SAFETY FRAMEWORK

Framework that provides age recommendations for online games and specifies which safety regulations are intended for this age

Serves as a guide for parents to decide which game their children can play safely



DIVERSITY GUIDELINE FOR ONLINE PLAY

Based on the Product Design Diversity Guidelines, create a guide for online Fair Play

Include DE&I and environmental aspects to ensure that future online games are in line with your values

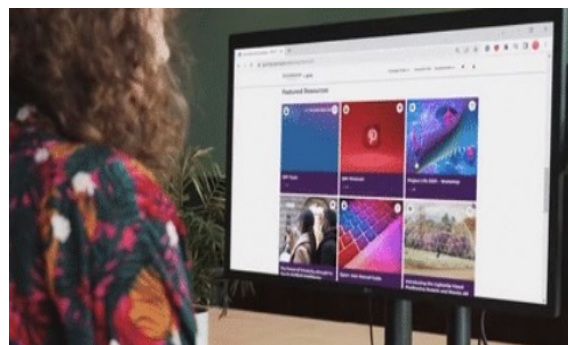
6.

KNOWLEDGE IS THE KEY TO TRANSFORMATION AND BEHAVIORAL CHANGE



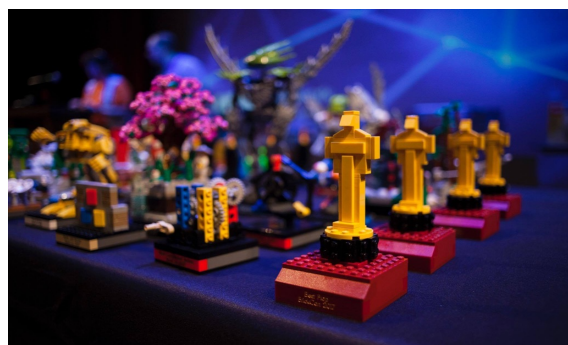
SUSTAINABILITY TRAINING VIDEOS FOR EMPLOYEES

We use Synthesia, an **AI-based video creation tool**, to create bespoke sustainability training videos for clients. There is a wide choice of 'human' avatars, languages and narrative styles. Knowledge about sustainability, diversity, etc. can be communicated in a modern way and easily updated for individual markets.



BEST CASES PLATFORM

We can create a platform for you that provides **inspirational best practice documents**, exclusive research, insights and external knowledge on sustainability or DE&I. The platform promotes the **visibility and transparency** of sustainability issues and trends in your markets and improves the discoverability of best practices and innovations by campaign and market.



AWARDS FOR SUSTAINABILITY AND DE&I

Lego already has its own awards to recognize outstanding work. An **internal sustainability and DE&I award** can be an additional incentive to promote and recognize great work in sustainability. Through our **LightOffs Award (p.11)**, we have gained expertise on how to design such an award and are happy to support LEGO in implementing its own sustainability and DE&I award.



PARTNERSHIP WITH OLA

OLA has a unique position and leverage in the area of sustainability or DE&I as it is LEGO's global creative agency. Due to our mindset to transform the industry together, we are increasingly working with creative agencies to **ensure that sustainability goes hand in hand not only in media planning but also in the creation of creative**. By cooperating with OLA, we can pursue a holistic approach.

A large, intricate LEGO model of a sustainable world. It features a central blue and white dome structure, surrounded by green trees, wind turbines, and various LEGO minifigures. The background is a dark, textured grey.

OUTLOOK

**THERE ARE NO CHEAT
CODES FOR SUSTAINABILITY,
SO LET'S MAKE GREAT
CHOICES TO CREATE
A BETTER FUTURE FOR OUR
CHILDREN
TO PLAY AND LIVE IN!**

**LET'S SHAPE TOGETHER A
SUSTAINABLE WORLD FOR
OUR CHILDREN!**

LE^T'S BUILD
TOGETHER  ON
APRIL 11TH!