Our Team

Blake Cuthbert

Global Executive
Lead

Akguen Karakas

Global Business
Lead

Miles Pritchard

Global Data & Tech
Lead

Nitya Varma

Global Operations
Lead

Andrew Raymond

Global Strategy
Lead

David Thimann

German Strategy
Lead

Lena Ladiges

German Account
Lead

Allianz | OMG

01 About Us

Our Commitments to You

Delivering an Integrated Solution

An operating model designed to connect your global and local teams delivering improvements in effectiveness and full funnel connectivity.

Operational Excellence

Flawless and efficient market delivery, empowered by global functionality to move hours to drive growth and innovation.

Investment into our Future Partnership

Providing added value across the spectrum of our services to ensure a commitment to deliver your objectives.

Performance Guaranteed

Remuneration approach ties our success to yours

Allianz ⓘ | OMG

With Market Leading Agencies in all Your Markets

Europe, Middle East & Africa

$13.75B in Billings
62 Countries
78 Cities
10,900+ Employees

North America

$17.4B in Billings
2 Countries
17 Cities
5,200+ Employees

Asia Pacific

$6.4B in Billings
19 Countries
27 Cities
4,600+ Employees

Latin America

$667MM in Billings
18 Countries
20 Cities
2,100+ Employees

$38.1 BILLION
IN GLOBAL BILLINGS

A Truly Transformational Partner Across all Categories

Allianz ⑪ | OMG

A Transformational Partner

L'ORÉAL
4 DIVISIONS | 2023

Media, Retail, Commerce, Data & Tech

Marketing Transformation

Mercedes-Benz
5 BRANDS | 2018

Media, Creative, CRM, CX, PR, Data & Tech

Speed-to-market

Apple
9 DIVISIONS | 1993

Media, Creative, Retail, DTC, CX Data & Tech

Brand & Demand

NISSAN
3 DIVISIONS | 2008

Media, Creative, CRM, CX, PR, Data & Tech

Marketing Efficiency

The Clorox Company
20+ BRANDS | 2020

Media, Retail, Commerce, Data & Tech

ROI

PEPSICO
60+ BRANDS | 1979

Media, Creative, Retail, Commerce, Data & Tech

Culture & Commerce

Disney
11 DIVISIONS | 2018
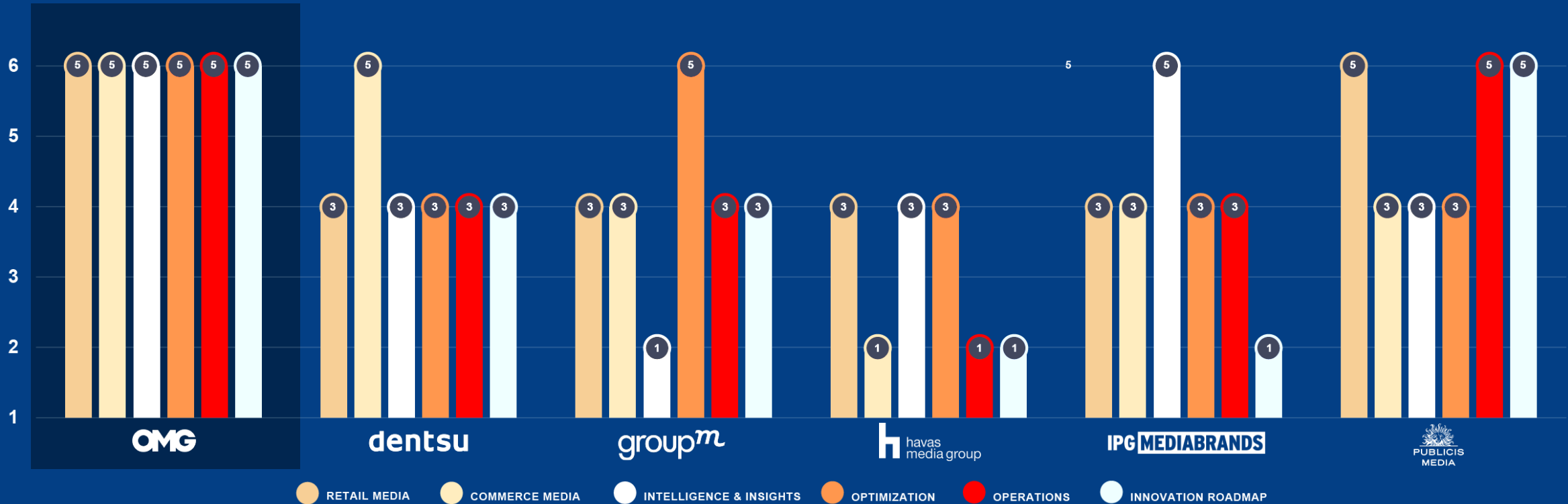
Media, CX, DTC, Data & Tech

DTC Growth

DIAGEO
40+ BRANDS | 2020

Media, Retail, DTC Commerce, Data & Tech

DTC & Ecomm

02 **Connected Impact**

The Time is Now!

This Pitch has Been Called at an Important Time

Allianz faces a pivotal moment
in its history.

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Growing Complexity Within the Consumer Experience

People Encounter
12 Touchpoints
Before Making an Insurance Decision

Source: Allianz Fact Pack

![Allianz | OMG]

Growing Complexity In Media

Media Fragmentation

Consolidation of Walled-Garden Power

New Metrics; Attention

Delivering:
Connected Impact

Allianz | OMG

Allianz | OMG

Connected Impact is Driven Through

Connected
People
▼

Learn faster together:
De-siloed Teams are 28% more likely to achieve the highest levels of revenue growth

Connected
Thinking
▼

Efficiency and effectiveness across the consumer journey:
26% more likely to top customer satisfaction

Connected
Platform
▼

Applying Intelligence:
Infrastructure efficiencies of 15% in first year

Source: The life centricity playbook, 2022

Allianz | OMG

Connected Impact is Driven Through

Aligning with key themes of your brief

Connected
People
▼
No Market Left Behind

Connected
Thinking
▼
Full-Funnel Integrated Planning

Connected
Platform
▼
Consolidated Tools & Technology

Source: The life centricity playbook, 2022

CONNECTED PEOPLE:

Allianz | OMG

Your Team:

Allianz Connected Core

03

Connected Impact Through Connected People

Getting the Operating Model Right is
50% of the Winning Formula

Allianz | OMG
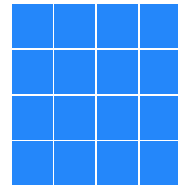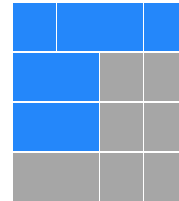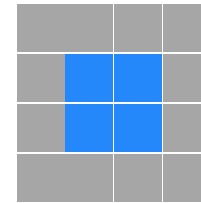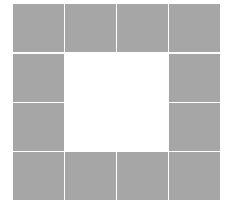
Creating a Bespoke Model for Allianz

What we heard from you

Consistency & Clarity

Deliver a Standard way of working

Ensuring Integrity, Transparency, and strong governance

Need for greater consistency

Ensure no market left behind

Efficiencies

Strong media leadership

Deriving value from key media partners

Future facing

Potential central team of media specialists

Workshopping the right solution for Allianz

Allianz Global
- ROMI
- Brand strategy
- Global Partnerships

Allianz In-Market
- Business planning
- Product strategy
- Campaign strategy
- Budget setting

Agency Global
- Taxonomy strategy
- Growth mapping
- Best practice sharing
- Data governance
- AdOps
- Brilliant basics

Agency In-Market
- Media planning
- Media buying
- Audience insight
- Local market category insight
- Campaign set up
- Reporting

Cross Functional Sprint Teams
- 1pd strategy
- Tech stack audit
- Adobe enablement

Local Excellence
Enabled by Global Capabilities

Unpacking the 4 Key Areas of the Operating Model

Allianz | OMG

Structure
Defining the Size, Shape and locations of teams

Ways of Working
Defining norms and Behaviours for effective collaboration and execution

People
Allianz | OMG

Deliverables & Accountabilities
Defining Roles, Deliverables and Accountability for each part of the Operating model

Governance
Defining Processes and System that allow for local nuance but also consistency

Unpacking the 4 Key Areas of the Operating Model

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Allianz | OMG
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Introducing Allianz Connected Core

ALLIANZ ADVISORY BOARD

MEDIA & DATA OPS/ OMNI

GLOBAL TEAM

PARTNERSHIP & CONTENT COMMUNITY

ELEVATE MARKETS BY DELIVERING BRILLIANT BASICS

INNOVATION TEAM

LOCAL

DATA COMMUNITY

ACCELERATE ALLIANZ BY FUTURE PROOFING

PERFORMANCE COMMUNITY

Structure

Allianz | OMG

Local Agency Teams Focused on Delivering Local Markets' Needs

A single-minded north star to drive Allianz growth in OE

Audience insights & strategy
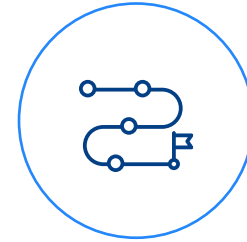
Communication Planning

Media Planning & Buying

Reporting & Optimisations

Media Performance management
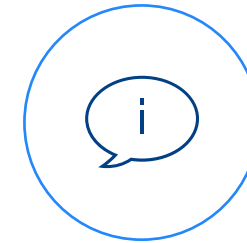
Whatever it Takes!

Global Teams
to <u>Elevate</u> all Markets

Strategic and Planning Consistencies
Operational Efficiencies
Investment & Reporting

Performance and Growth mapping

Operational efficiencies & best practices

Investment efficiency and influence

Audience insight and strategy consultancy
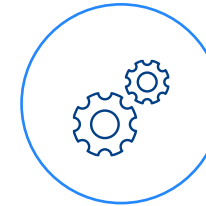
Media and Data Operations

Data Analytics & Visualisation
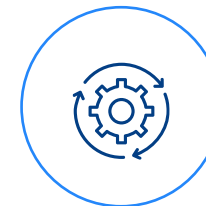
Ad Operations

Centralising the time intensive heavy lifting

Structure

34

Global Teams to <u>Accelerate</u> Growth Through Future Proofing

Connected Communities From Global & Local on future facing questions

ALLIANZ ADVISORY BOARD
MEDIA & DATA OPS/ OMNI
GLOBAL TEAM
PARTNERSHIP & CONTENT COMMUNITY
ELEVATE MARKETS BY DELIVERING BRILLIANT BASICS
INNOVATION TEAM
LOCAL
DATA COMMUNITY
ACCELERATE ALLIANZ BY FUTURE PROOFING
PERFORMANCE COMMUNITY
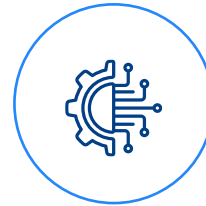
Data & tech Enablement

Innovation Agenda

Partnership & Content

Structure

Some Examples of What Acceleration Workstreams Would Look Like

How generative AI will disrupt consumer decision journeys

Data Strategy and 1PD best practice
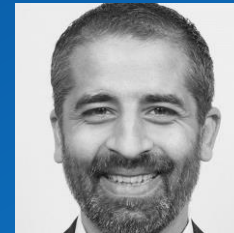
Structure

What this Structure Delivers

Focus on Local Excellence

Consistency of a Global Approach

A single POV on key questions for the business

Unpacking the 4 Key Areas of the Operating Model
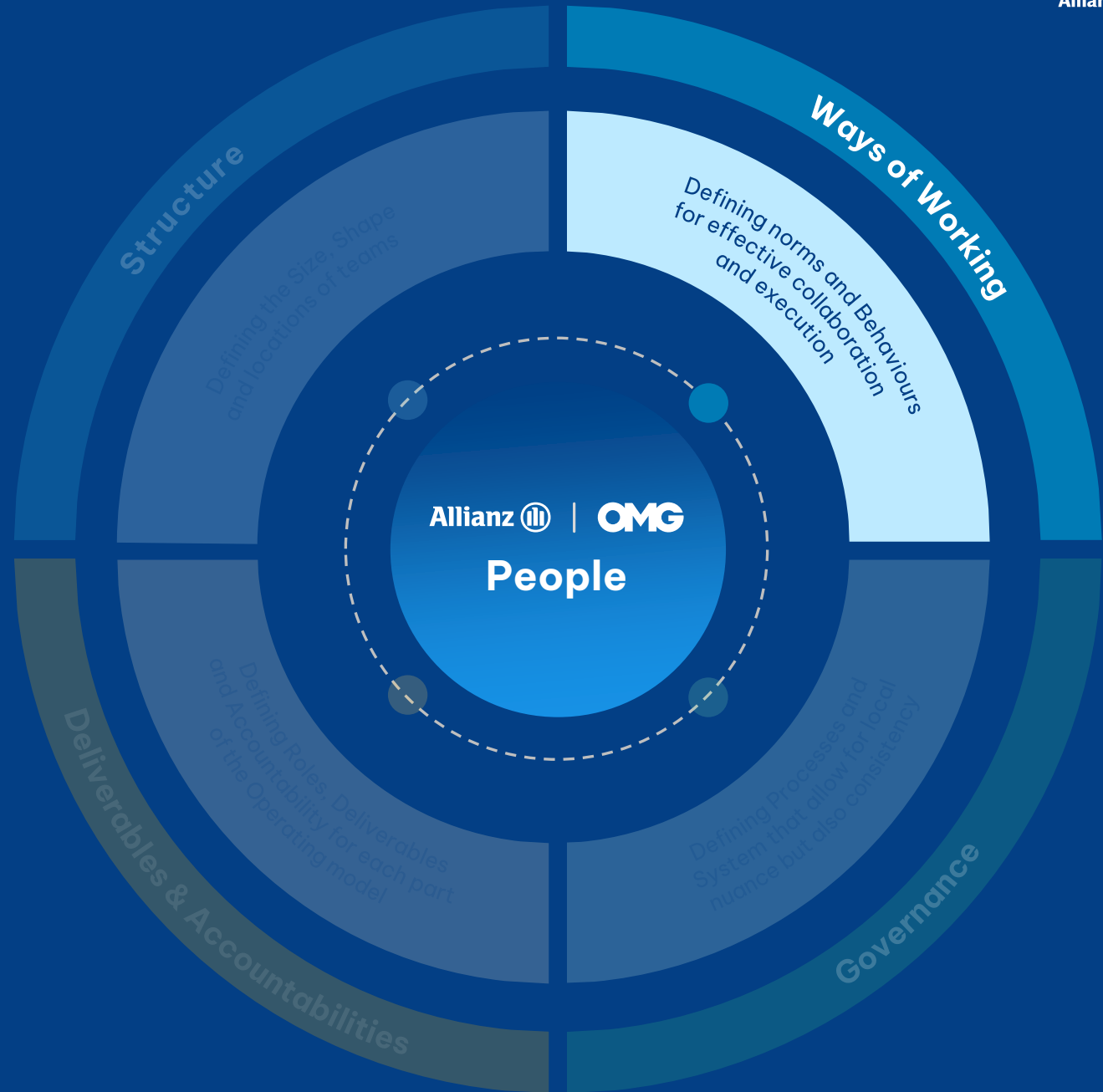
Structure — Defining the Size, Shape and locations of teams

Ways of Working — Defining norms and Behaviours for effective collaboration and execution

People — Allianz | OMG

Deliverables & Accountabilities — Defining Roles, Deliverables and Accountability for each part of the Operating model

Governance — Defining Processes and System that allow for local nuance but also consistency
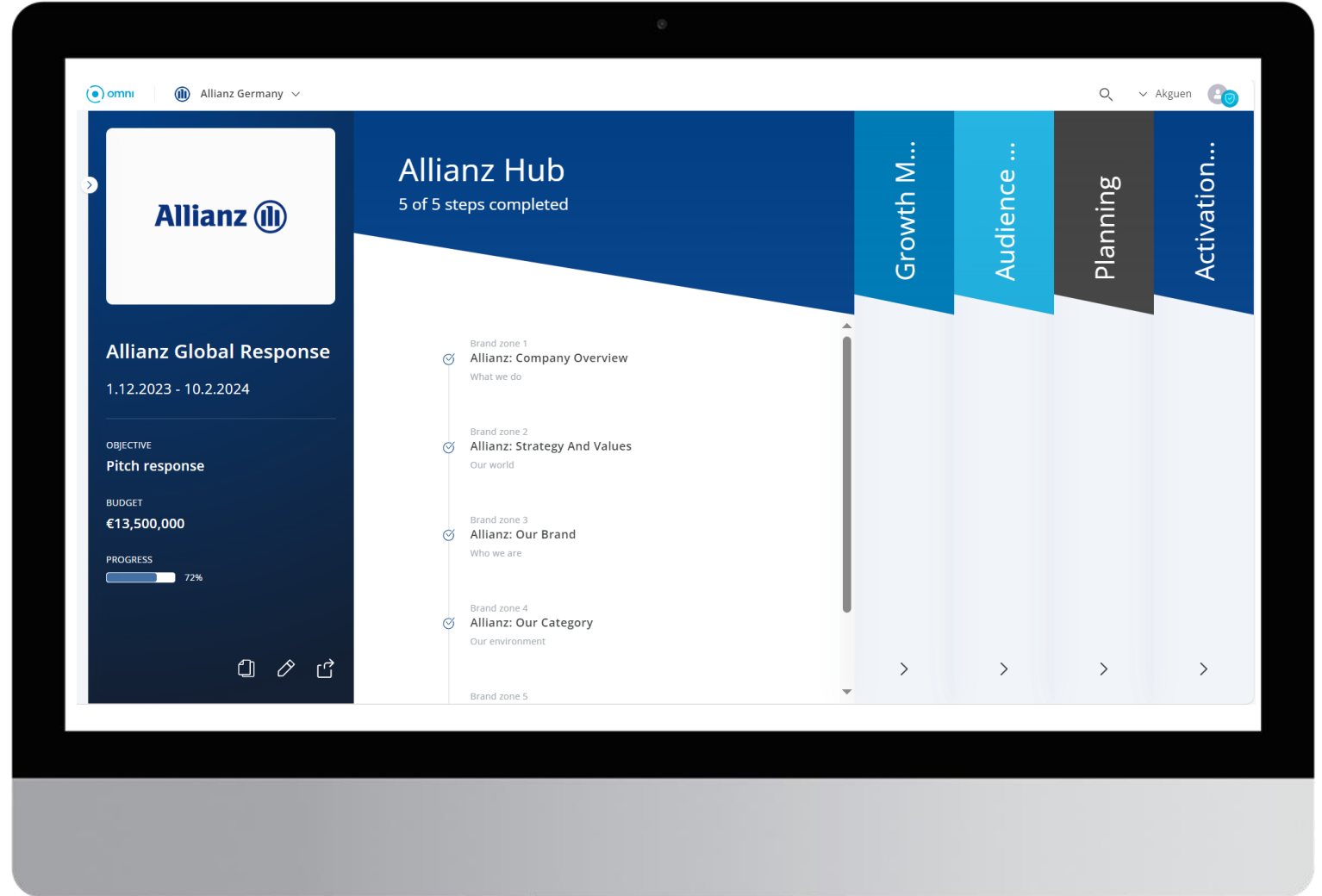
A Globally Consistent Platform with Embedded Collaboration Systems

Strategic + Collaboration functions that connect Allianz X OMD teams across all markets

Ways of Working
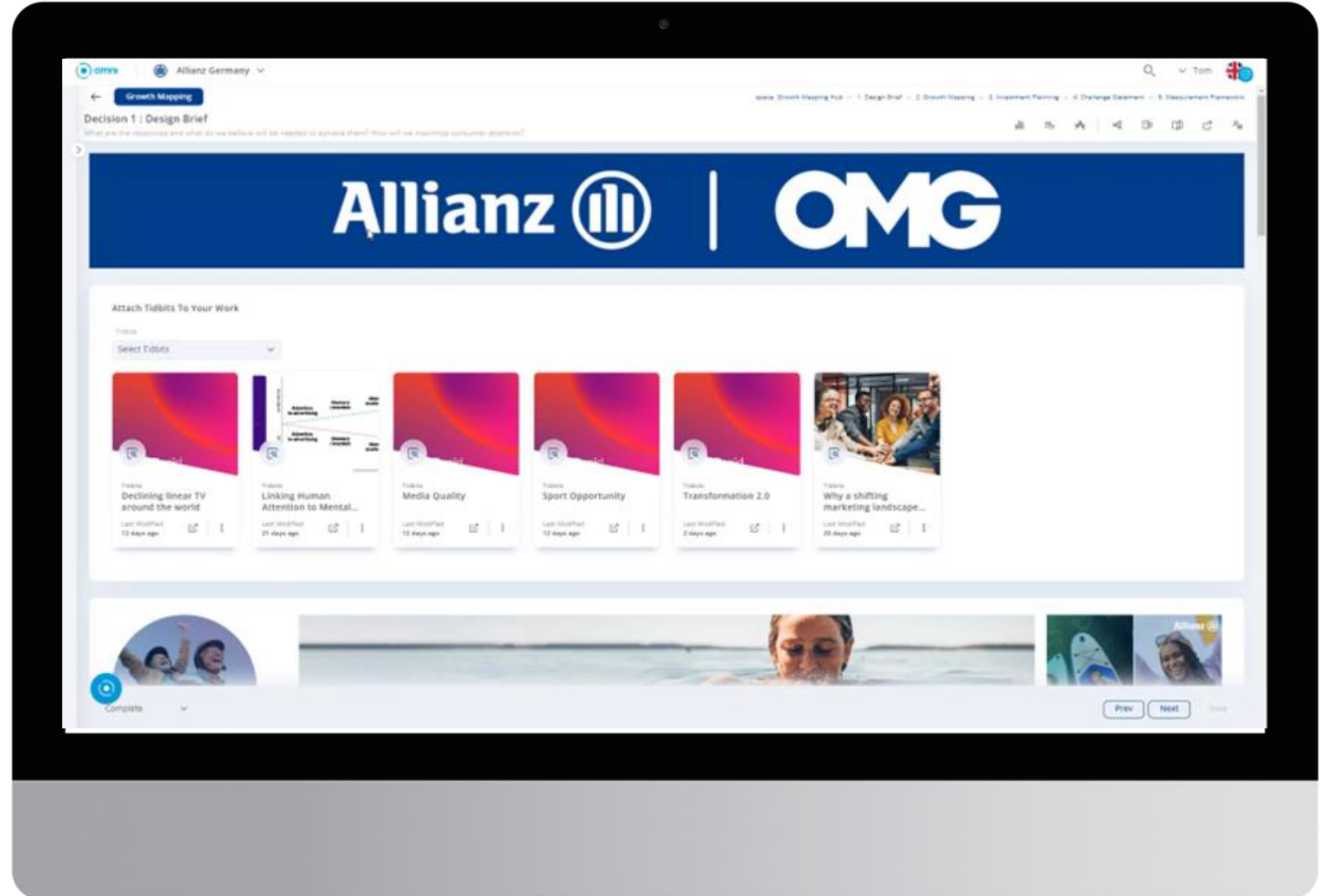
Needs Ownership and Facilitation to Create a Borderless Allianz Community

ALLIANZ ADVISORY BOARD

MEDIA & DATA OPS/ OMNI

GLOBAL TEAM

PARTNERSHIP & CONTENT COMMUNITY

ELEVATE MARKETS BY DELIVERING BRILLIANT BASICS

INNOVATION TEAM

LOCAL

DATA COMMUNITY

ACCELERATE ALLIANZ BY FUTURE PROOFING

PERFORMANCE COMMUNITY

You and Your Future Global Media Team will Play Crucial Role in our Integrated Set-Up

ROMI Team

Partnership Teams

Global Media Team

≠

CMO

Global Media Lead

Global D2C Lead

Typical global clients' structure

WoW Designed for Clients

New Ways of Working and Workflows Globally for Clorox

Ways of Working

Modernised Operations Unlock Capacity for Innovation

Workflow Transformation

Comprehensive review of media & creative workflow to modernise operations and release team member capacity

Innovation through Test, learn, scale

KPI Performance

Savings Opportunities

Workflow Transformation

Comprehensive review of processes, documentation, and systems to modernise operations and release team member capacity

70+
Team member surveys

117
Documents reviewed

30+
Hours discovery sessions

Ways of Working

The Clorox Company

Allianz | **OMG**
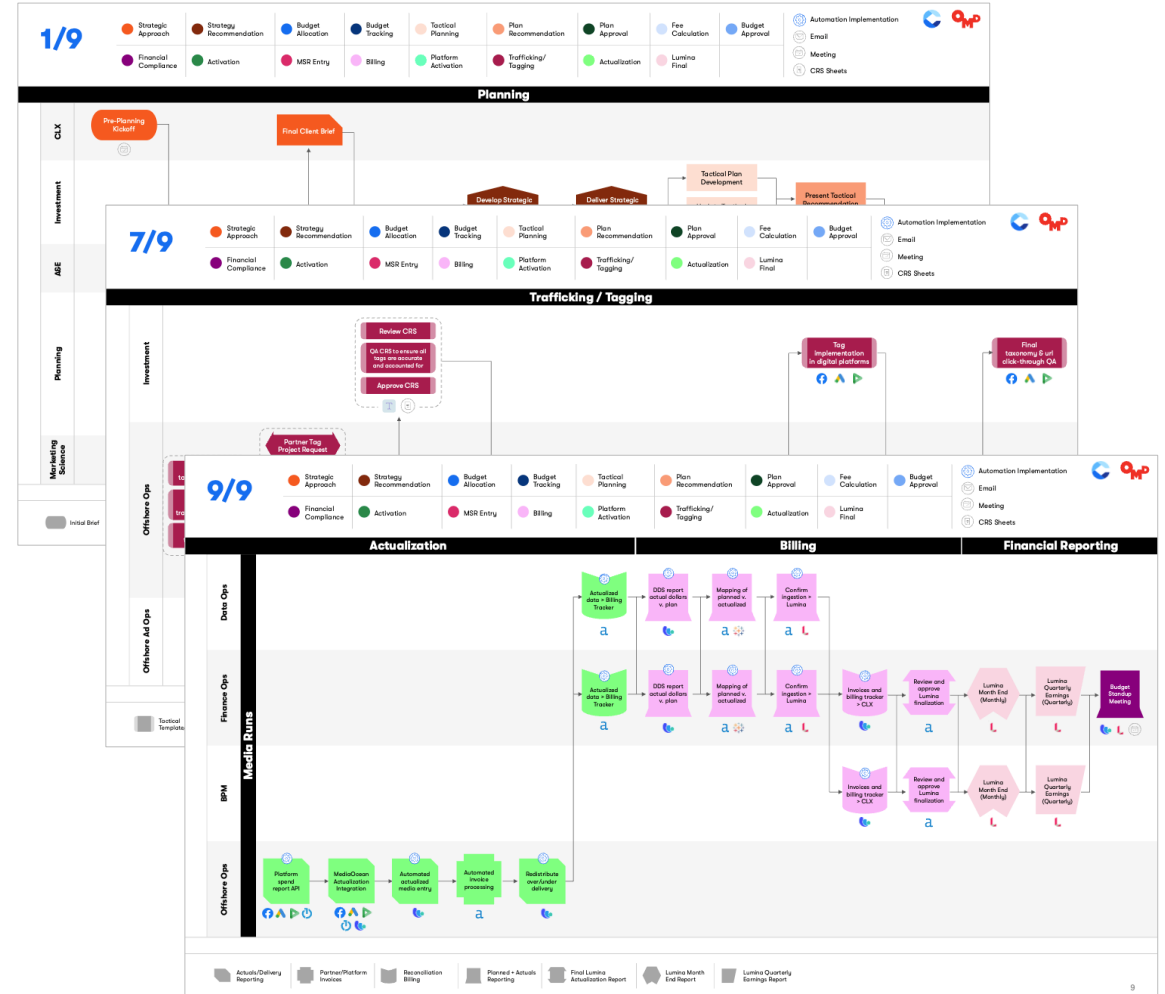
30% Team Capacity Release
Enhances Employee Experience & Team Culture

131%
Utilisation Released
To 92%

2K
Monthly Hours
Reinvested

~$1.5M
Est. Savings

Fortified Insights - Increased Speed to Optimisation - Team Interoperability - Lower Team Turnover - Improved Employee Experience - Financial Accuracy

Ways of Working

Agile TLS Approach Unlocks $25M in Savings

Define Strategic Objectives — 1

Develop Test Hypotheses — 2

Prioritise Tests — 3

Use Test Learnings To Scale For Value

Continual Testing — 6

Analyse Results — 5

Test Deployment — 4
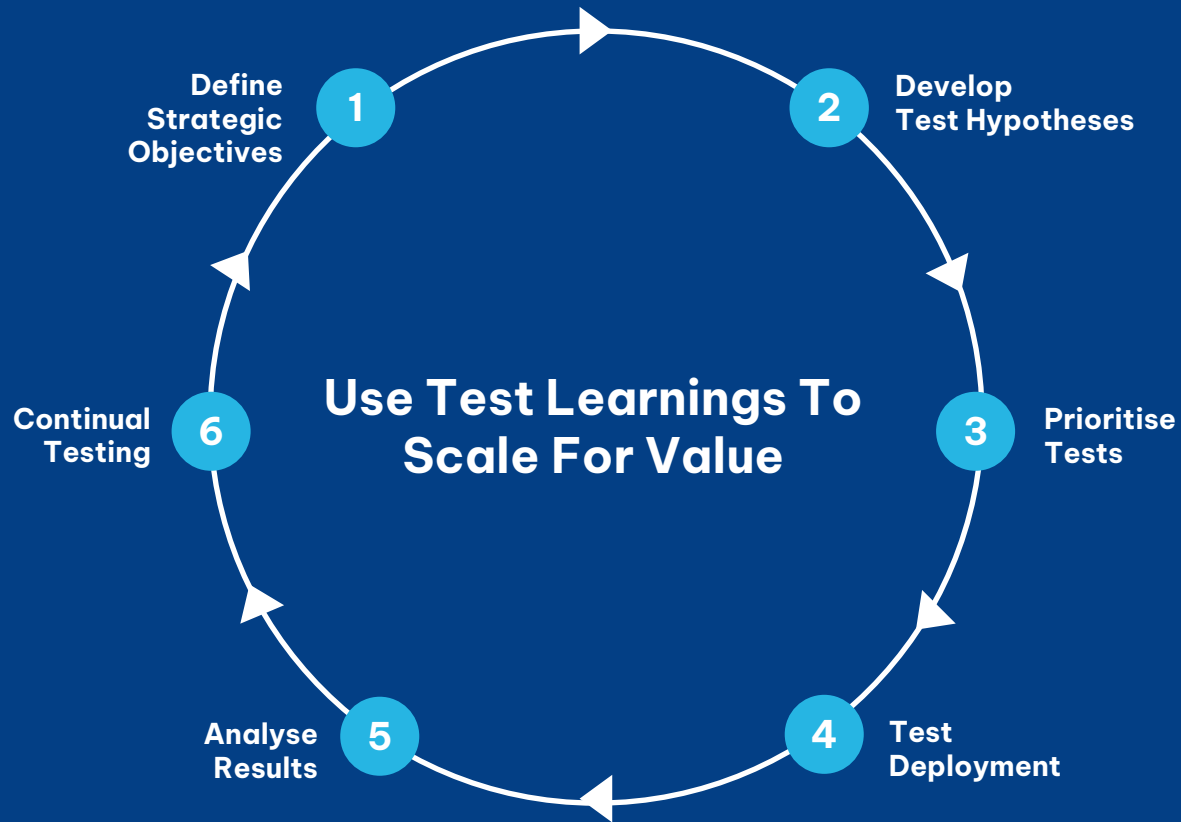
~4-week average time of ideation to deployment

TLS 'squads' develop hypotheses in service of high-level brand priorities & media fundamentals

Ways of Working

This Approach Will Deliver

Globally consistent WoW by default

Tech enabled one consistent Allianz platform with global ownership
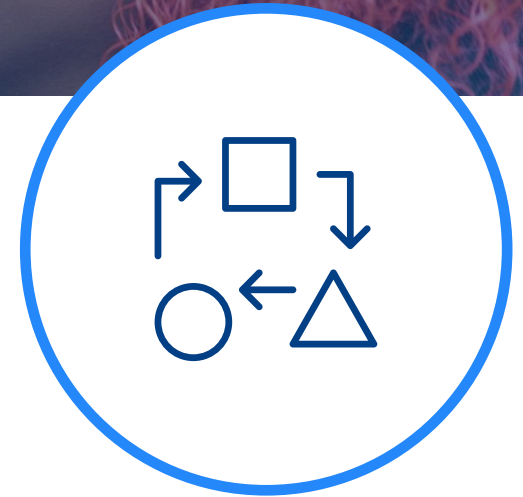
Flexibility to incorporate and onboard Allianz specific needs

Unpacking the 4 Key Areas of the Operating Model

Allianz | OMG
People

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Local Team Deliverables
A single minded north star to drive Allianz growth in OE

Allianz | OMG

Local Insight & Strategy

Audience insights & strategy

Local consumer journey development

Inter-Agency Participation

Communication Planning

Media planning & Buying

Media Planning & Buying

Competitive & Media landscape

Budget ownership and optimisation

Local Media Owner relationships

Performance Management

Local activation strategy

Optmisation

Media Performance Management

Growth Planning

Continuous Test & Learn

Delivering Global Innovation Framework

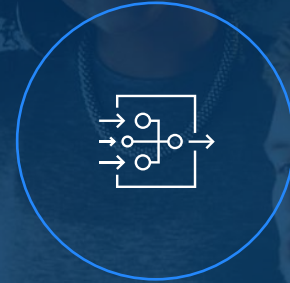**Deliverables & Accountabilities**

Delivered by a Bespoke Local OE Team

Designed and structured around local needs to focus on local growth

Dani Blankenstein
Managing Partner

Lena Ladiges
Director

Allianz Full-Funnel Media Team

Media Operations	Life	P&C

Stefan Grundt
Group Manager

Aline Birnbaum
Group Manager

Lena Slawyk
Group Manager

Performance Manager
Senior

Performance Manager
Senior

Katharina Mun
Executive

Steffen Weis
Executive

Pia Brenig
Executive

Timo Asbeck
Executive

Max Päplow
Junior

Deliverables & Accountabilities

Delivered by Clear Roles & Responsibilities

Designed around your needs with specific roles to drive consistency, cross-market performance and accelerate Allianz by future proofing

Akguen Karakas
Global Business Lead

Primary point of contact for global clients & enabler for local markets.

Responsible for the flawless delivery of global consistency and visibility requirements.

Dominika Wynne
Strategic growth and Performance Lead

Performance Analysis to continually find new growth opportunities across all markets.

Best Practice sharing.

Establishing Brilliant Basics.

Andrew Raymond
Strategy Director

Craft guidelines and frameworks to deliver consistent outputs.

Facilitator of the cross market expert teams.

Foster collaboration by sharing insights and best practices across local teams

Leslie Romero
Best Practice sharing and Network Enablement

Working with closely with all markets to ensure best practice sharing.

Managing data and media operations between central and local teams.

Taxonomy Strategy and Governance roles	Data Engineering and Visualisation	Investment Director	Digital, Data & Tech Consultant

Deliverables & Accountabilities

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Global & Local Interconnection to Drive Connected Growth and Foster Expert Communities

Illustrative example

Dani Blankenstein
Managing Partner

Lena Ladiges
Director

Allianz Full-Funnel Media Team

Media Operations	Life	P&C

Stefan Grundt
Group Manager

Aline Birnbaum
Group Manager

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Deliverables & Accountabilities

This Clarity on R&R Will Deliver

Ownership and efficiency at every level

No double work for OEs

Clear Inter-connection points on expert level

Unpacking the 4 Key Areas of the Operating Model

Structure

Ways of Working

Defining the Size, Shape and locations of teams

Defining norms and behaviours for effective collaboration and execution

Allianz | OMG

People

Defining Roles, Deliverables and Accountability for each part of the Operating model

Defining Processes and System that allow for local nuance but also consistency

Deliverables & Accountabilities
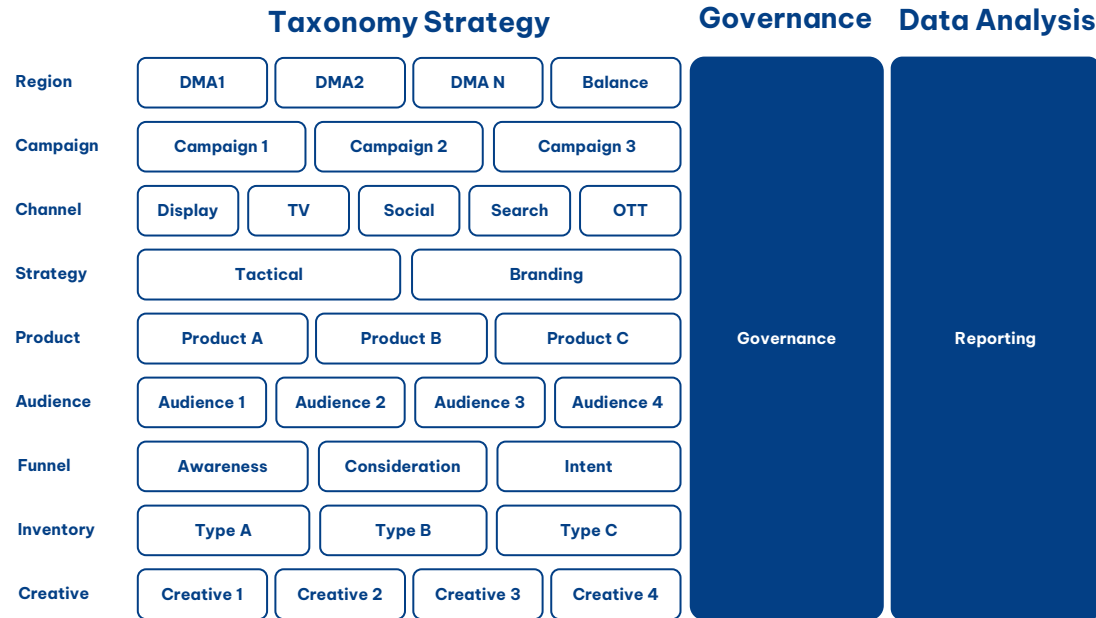
Governance

Governance Also Allows for

Investment Tracking

Test Learn and Scale Plan

Consistent Level of Planning through Playbooks

Governance

What Governance Delivers
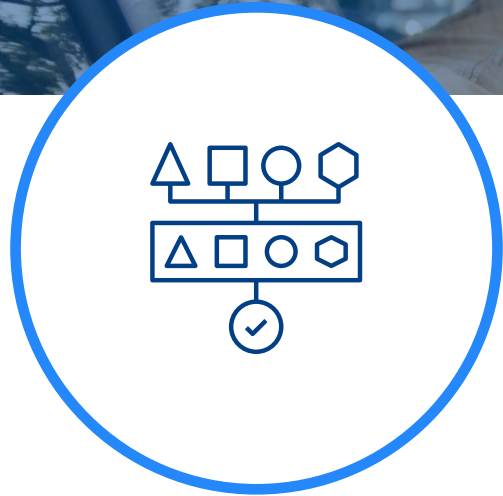
**Consistency of Data –
Single Source of Truth
for Decision Making**
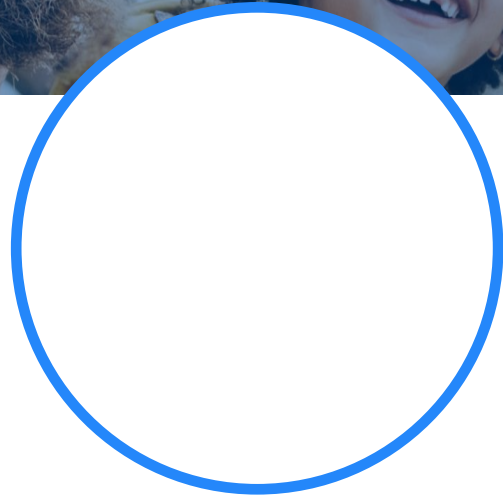
**Consistency
in Planning**
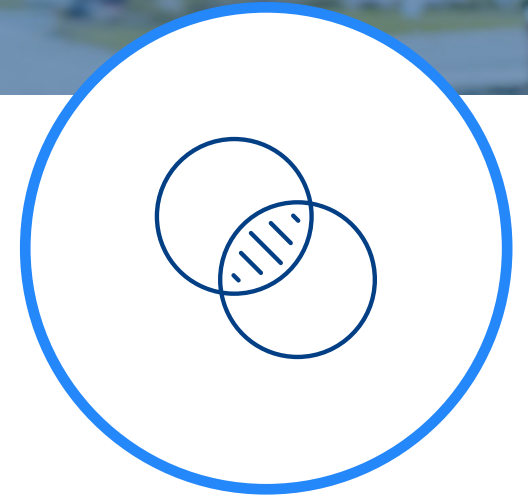
Transparency

Unpacking the 4 Key Areas of the Operating Model

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Deliverables & Accountabilities

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Defining Processes and System that allow for local nuance but also consistency

OUR TALENT MISSION

We Attract, Retain and Develop the Next Generation of Marketing Leadership

Allianz | OMG

Commitment to Talent

Leading the way on TRR scores

Over 10K+ L&D Certifications

Network Communities

Our Proposed Operating Model for Allianz Delivers

Consistent Compliance of Global Standards

Globally consistent tech & reporting platform

Agility & Flexibility

Maintain flexibility to cater to different markets in different stages of data/ strategy/ tech maturity

Scaled Innovation

Sharing of best practice to elevate all markets

Access to Centre of Excellence

Maintain quick access to best-of-OMG's Global Specialist Communities
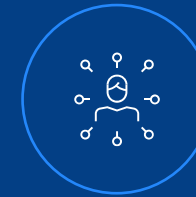
Efficiencies

Through partnerships by consolidating investments where possible

Technology, Tools & Data

To elevate the full ecosystem of planning buying and reporting through data, tools and tech

04

Connected Thinking

**Connected Thinking Across the Consumer Journey:
An Unmissable Opportunity for Growth**

Brands who overperformed across the consumer journey
(exposure, purchase and brand experience)

grew by an average of

46%

Source: BrandZ Analysis of 3,907 brands, Kantar

Allianz ⑪ | OMG

Connected Thinking Requires a Singular...

Helping Drive Your Platform:

"Get Ready for the Best"

Set of Frameworks

e.g. Full-Funnel Planning

Set of Principles

e.g. Sponsorships

Source of Truth

e.g. Measurement

Underpinned By A Singular

Platform

omni

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Set of Frameworks

e.g. Full-Funnel Planning

Set of Principles

e.g. Sponsorships

Source of Truth

e.g. Measurement

Underpinned By A Singular

Platform

omni

Driving Connected Impact Through Full-Funnel Growth Mapping

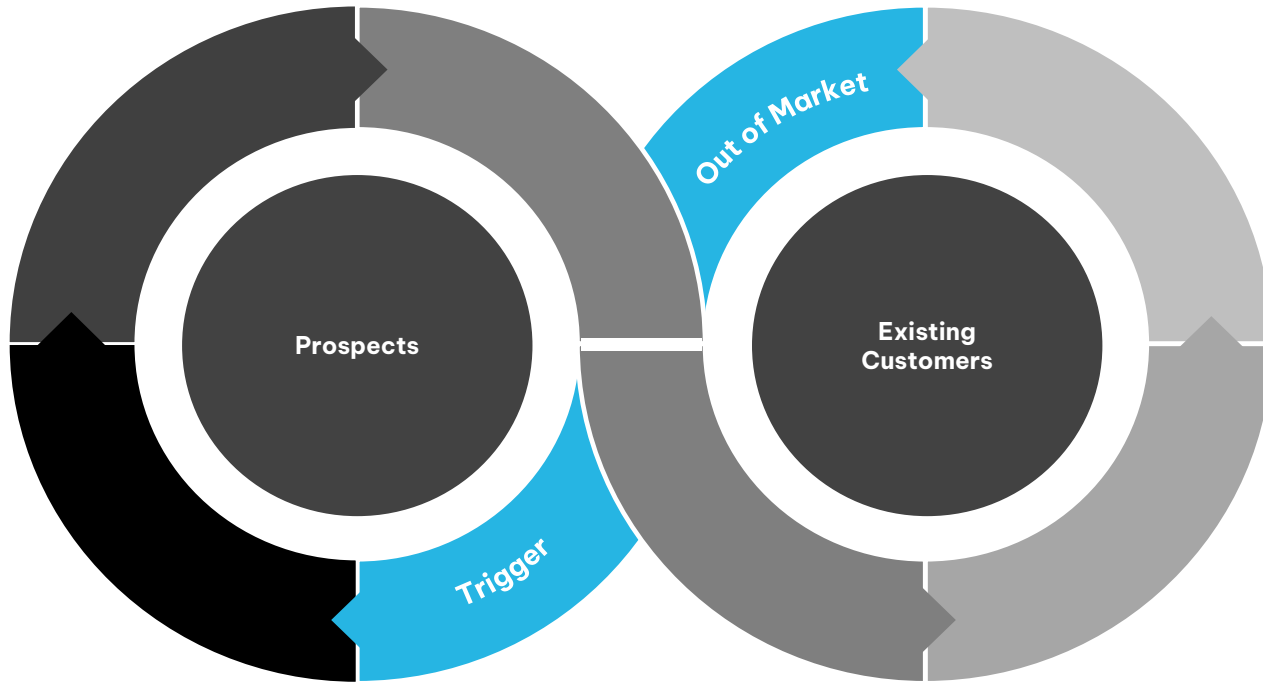**Upper Funnel**   **Mid Funnel**   **Lower Funnel**
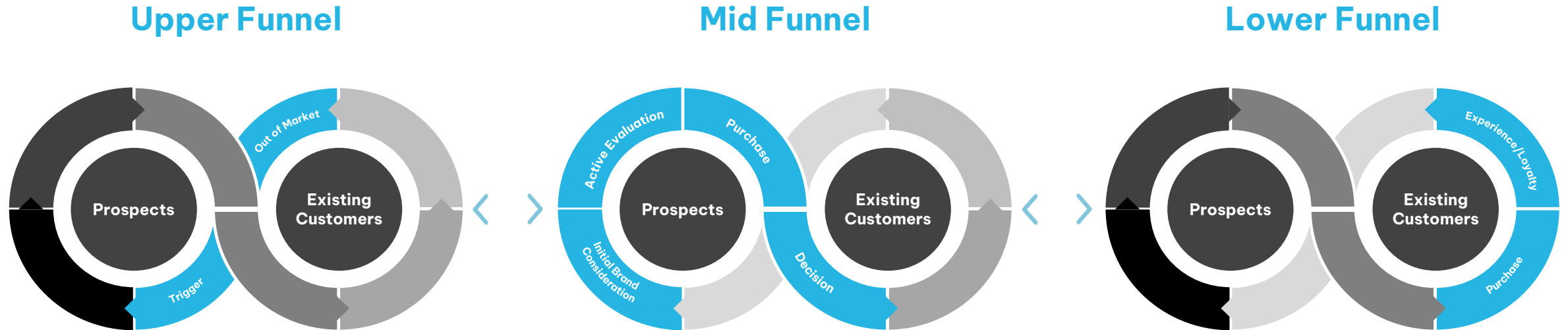
Example Prompt:
**According to ROMI data, what level of influence
does my brand equity have on lower funnel outcomes?**

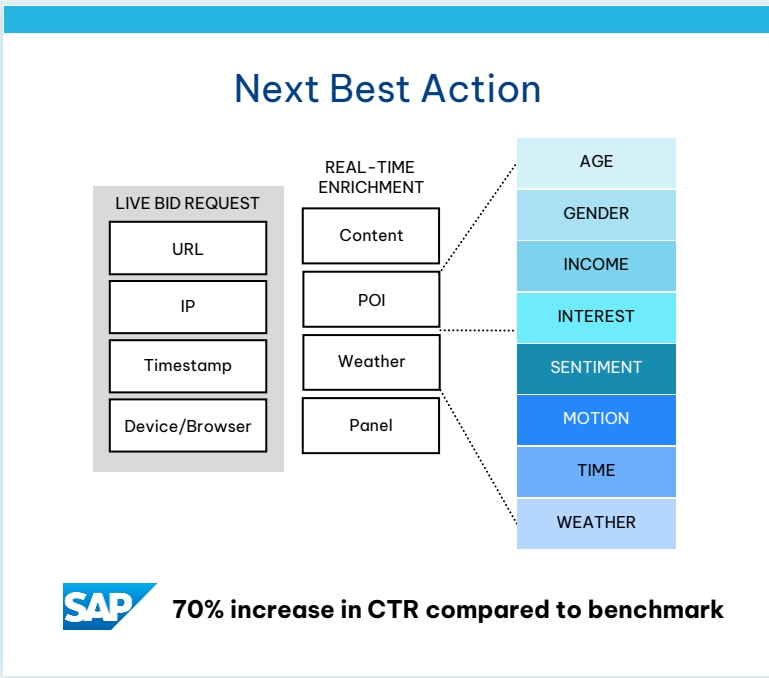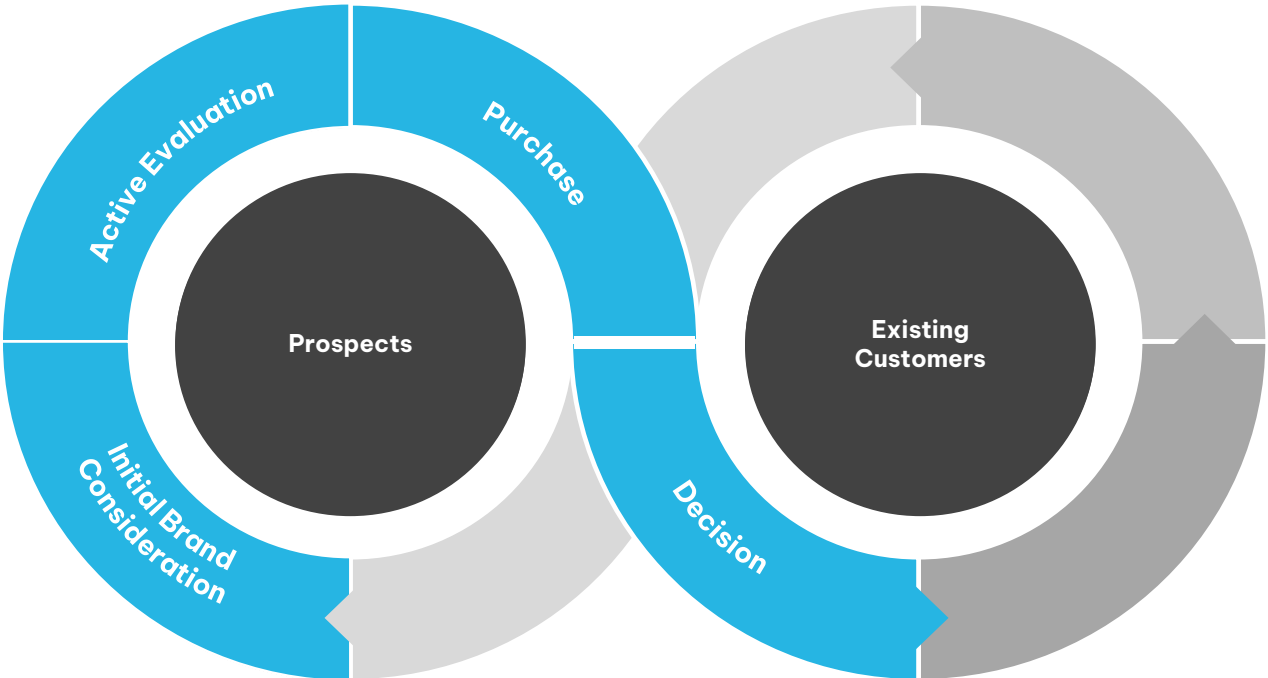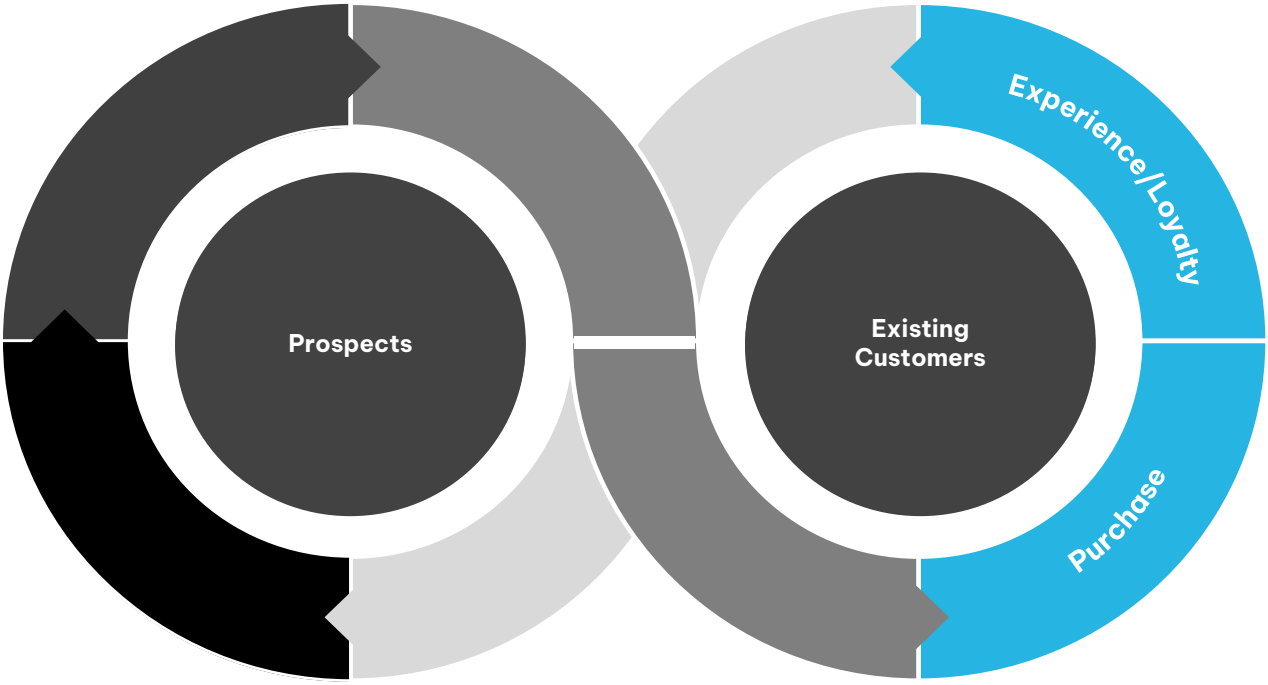# Enabling Local Connected Impact Through Global Support

Upper Funnel

Prospects

Out of Market

Trigger

Existing Customers

Fuse X System 1 Analysis

STAR RATING — 3.8

SPIKE RATING — 1.32

FLUENCY — 83

EMOTIONAL INTENSITY — 1.66

+58%   +16%   +2.5%   +29%

Enabling Local Connected Impact Through Global Support

Mid Funnel

Prospects

Active Evaluation

Purchase

Initial Brand Consideration

Existing Customers

Decision

Next Best Action

LIVE BID REQUEST
- URL
- IP
- Timestamp
- Device/Browser

REAL-TIME ENRICHMENT
- Content
- POI
- Weather
- Panel

- AGE
- GENDER
- INCOME
- INTEREST
- SENTIMENT
- MOTION
- TIME
- WEATHER

SAP **70% increase in CTR compared to benchmark**

Enabling Local Connected Impact Through Global Support

Lower Funnel

Prospects

Existing Customers

Experience/Loyalty

Purchase

Search Protect

Specsavers

98% of Pure Brand Spend Saved

£700k+ Annual savings

Pure Brand reliance reduced from 20% to 0.1%

£1m in sales through reinvestment of savings

Set of Frameworks

e.g. Full-Funnel Planning

Set of Principles

e.g. Sponsorships

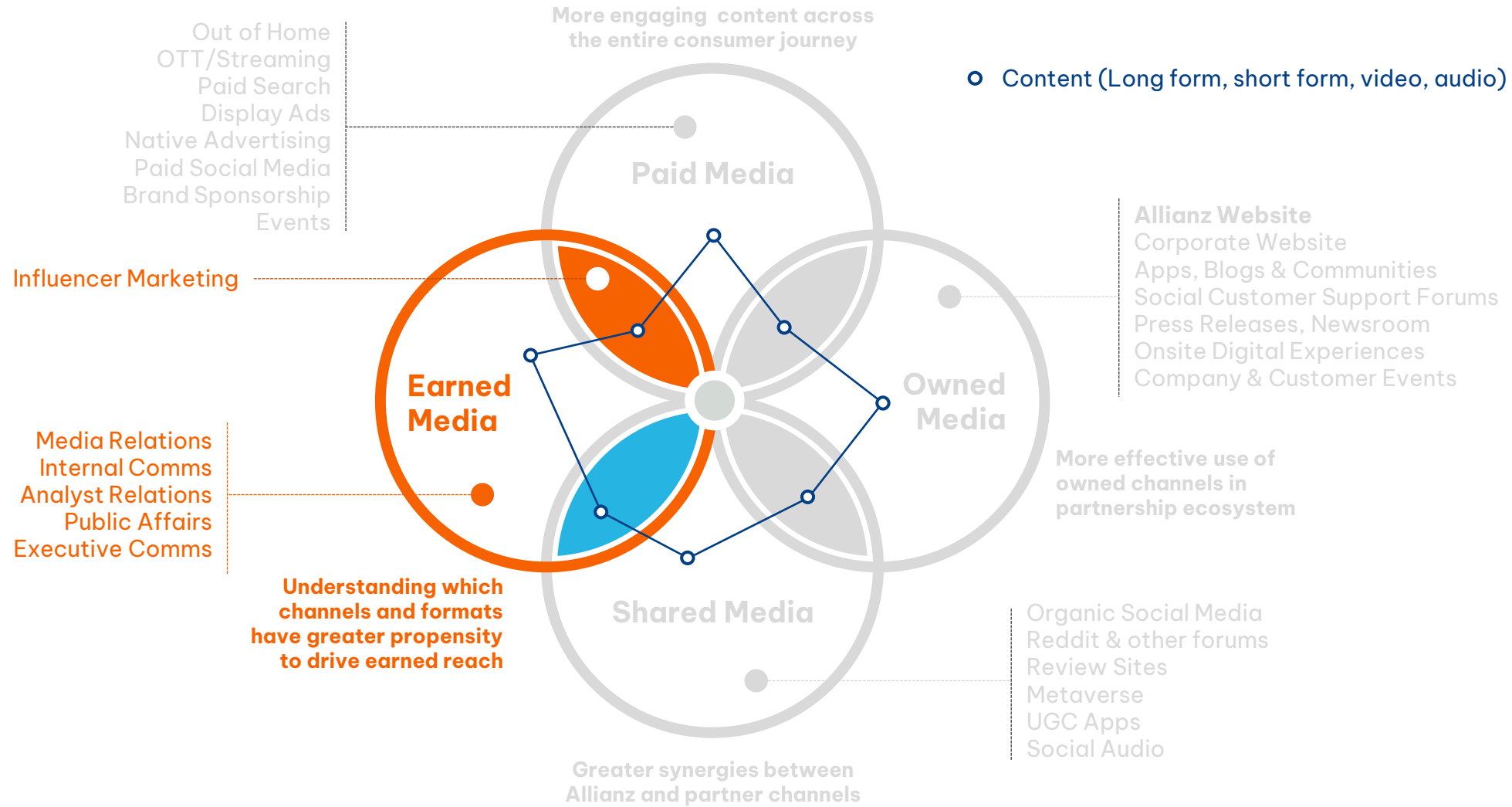**Source of Truth**

e.g. Measurement

Underpinned By A Singular

Platform

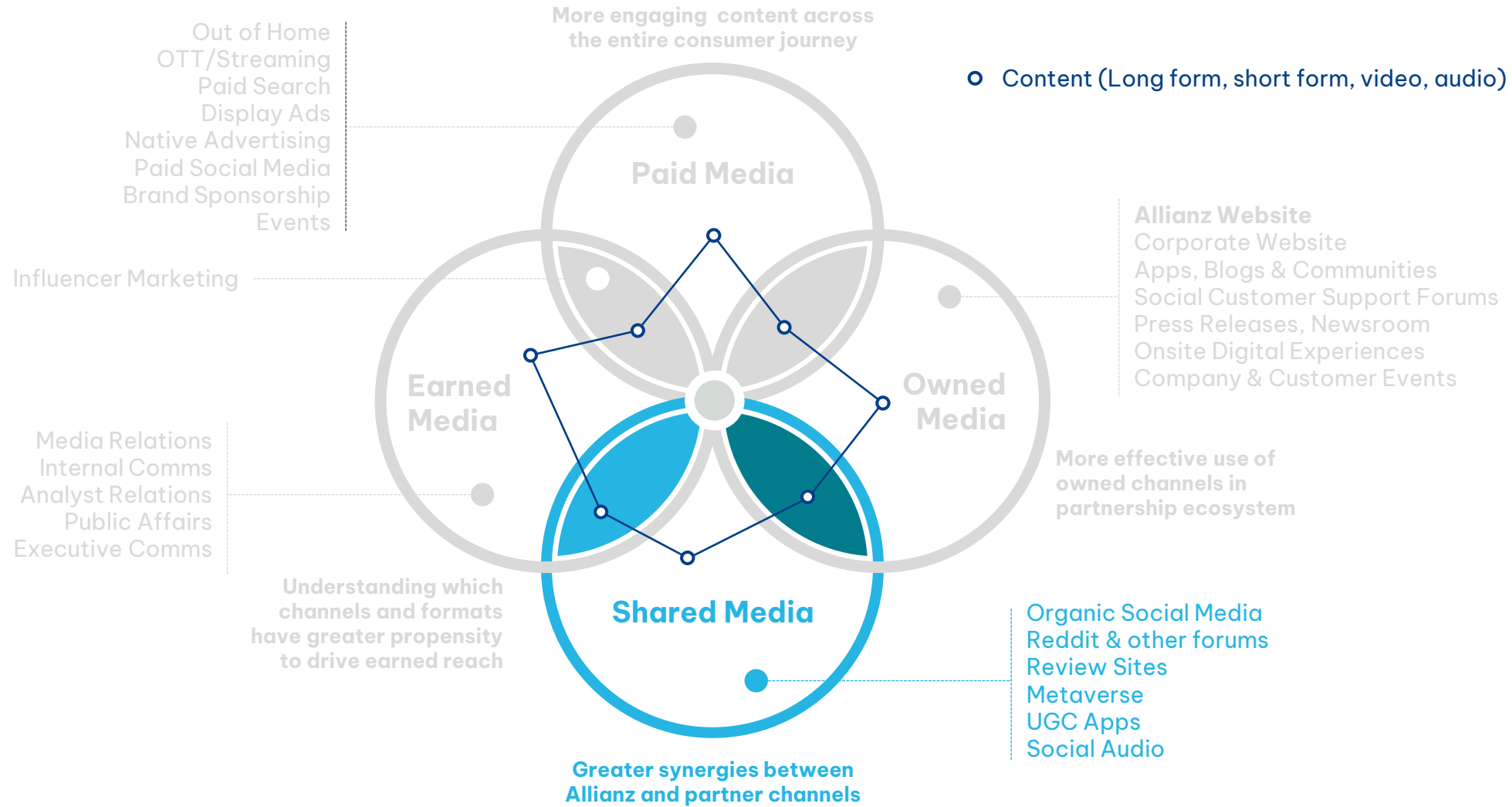omni

Driving Connected Impact Through Partnerships

Allianz | OMG

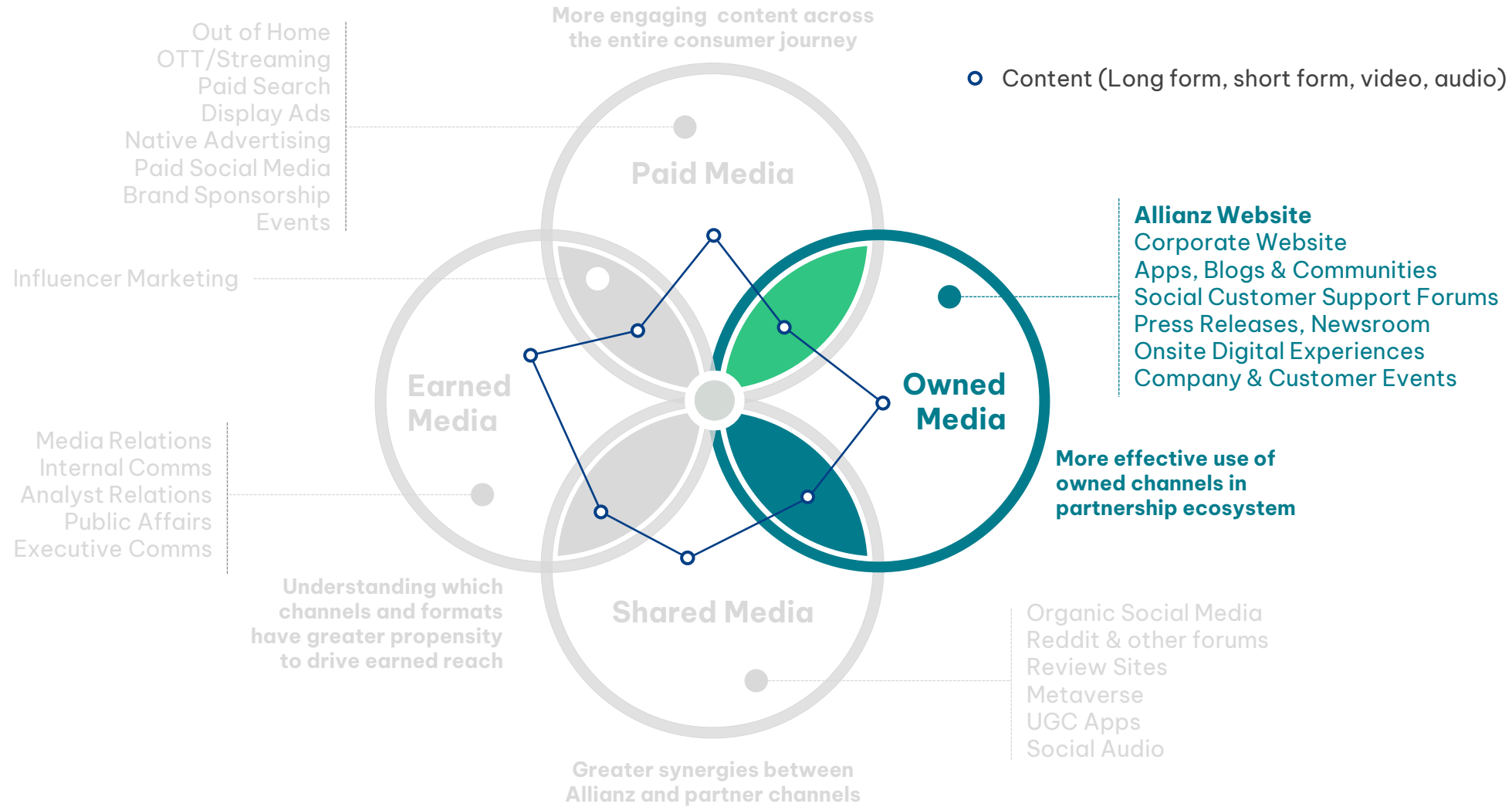Companies that strategically invest in sponsorship can
expect an ROI of up to

300%

Source: McKinsey & Company

PESO Planning Will Help Extract Maximum Value from Our Partnerships

More engaging content across the entire consumer journey

Out of Home
OTT/Streaming
Paid Search
Display Ads
Native Advertising
Paid Social Media
Brand Sponsorship
Events

○ Content (Long form, short form, video, audio)

Paid Media

Influencer Marketing

Earned Media

Allianz Website
Corporate Website
Apps, Blogs & Communities
Social Customer Support Forums
Press Releases, Newsroom
Onsite Digital Experiences
Company & Customer Events

Owned Media

Media Relations
Internal Comms
Analyst Relations
Public Affairs
Executive Comms

More effective use of owned channels in partnership ecosystem

Understanding which channels and formats have greater propensity to drive earned reach

Shared Media

Organic Social Media
Reddit & other forums
Review Sites
Metaverse
UGC Apps
Social Audio

Greater synergies between Allianz and partner channels

PESO Planning Will Help Extract Maximum Value from Our Partnerships

More engaging content across the entire consumer journey

○ Content (Long form, short form, video, audio)

Out of Home
OTT/Streaming
Paid Search
Display Ads
Native Advertising
Paid Social Media
Brand Sponsorship
Events

Paid Media

Influencer Marketing

Earned Media

Owned Media

Allianz Website
Corporate Website
Apps, Blogs & Communities
Social Customer Support Forums
Press Releases, Newsroom
Onsite Digital Experiences
Company & Customer Events

Media Relations
Internal Comms
Analyst Relations
Public Affairs
Executive Comms

More effective use of owned channels in partnership ecosystem

Understanding which channels and formats have greater propensity to drive earned reach

Shared Media

Organic Social Media
Reddit & other forums
Review Sites
Metaverse
UGC Apps
Social Audio

Greater synergies between Allianz and partner channels

PESO Planning Will Help Extract Maximum Value from Our Partnerships

Out of Home
OTT/Streaming
Paid Search
Display Ads
Native Advertising
Paid Social Media
Brand Sponsorship
Events

Influencer Marketing

More engaging content across the entire consumer journey

○ Content (Long form, short form, video, audio)

Paid Media

Earned Media

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UGC Apps
Social Audio

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Using Global Partnerships To Compliment Local Ones

Allianz | OMG

Opportunity for large integrated fame-driving moment

Opportunity for always-on brand activity

Serie A Finals

New Season Kick Off

Juventus (Local)

Olympics (Global)

Size of Conversation (Locally)

Time

Note: to be used for illustration purposes only

Leveraging Global Partnerships Based On Local Brand Conditions

1 Challenger

Low presence and penetration

2 Battle-round

Solid share yet highly competitive

3 Mature

Established presence & share

Leveraging Global Partnerships Based On Local Brand Conditions

Maturity Stage

1 Challenger

Low presence and penetration

2 Battle-round

Solid share yet highly competitive

3 Mature

Established presence & share

Sponsorship Focus

Maximise in-built awareness, association & equity

Product Integration & customer benefits

Storytelling focus through content & experiences

Leveraging Global Partnerships Based On Local Brand Conditions

Maturity Stage	**1 Challenger**	**2 Battle-round**	**3 Mature**
	Low presence and penetration	Solid share yet highly competitive	Established presence & share
Sponsorship Focus	Maximise in-built awareness, association & equity	Product Integration & customer benefits	Storytelling focus through content & experiences
Example Tactics	Media partnerships to maximise reach and frequency of sponsorships	Integrated product campaign targeting fanbases of sponsored properties that leverages sponsorship IP and content	Content series with an emphasis on community and grassroot initiatives

Leveraging Global Partnerships Based On Local Brand Conditions

Maturity Stage	🇬🇧 🇮🇹 **① Challenger**	🇦🇺 **② Battle-round**	🇫🇷 🇩🇪 **③ Mature**
	Low presence and penetration	Solid share yet highly competitive	Established presence & share
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Example Tactics	Media partnerships to maximise reach and frequency of sponsorships	Integrated product campaign targeting fanbases of sponsored properties that leverages sponsorship IP and content	Content series with an emphasis on community and grassroot initiatives
KPI's	Primary KPI — Presence Secondary KPI's — Product Salience	Primary KPI — Product Secondary KPI's — Salience Presence	Primary KPI — Salience Secondary KPI's — Product Presence

Set of Frameworks

e.g. Full-Funnel Planning

Set of Principles

e.g. Sponsorships

Source of Truth

e.g. Measurement

Underpinned By A Singular
Platform

omni

Measurement Framework

Allianz | OMG

Connected Impact Through A Full-Funnel Measurement Framework That Matches Our Connected Consumer Journey

Campaign Funnel	Example Objective(s)	Comms	Media Audience	Example Channel(s)	Example Format(s)	Example Marketing KPIs	Media KPIs
Prime	Brand Awareness	Create interest and awareness in moments of no intent to purchase (e.g. be culturally relevant)	Overall Market Potential (e.g. car owners)	TV / BVOD DCO OLV/ Social V. Rich Media Display	20" – 30" AV Immersive Mobile High Impact Ads	Unaided Brand Awareness	Relevant Reach CPV
Prompt	Consideration, Qualified Leads, Quotes	Break target group-relevant barriers to increase brand and product attractiveness	Category Potential (e.g. car buyers)	DCO OLV Rich media Display/Social Digital Audio	10" – 20" AV Rich Media Display	Traffic	Clicks CPC
Purchase	New Policies	Generate leads through product-specific arguments and concrete CTAs	Category Potential (e.g. policy buyers – incl. renewers)	Search Social (Re-)targeted display	Selected Keywords Visual In-Feed Premium PMP	New Policies	Conversions CPA
Post Purchase	Loyalty Cross-Selling	Reinforcing their choice of the brand & driving word of mouth	Existing Customers	CRM Social Digital display DCO	Newsletter Visual In-Feed Premium PMP	+ Customer Lifetime Value	CR/Actions Engagement

Driving Connected Impact Through A Connected Reporting & Measurement System

Our Connected Reporting & Measurement System ensures we can turn data into insights for us as well as your ROMI team.

Planning Insights

Sales Forecasting	Channel Mix

Campaign Optimisation

Campaign Insights

Performance Dashboard	Investment Pacing	Competitive Analysis

Recommendations

Findings	Hypotheses

Optimisation & Planning

Test & Learn

Learning Agenda	Test Design And Implementation	Learning Socialisation

Data Infrastucture

Taxonomy Compliance	Media Plan Repository	API / Data Feeds

Measurement Framework

KPI Diagnostics	Consistent Benchmarks	Statistical Modelling

Impact/Causation Analysis

Macro (MMM)	Micro (Attribution)	Experiments

Driving Growth Through Connected Thinking Requires a Singular Platform:

Set of Frameworks

e.g. Full-Funnel Planning

Set of Principles

e.g. Sponsorships

Source of Truth

e.g. Measurement

Underpinned By A Singular

Platform

omni

05

Connected Platform

Delivering Connected Impact Through Technology

Allianz | OMG

People & Process

Connected Teams

Rapid learning

Better decisions, faster

Connected OS

End-to-end

Outcome focused
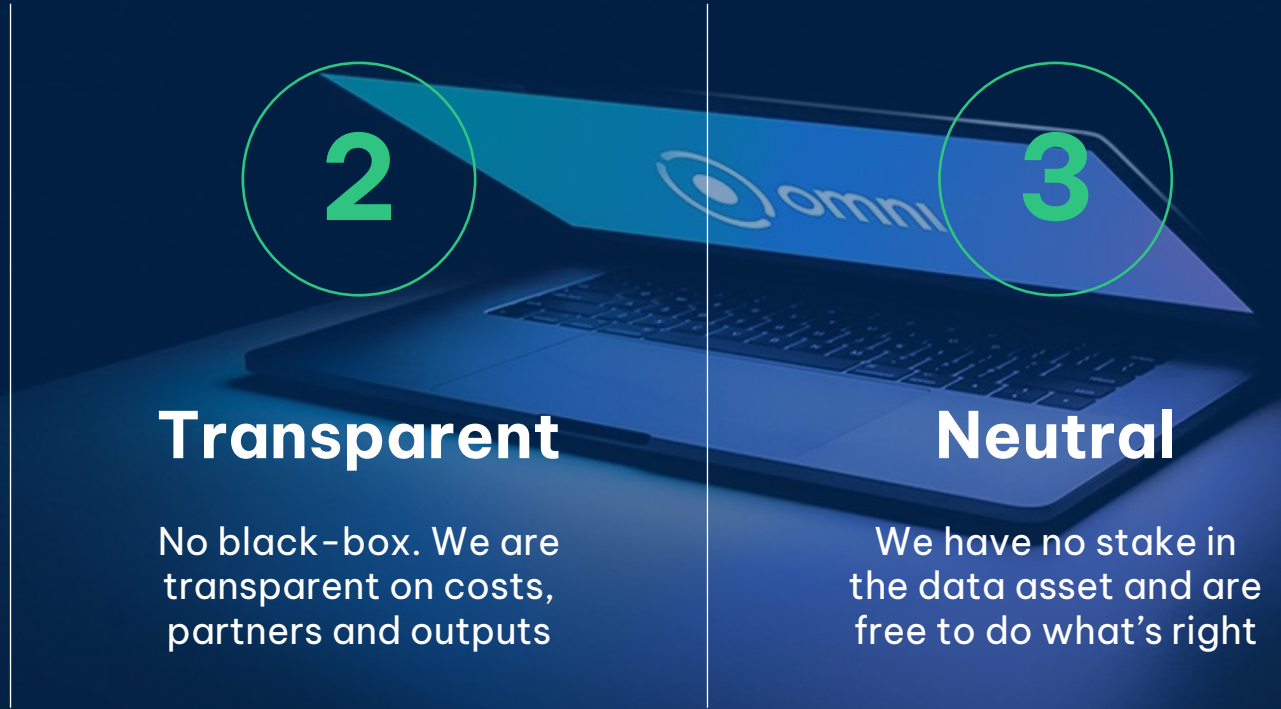
Our Unique Position as Data Orchestrator Future Proofs our Clients and Provides Complete Transparency

Capability	Consequence	EPSILON / PUBLICIS GROUPE	Choreograph/ KBB / WPP	MERKLE / dentsu	acxiom / IPG	omni / Omnicom
				Data Broker ————————→		Data Orchestrator
Transparent	Visibility into Data Specifics	◐	◐	◐	◐	●
Differentiated Privacy	Next-Gen Privacy Protection	●	○	●	●	●
3rd Party Diligence Assessment	Audited for Data Privacy Risks	◐	●	◐	●	●
Client Access to Privacy Experts	Navigate Evolving Privacy Policies	●	○	●	●	●

Publicis Fined $150MM by DOJ 2021 & 2022

THE WALL STREET JOURNAL.

RISK & COMPLIANCE JOURNAL
Publicis Groupe's Epsilon to Pay $150 Million to Resolve Customer-Data Case

Alliance Data Systems, Epsilon's previous owner, agreed to indemnify Publicis

WPP Pays $42MM to settle DOJ lawsuit

campaign US

WPP's Choreograph contains remnants of data unit that facilitated fraud

A WPP-owned data broker agreed to pay $42 million to resolve a Department of Justice lawsuit after selling personal information to perpetrators of elder fraud. It was quietly shut down in 2021 and had its assets rolled into a new company, Choreograph.

"Omnicom's Mercedes Team has already demonstrated that Omnicom is the partner to deliver data-driven, modernised, marketing services."

Mercedes-Benz

"Omni was a key component in selecting OMD as our Global Agency of Record. It is the most comprehensive platform for end-to-end data application. Their roadmap for what's next is outpacing the marketplace, too."

UNDER ARMOUR

Ready from Day Zero to Scale Omni for Maximum Impact

✓ You're Already Leveraging Omni Today

✓ Explore New Apps Across More Markets

✓ Full-Funnel Planning to Unlock Omni's Full Potential

" When the brand fully implemented Omnicom's technology platform, Omni, and experienced both record spending and the highest return on marketing investment in its history."

The Clorox Company
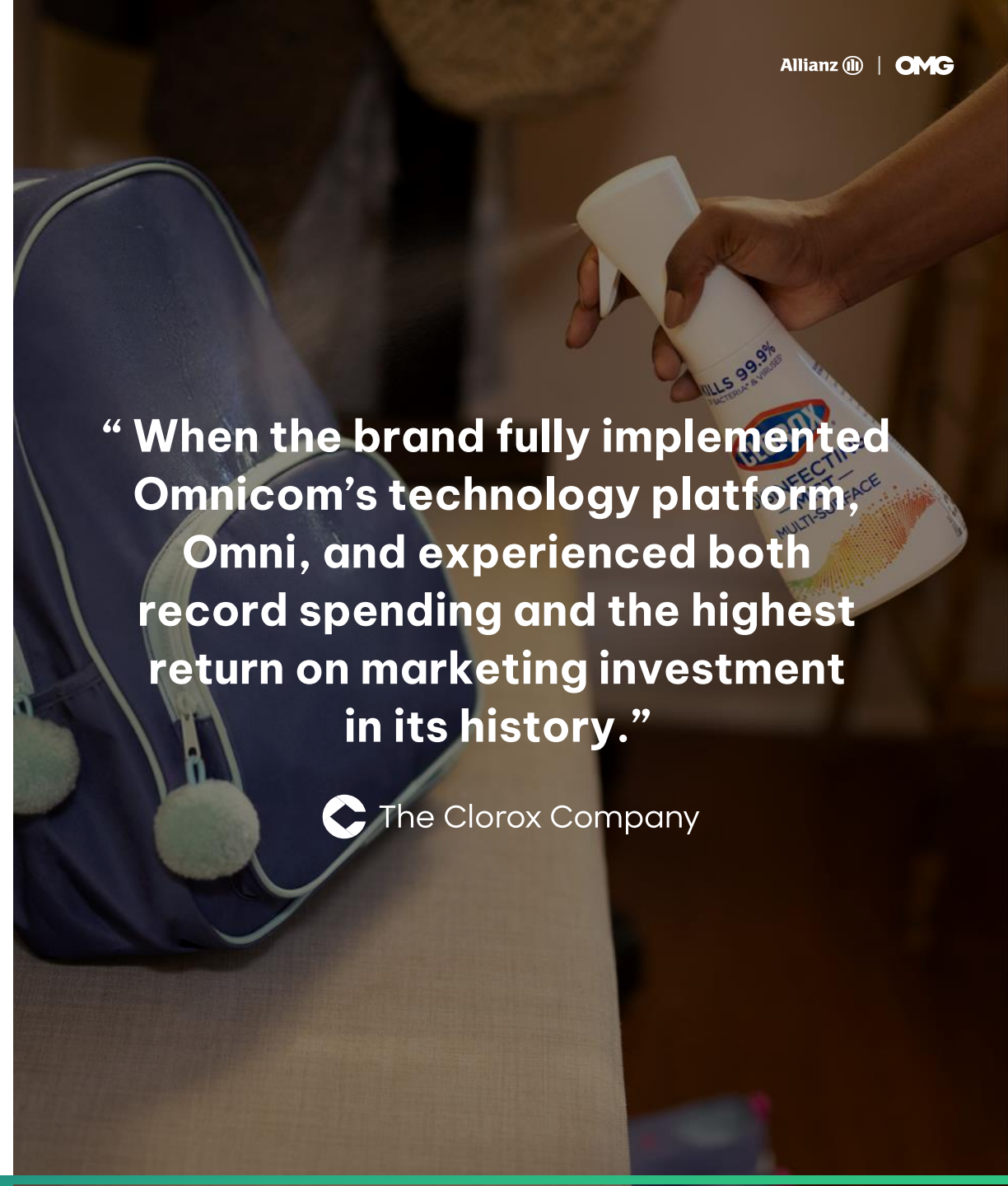
A Product Development Roadmap, Keeping Allianz Ahead of the Curve

Allianz | OMG

Shaping Future Capability with Generative AI

Helping Clients Plan for a More Sustainable World

Leveraging Cutting Edge Cookieless Capability

Next Generation Retail Media Capabilities

AI Video
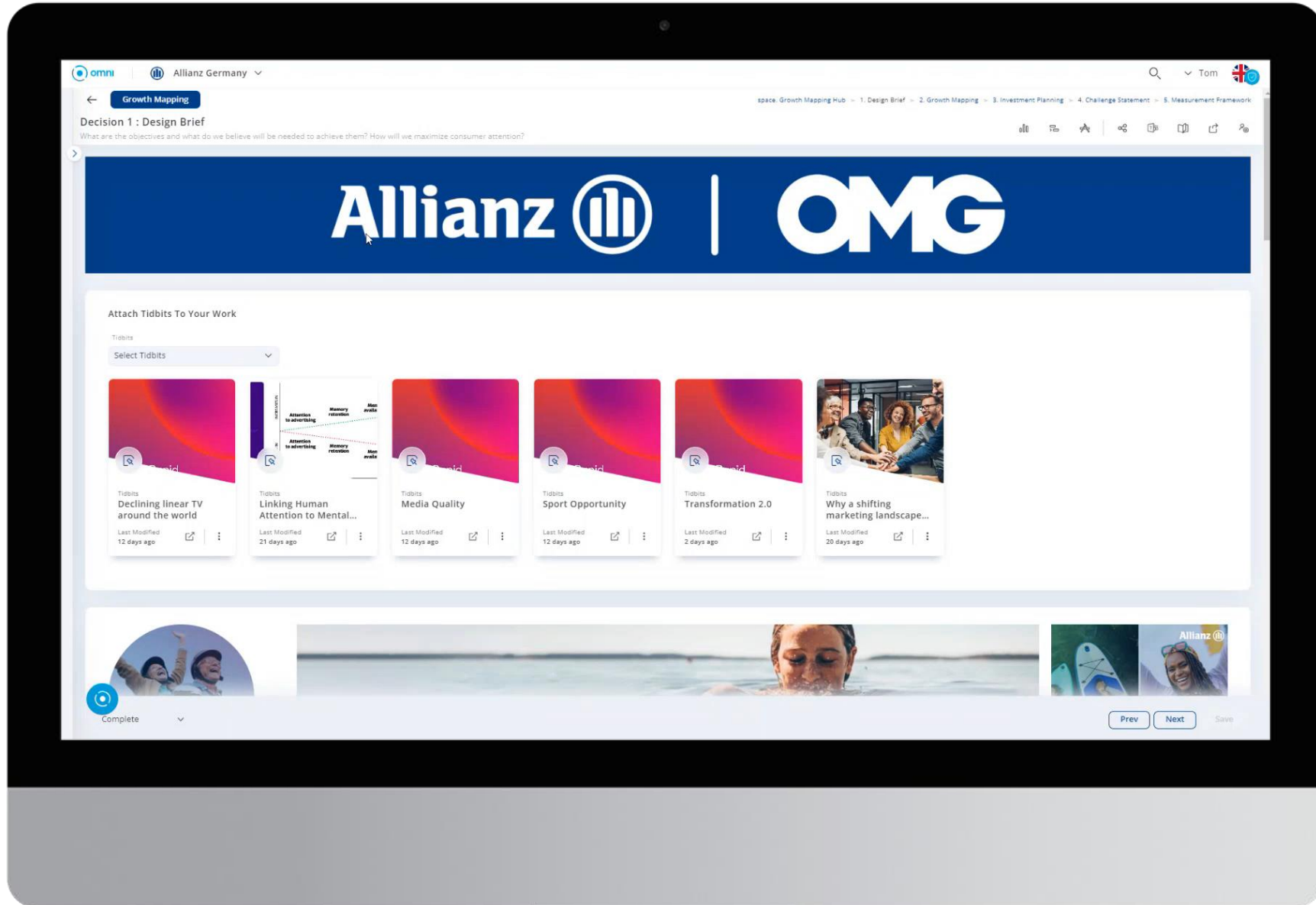
Break

06

Global Case Using the Example of Germany

Grow Market Share through True
Connected Full Funnel Performance

Allianz | OMG

€ 13.5m
Budget

Brand

> 48%
Relevant Set

> 14%
First Choice

Performance

+10%
online direct Sales

*based on the Allianz Brand Tracking (08/2023)
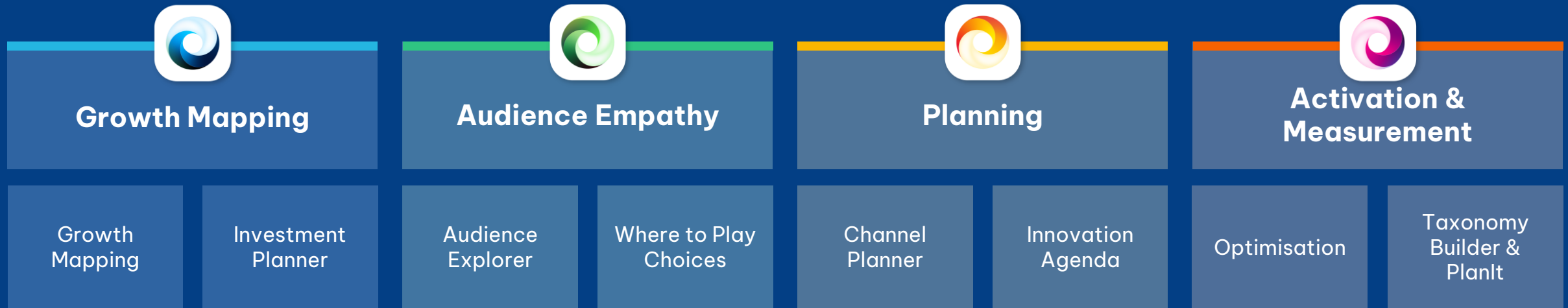
Connected Full Funnel Performance Building on Past Success

~+0.5%

6.78 vs 6.75
Average Revenue
on ROI
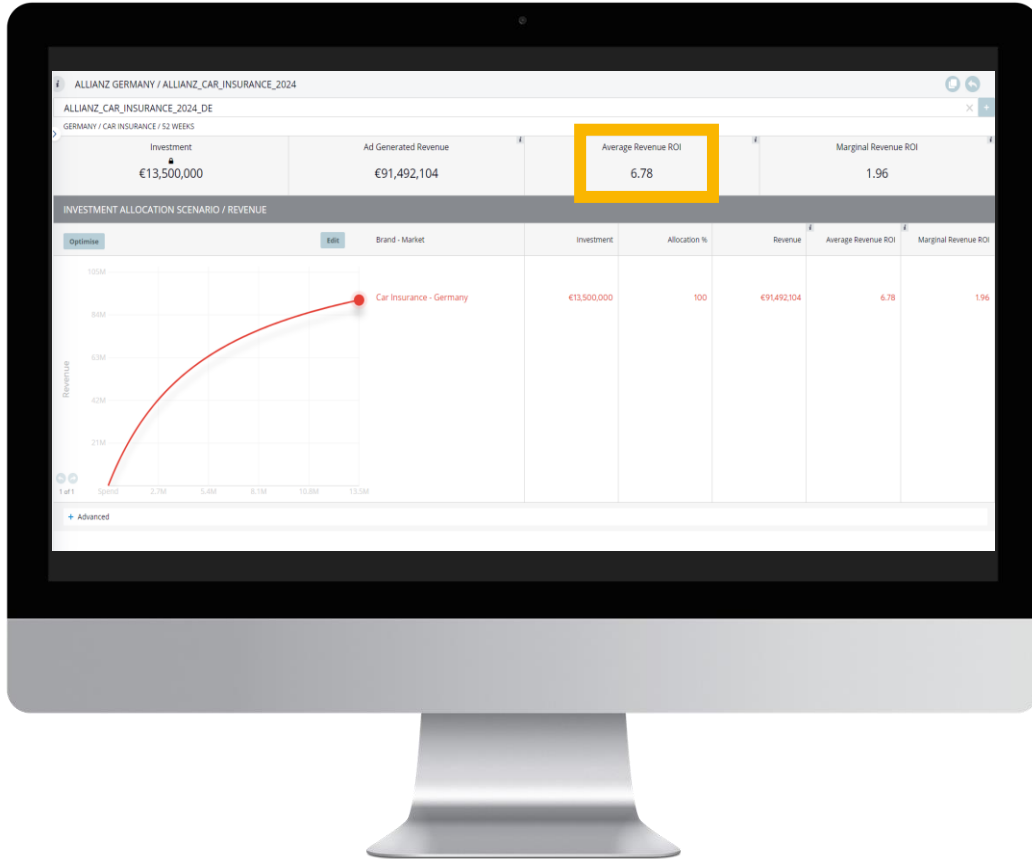
2024 plan
Based on 2022 numbers
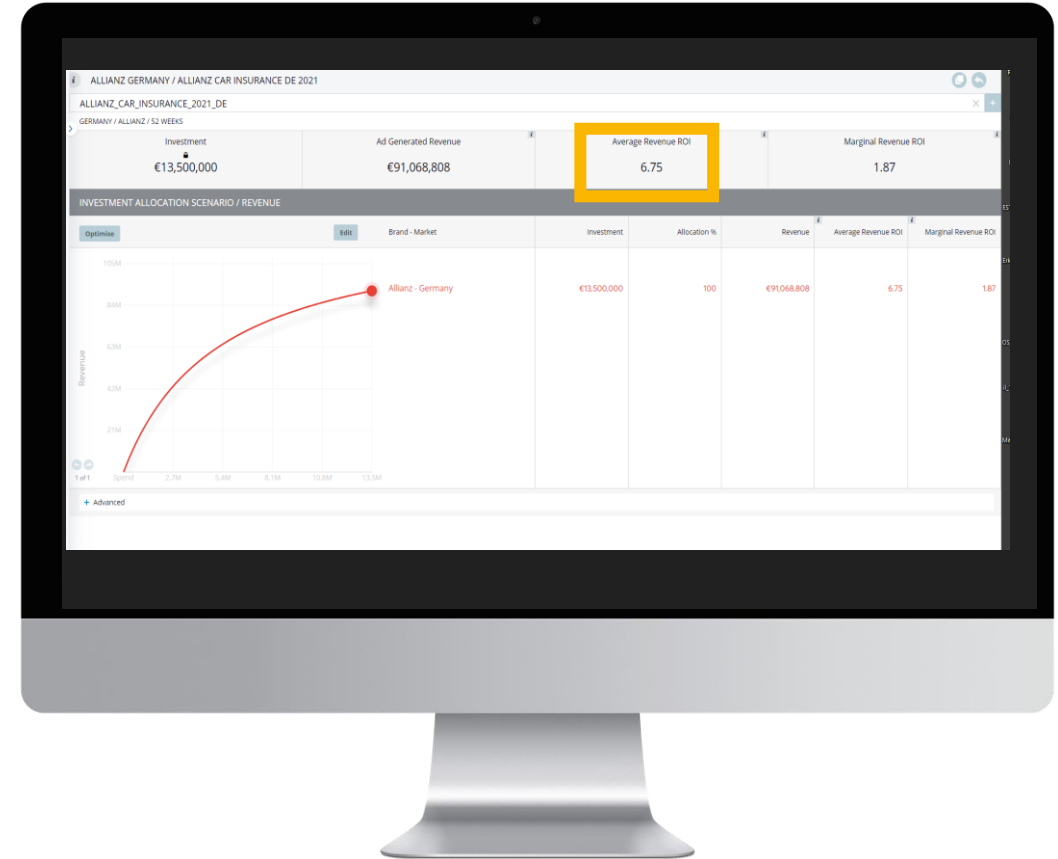
Last year
Based on 2021 numbers

Connected Full Funnel Performance in November & Always On

Switchers

1.8m

&

November
the most relevant category moment

Most expensive costs for media

More price driven consumers

Many aggressive deals in category

Entrants

3.2m

Always on
more profitable conversions

Cheaper media

Consumers driven by immediateness

Less competitor deals & activities

Currently your Funnel Performance is Disconnected
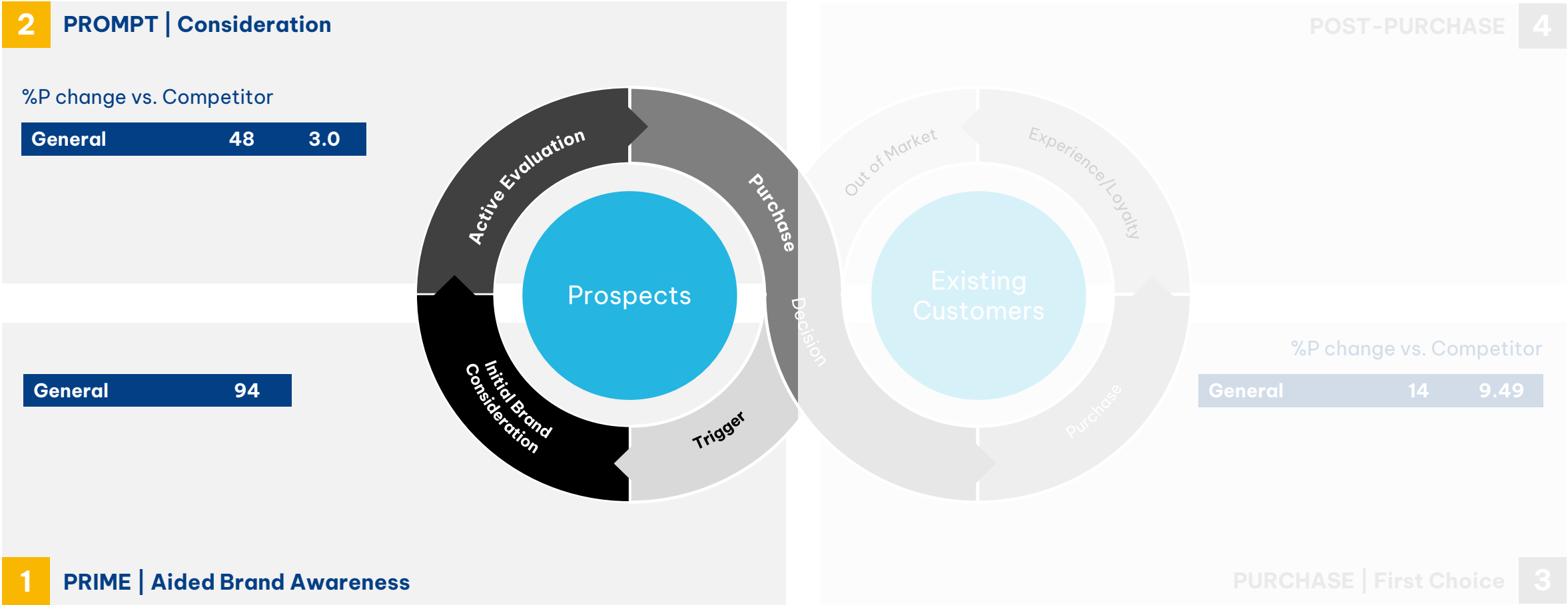
2 PROMPT | Consideration

%P change vs. Competitor

General	48	3.0

General	94

1 PRIME | Aided Brand Awareness

POST-PURCHASE **4**

%P change vs. Competitor

General	14	9.49

PURCHASE | First Choice **3**

Prospects

Active Evaluation

Purchase

Decision

Initial Brand Consideration

Trigger

Existing Customers

Out of Market

Experience/Loyalty
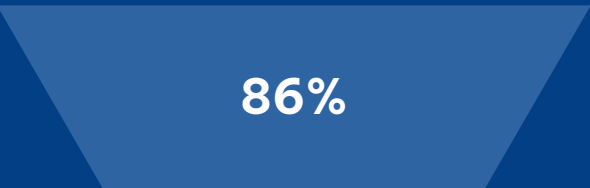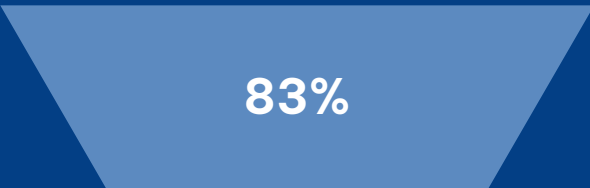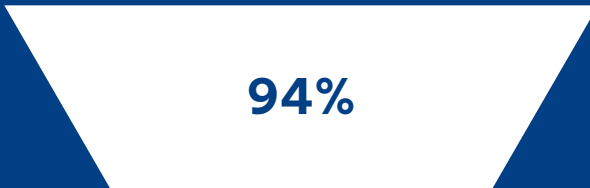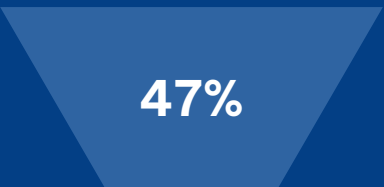
Purchase
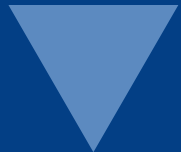
Connected Full Funnel Performance
Leading the Category into a New Era

Allianz | OMG

Connecting with our Audiences in an Extremly Short Decision Timeframe

Yearly opportunity	Switchers **1.8m**	Entrants **3.2m**
Prime Out of market	~10 Months	~5–7 years
Prompt Consideration	~2 weeks	~3–6 months
Purchase First Choice	~Days	1 week
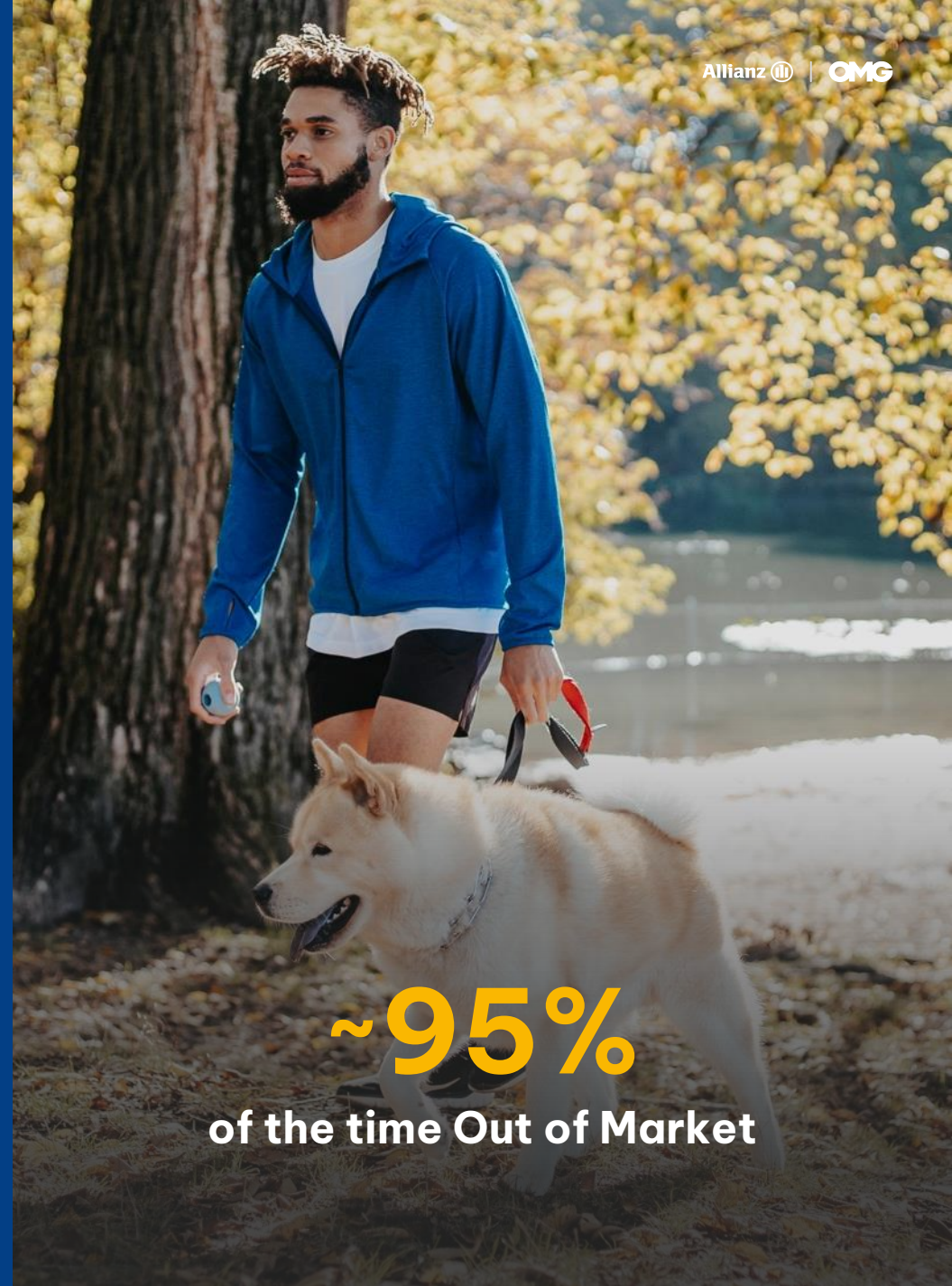
~95% of the time Out of Market

Source: Category Expertise, Nielsen gross spends on competitors activities

Connected Full Funnel Performance at **Every Step** of Our Globally Consistent Workflow

Growth Mapping

Audience Empathy

Planning

Activation & Measurement

Growth Mapping	Investment Planner	Audience Explorer	Where to Play Choices	Channel Planner	Innovation Agenda	Optimisation	Taxonomy Builder & PlanIt

Guidelines & Frameworks

Allianz | **OMG**
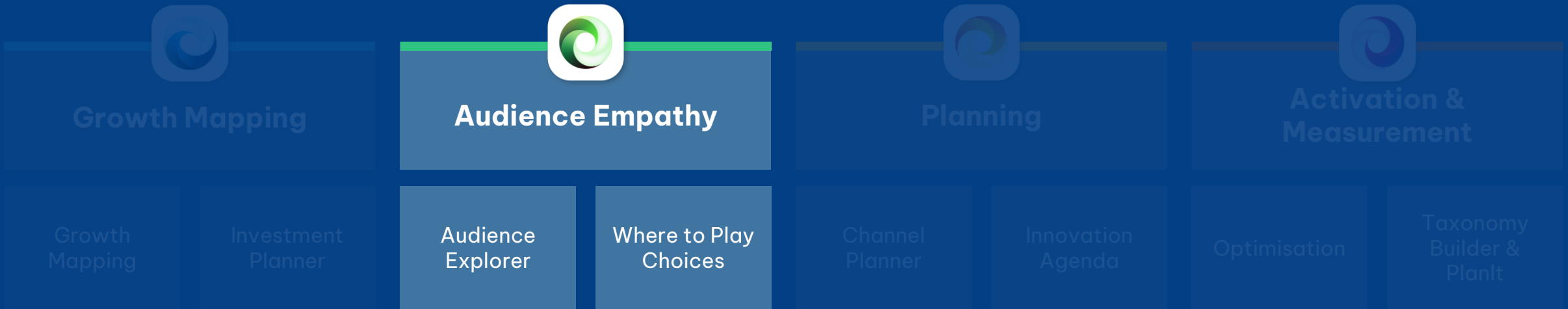
There is a Particular Opportunity Among GenX and GenZ

2 | PROMPT | Consideration

%P change vs. Competitor

General	48	3.0
Gen Z	27	13.9
Gen Y	51	10.1
Gen X	47	-2.1
Babyboomer	40	-3.7

General	94
Gen Z	73
Gen Y	91
Gen X	96
Babyboomer	96

1 | PRIME | Aided Brand Awareness

Prospects

Active Evaluation

Purchase

Decision

Initial Brand Consideration

Trigger

POST-PURCHASE **4**

Out of Market

Experience/Loyalty

Existing Customers

Purchase

%P change vs. Competitor

General	14	9.49
Gen Z	11	12.3
Gen Y	14	7.7
Gen X	14	13.1
Babyboomer	14	18.2

PURCHASE | First Choice **3**

They Mean Both Immediate and Future Growth for Allianz

Allianz | OMG

GenX
(Smart Shopper & Convenient Buyer)

8.5m

High profitability because drivers are more experienced

GenZ

10.2m

New buyers entering the category with limited cognitve competition

Source: K42

Allianz | OMG

‚Da für dein Leben', a Question of Life Stage
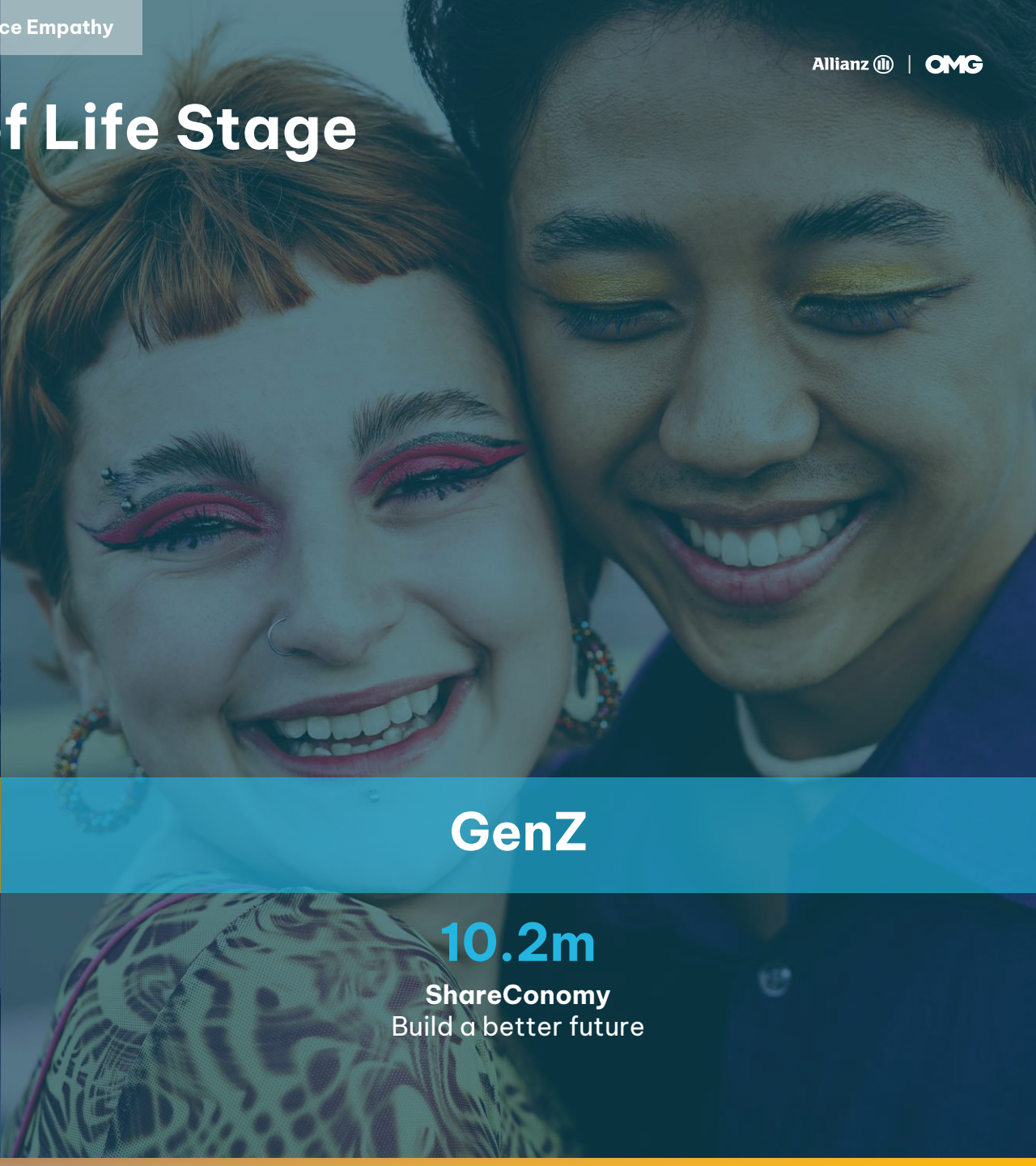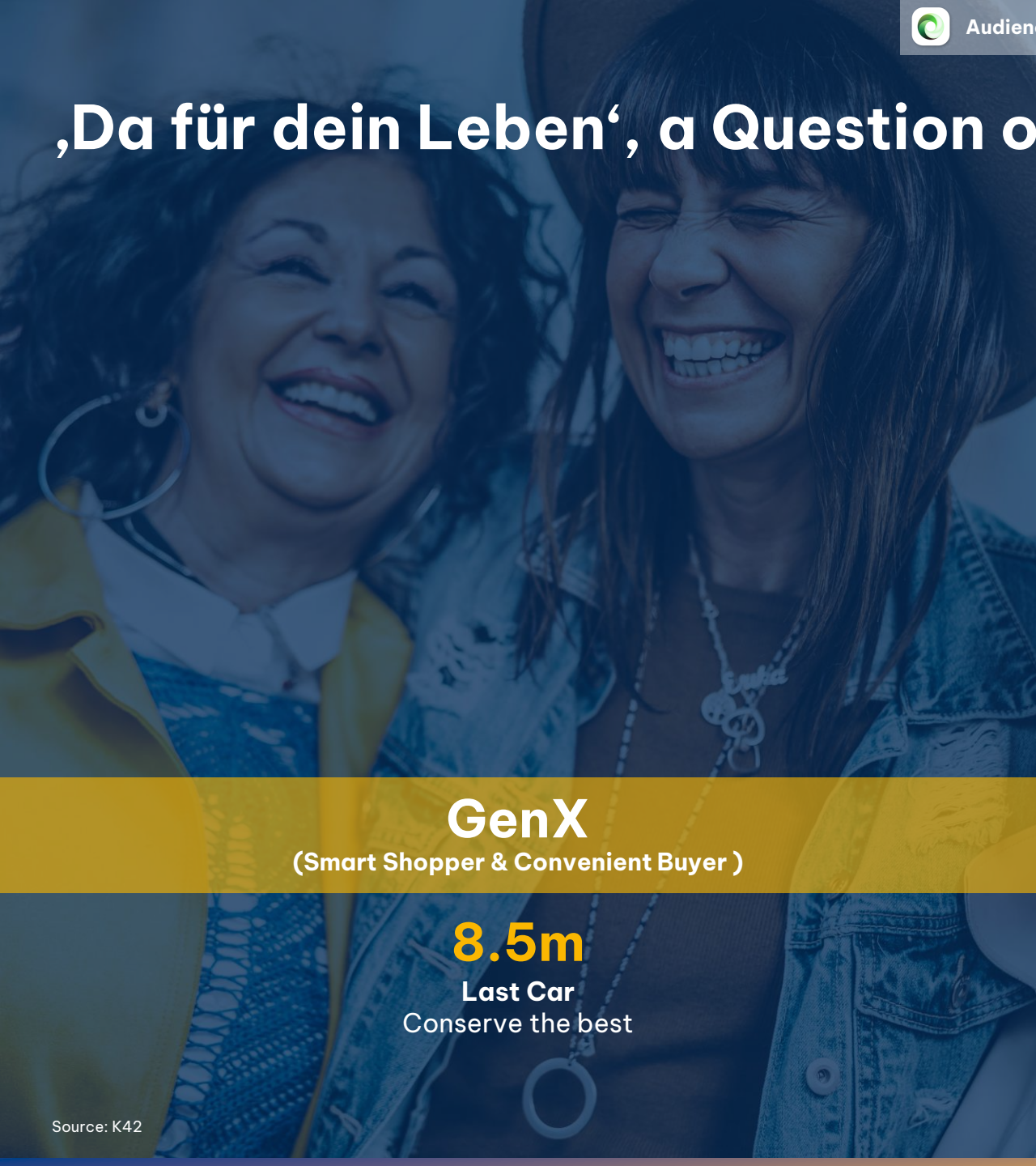
GenX
(Smart Shopper & Convenient Buyer)

8.5m

Last Car
Conserve the best

GenZ

10.2m

ShareConomy
Build a better future

Source: K42

Allianz | OMG

Connect Full Funnel Performance in Different Consumer Journeys

omni

GenX | Smart Shopper & Convenient Buyer

Prime	Prompt	First Choice	Purchase	Post-purchase

GenZ

Prime	Prompt	First Choice	Purchase	Post-purchase
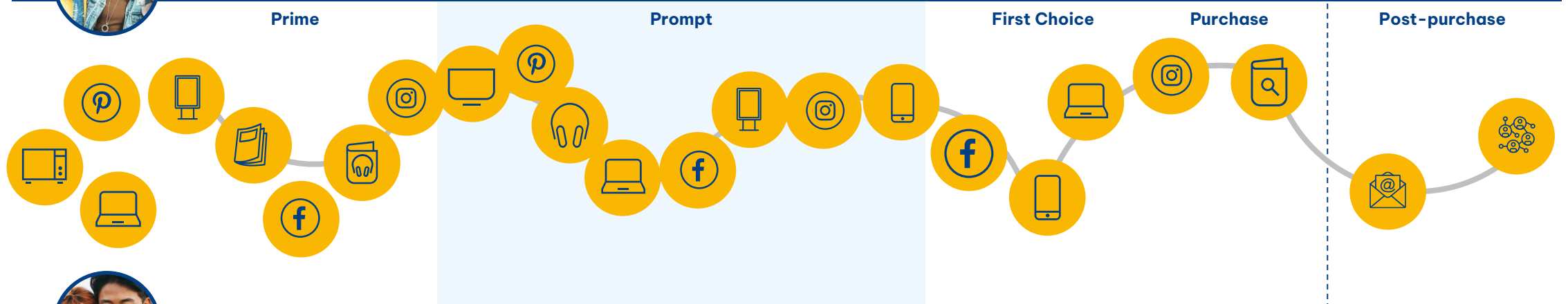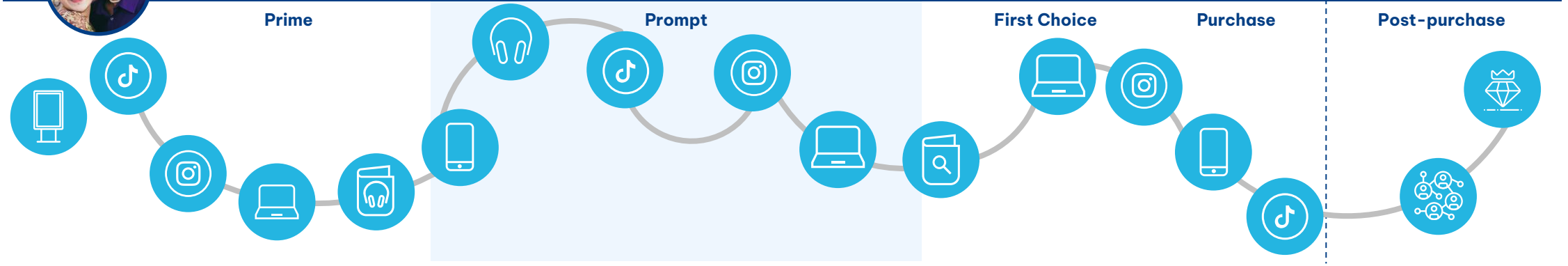
Connected with Omni Audience Explorer

Refined by Local Data

K42 audiences integrated in Omni Audience Explorer

Locally specific analysis of

Interests & media consumption behaviour
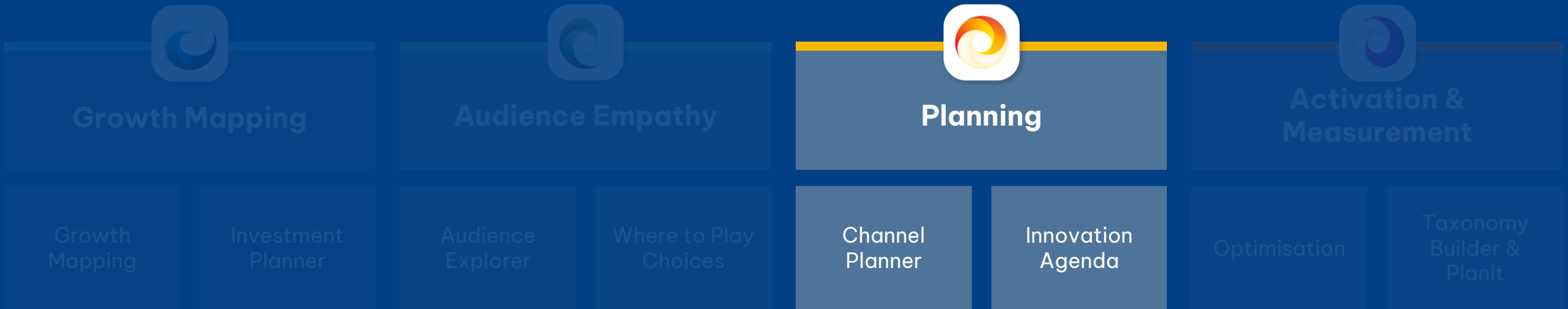
Connected Full Funnel Performance is No Merger of Silo Plans

Prime Most Influential Media

Outdoor

TV

Digital Display

Digital Video

Audio

Objectives

Set some key objectives for the campaign to define which channels to invest in. You can also select objectives from other sections of Vision.

What is the Primary Objective?	Awareness
What is the Secondary Objective?	Please select...
Another Objective?	Please select...
Another Objective?	Please select...

Previous Next

Suggested Channels

Outdoor
TV
Digital display
Digital video
Audio
Print
Social media
Cinema
Search
Affiliates

Allianz | OMG

Connected Full Funnel Performance is No Merger of Silo Plans

Prompt Most Influential Media

Digitall Display

Digital Video

TV

Print

Affiliates

Objectives

Set some key objectives for the campaign to define which channels to invest in. You can also select objectives from other sections of Vision.

What is the Primary Objective?	Leads ▾
What is the Secondary Objective?	Please select... ▾
Another Objective?	Please select... ▾
Another Objective?	Please select... ▾

Previous Next

Suggested Channels

Digital display

Digital video

TV

Print

Affiliates

Social media

Audio

Search

Cinema

Outdoor

Allianz | OMG

It Leverages a New Connected Impact Across the Full Funnel

Podcast & Radio
Search
Social
Display
Digital Video
Brand Connected Video

13.5m EUR

Audio - Aggregate	1,063,892
TV - National network	4,504,184
Digital display - Aggregate	1,489,128
Social media - Aggregate	1,498,530
Digital video - Aggregate	2,244,551
Search - Aggregate	2,699,715

Allianz | OMG
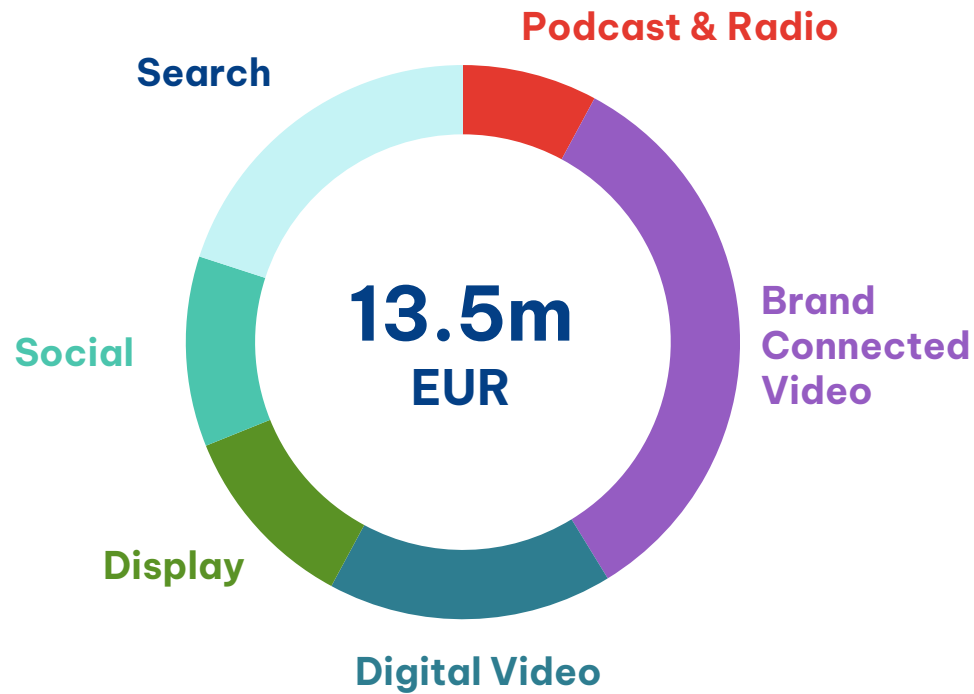
Prioritise Highest Growth Potential with Data and Clean Rooms

Targeting and messaging

Active Evaluation
Purchase
Initial Brand Consideration
Decision
Trigger

Prospects

Leverage 1st Party Data

Out of Market
Experience/Loyalty
Purchase

Existing Customers

✕
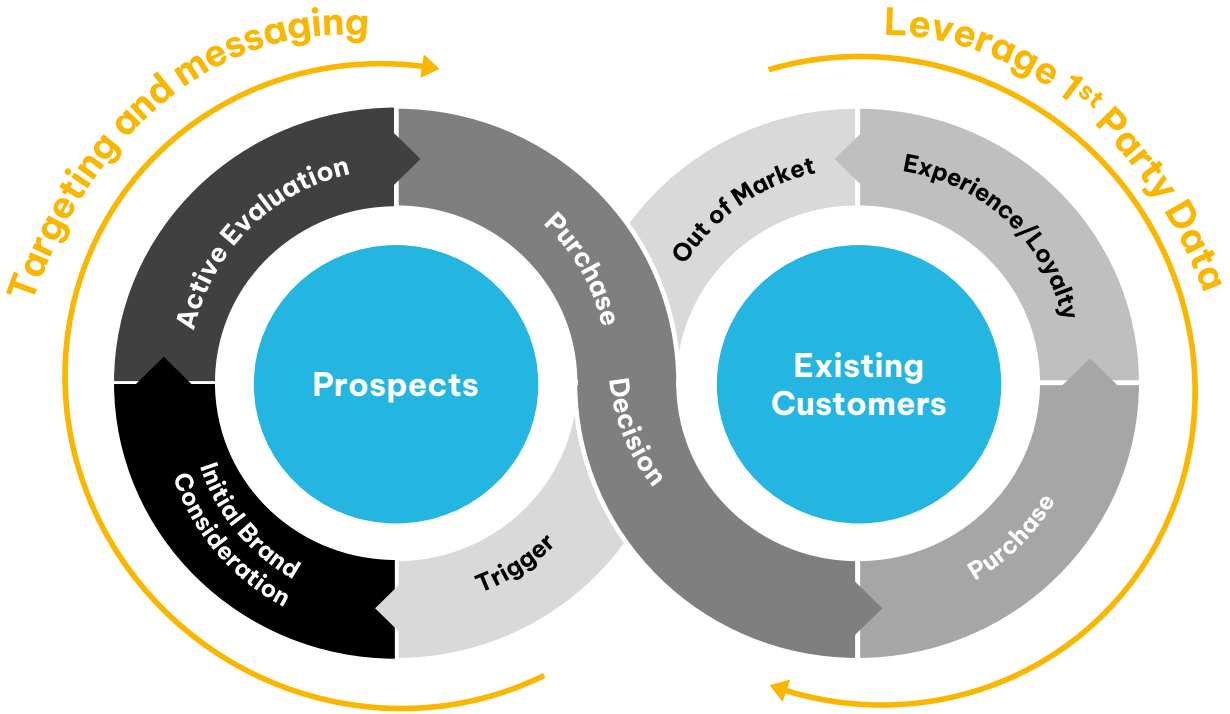
Exclusion

Lookalikes

Enrichment

Cross/Up-Selling

Centralised exchange via Data Clean Room /
Data security without cookies

122

Allianz | OMG

Connected Full Funnel Performance Elevated by Innovation

Innovative Advertising

+

Attention

+

Likeability

+

Direct Sales

Professor Karen Nelson-Field

Connected Full Funnel Performance at Every Step of Our Globally Consistent Workflow

Growth Mapping

Growth Mapping

Investment Planner

Audience Empathy

Audience Explorer

Where to Play Choices

Planning

Channel Planner

Innovation Agenda

Activation & Measurement

Optimisation

Taxonomy Builder & PlanIt
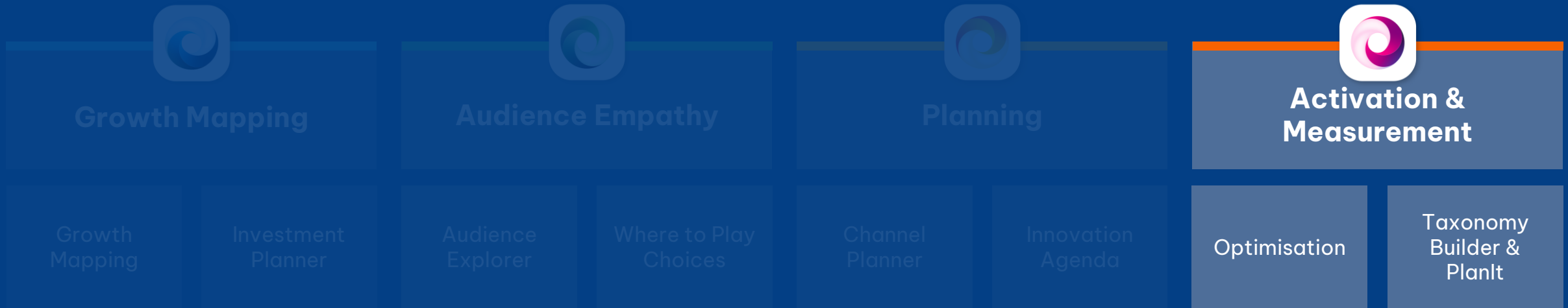
← **Guidelines & Frameworks** →

Three Innovation Imperatives to Win with GenZ and GenX

Partnerships

Brand Connected Video

TikTok Search

Evolution of Brilliant Basics

New to Brand

New to Industry

New to Advertising

Connect Broad Popularity with Full Funnel Performance

More Performance to FC Bayern München

<div style="text-align:center">DCO Powered</div>

More Relevance to Formula E

GenX 38% | 97i

GenZ 47% | 117i

Basic & Performance / Signal driven

Regular Basis / Always on

Optimising bidding strategy alongside in-game activiation

CTR up to 9,5%

GenX 6% | 120i

GenZ 5% | 101i

Behavioural targeting finding audiences otherwise hard to target

	Prime	Broadly distributed Allianz Formula E long-form content
	Prompt	Retargeting of engaged users with short-form content
	Purchase	Convert user when in-market

Impact uplift on consideration up to 50%

Efficiency gains of up to 45%

Allianz | OMG

Connected Full Funnel Video Performance Winning in GenX

Value Effect Attention

Direct Effect Response Rate

Growth

Brand

Direct Effect CPX

Performance

DMAX · ntv · SIXX · 2MAXX · TLC · GOLD · WELT

RTL · 7 · ARD1 · sixx · RTL2 · 1

HGTV HOME & GARDEN · MTV · sky · N2 DOKU · Bild
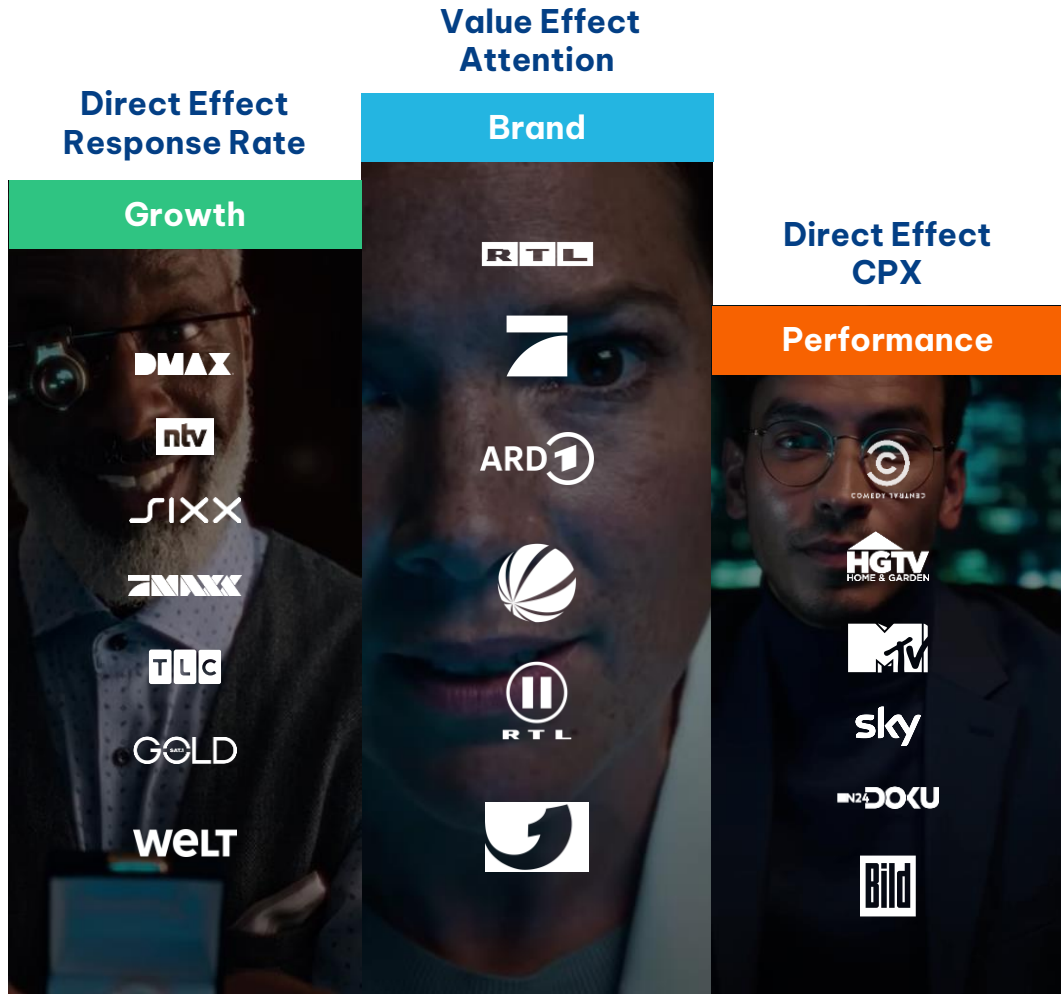
Different channels with different outcomes

Brand Channel · Growth Channel · Performance Channel

Chart categories: ProSieben, RTL, Kabel Eins, RTL ZWEI, ARD, SAT.1, P7 MAXX, sixx, WELT, NITRO, DMAX, SPORT1, N-TV, SkyBulMfG1, SkySpoMfG1, BILD, Com Cen De, MTV, Tele 5, Deluxe M., TLC, S1 GOLD, SkyOneHD
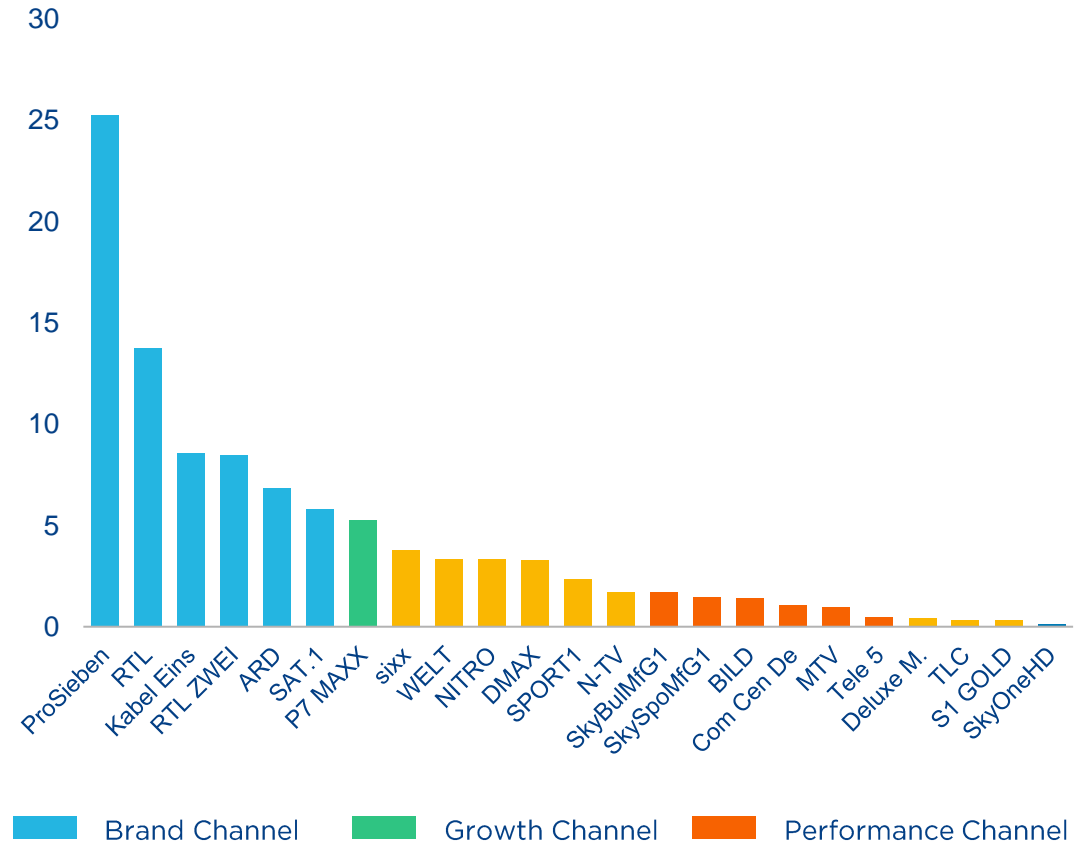
+18% Net reach | **-28%** CpV

Source: OMG Forecast 2022, A18+, 2023, 06-01 h

Winning in GenZ by Utilising the Emerging Search Opportunity on Tiktok

5% TikTok SEA Volume Today in DE; Exponential growth expected
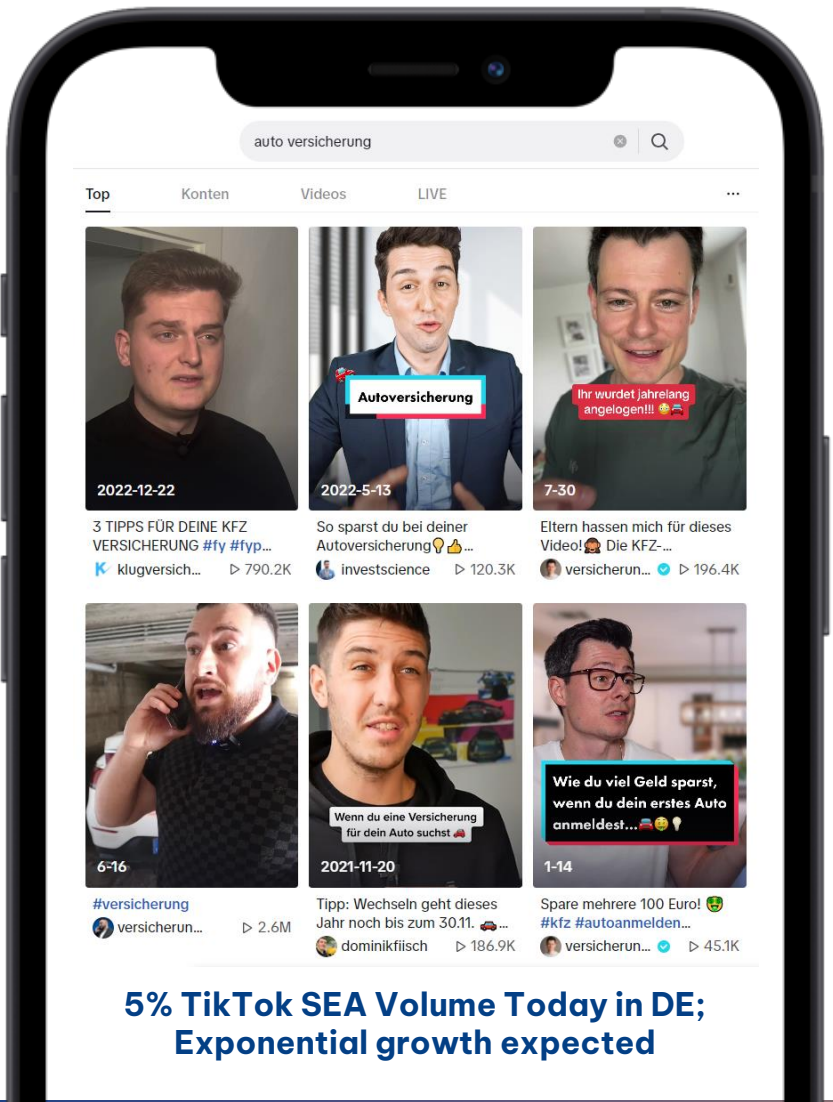
Prime — Entertaining + informative TikTok Ads

Prompt — Addressing users with high purchase intent for a new car or are in search for a insurance deal in November

Purchase — Click leading to microsite providing additional information about car insurance; future SEA volume

Post-Purchase — Show content reassuring customers about their decision and nudge recommendations

Connected Full Funnel Performance on YouTube

Reach

➕

Viewability

➕

Safety

➕

Suitability

+10-20% Ad Recall Uplift
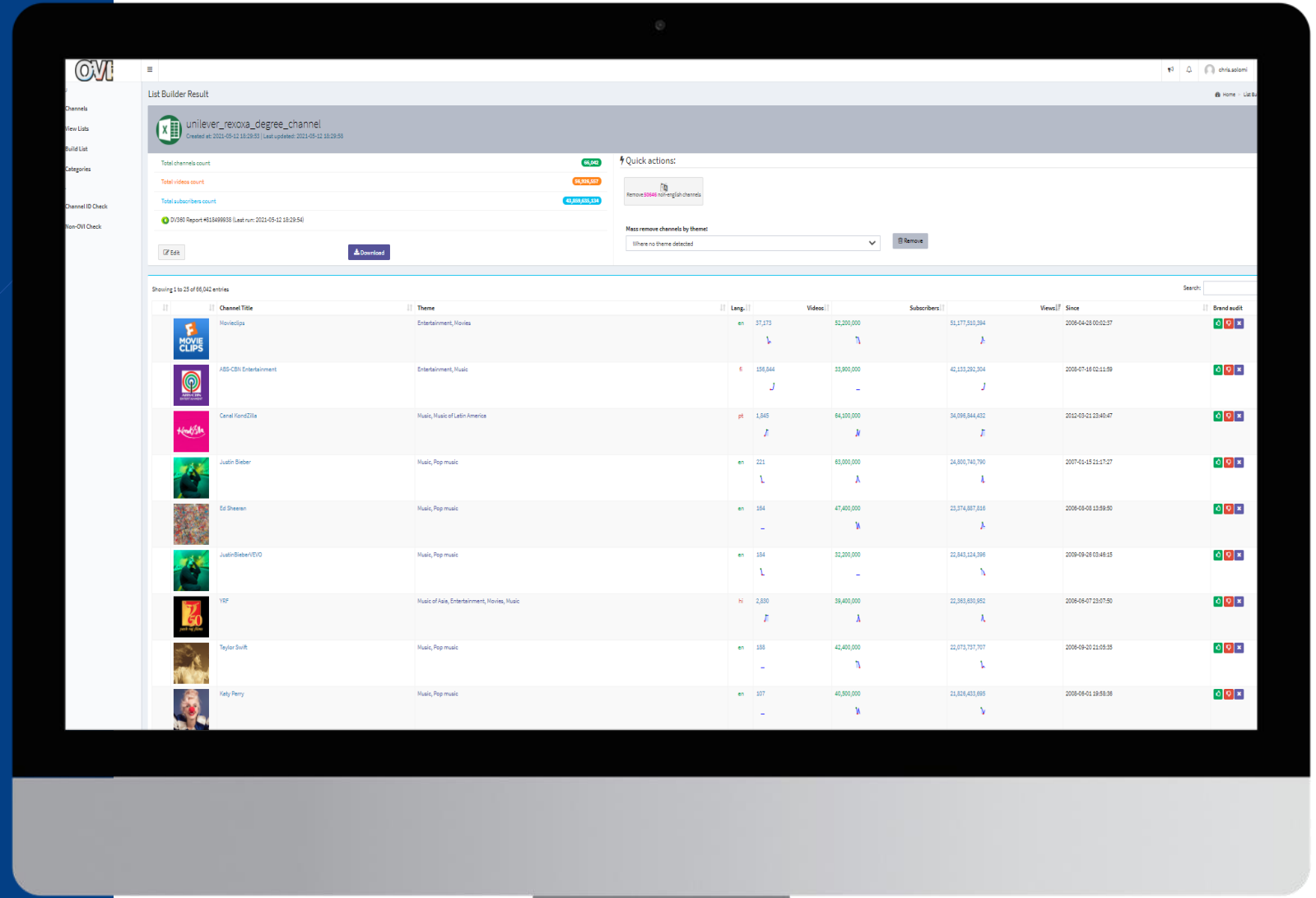
Optimise Search Across the Funnel Based on Allianz Brand Demand and Competitor Behaviour

omni SearchProtect

COMPETITOR APPEARS → **ACTIVATE DEFENCE**

Allianz ⑪ | OMG
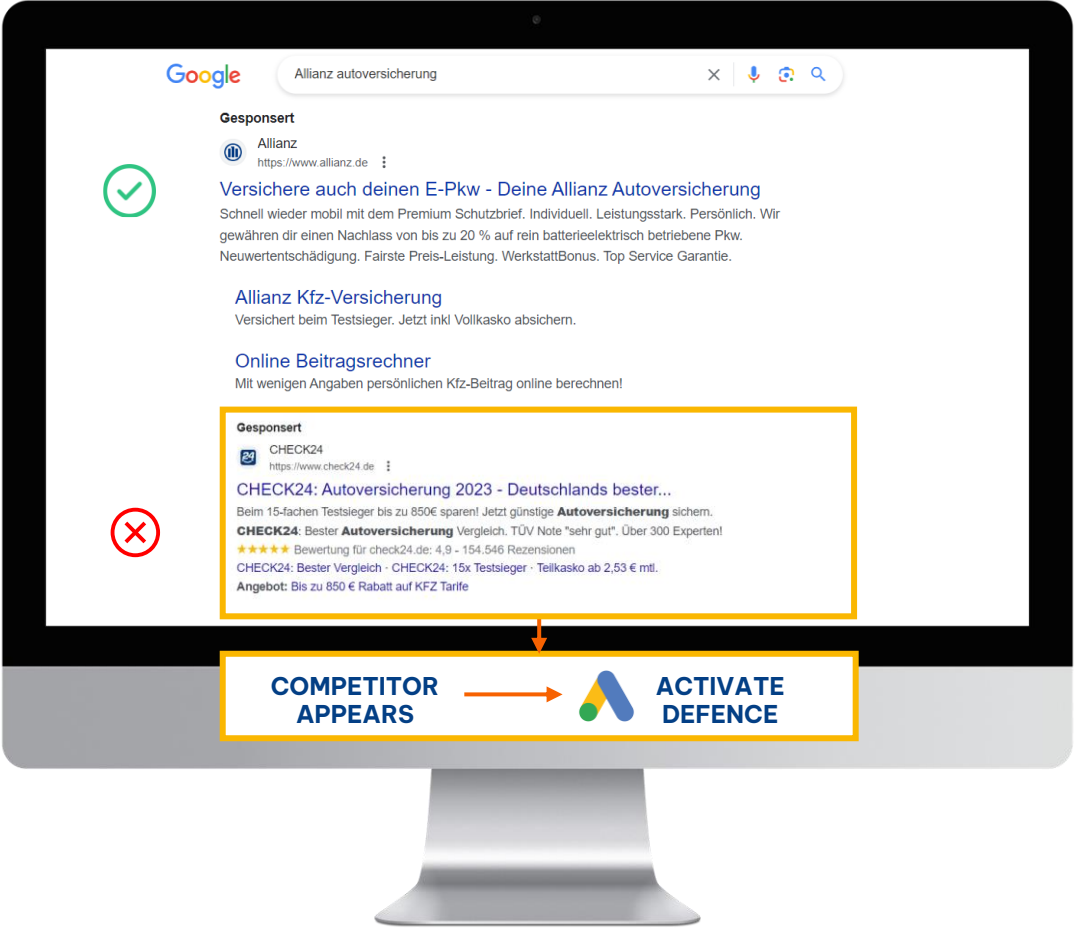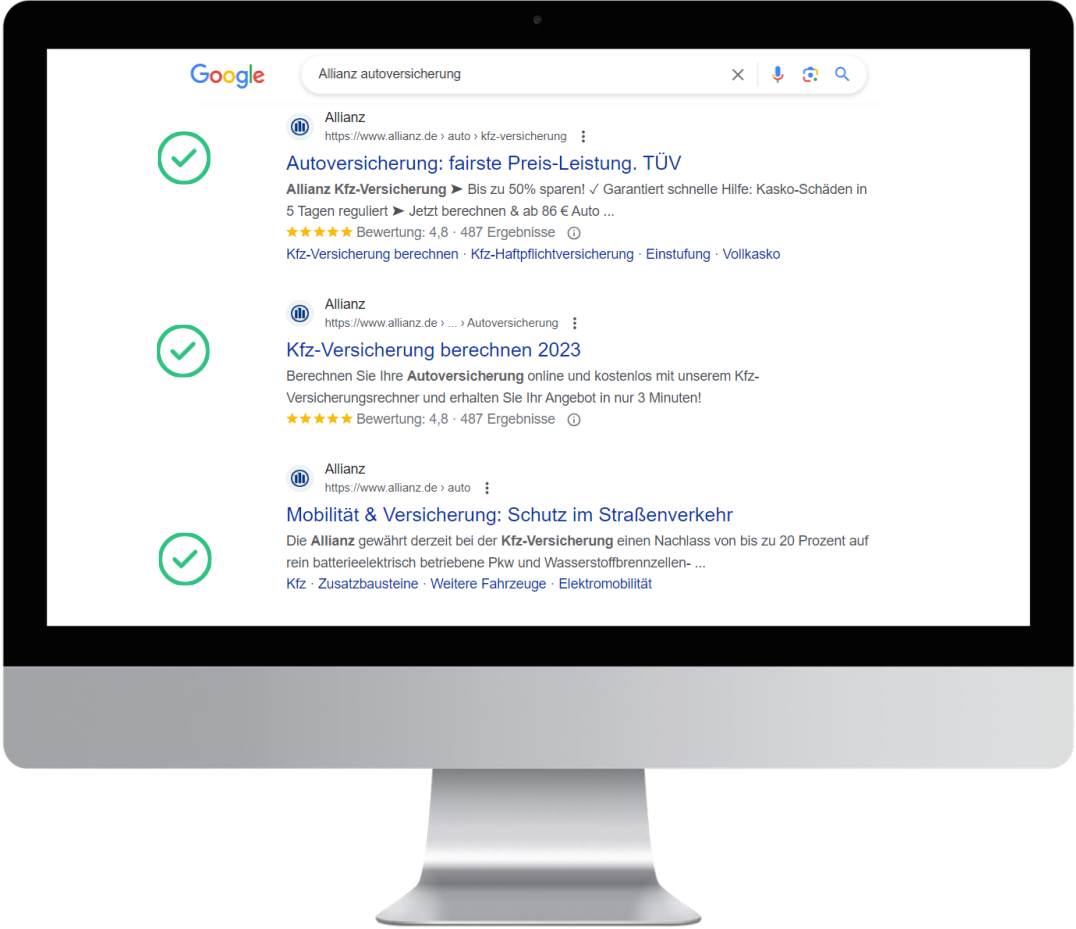
Consistent View of Connected Full Funnel Performance

Campaign Funnel	Example Objective(s)	Comms	Media Audience	Example Channel(s)	Example Format(s)	Example Marketing KPIs	Media KPIs
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Prompt	Consideration, Qualified Leads, Quotes	Break target group-relevant barriers to increase brand and product attractiveness	Category Potential (e.g. car buyers)	DCO OLV Rich media Display/Social Digital Audio	10" – 20" AV Rich Media Display	Traffic	Clicks CPC
Purchase	New Policies	Generate leads through product-specific arguments and concrete CTAs	Category Potential (e.g. policy buyers – incl. renewers)	Search Social (Re-)targeted display	Selected Keywords Visual In-Feed Premium PMP	New Policies	Conversions CPA
Post Purchase	Loyalty Cross-Selling	Reinforcing their choice of the brand & driving word of mouth	Existing Customers	CRM Social Digital display DCO	Newsletter Visual In-Feed Premium PMP	+ Customer Lifetime Value	CR/Actions Engagement

Enriched Local Excellence Embedded into Global Playbooks

- Developed a media playbook
- All local guidelines and learnings with the local team
- Allianz Audience specific
- Full Funnel
- All media partners

Performance Optimisation

From		To
Hundreds of local reports	>	One consistent template
Excel/PowerPoint	>	Interactive insights from a cloud-based system
Fragmented view of performance	>	Consistent and aggregated data

Connected Full Funnel Performance Best with our Tech and your Data

MTA is used to measure the share of conversions using an identifiable/ measurable sample within each cleanroom environment
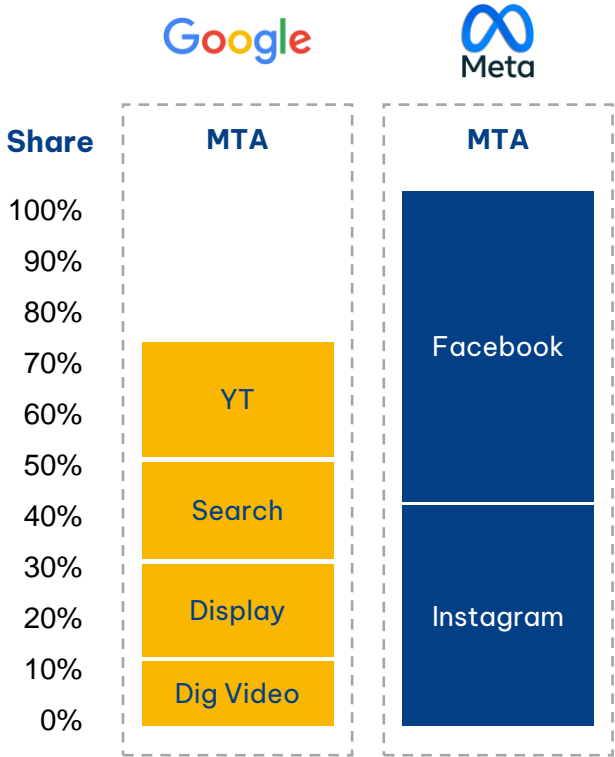
MMM is used to set the overall impact of the measured channels in each MTA, this ensures that results across cleanrooms can now be compared

The share of conversions from MTA are preserved
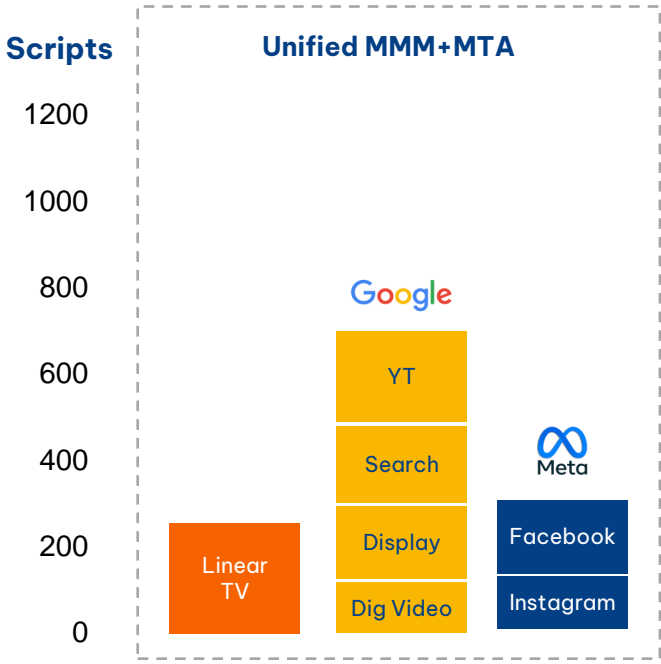
Holistic cross platform and channel optimisation

Allocations can now be completed across all channels
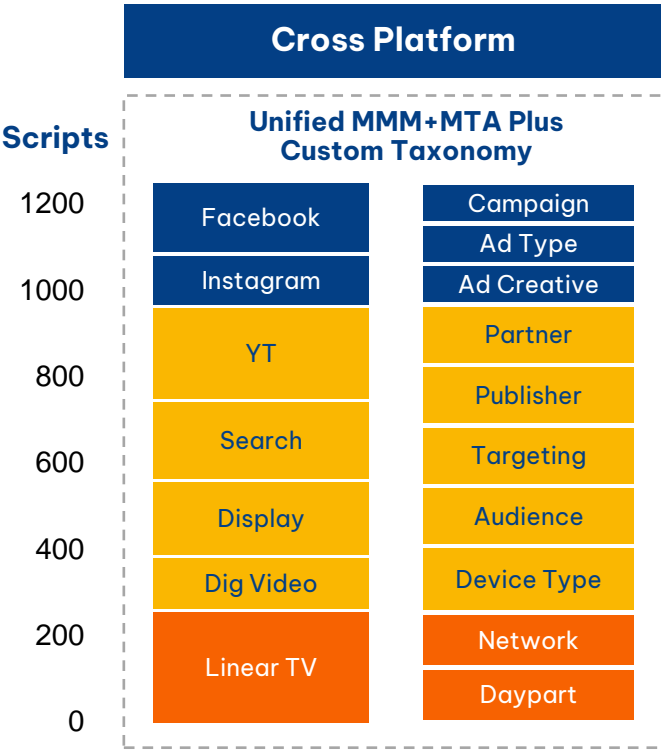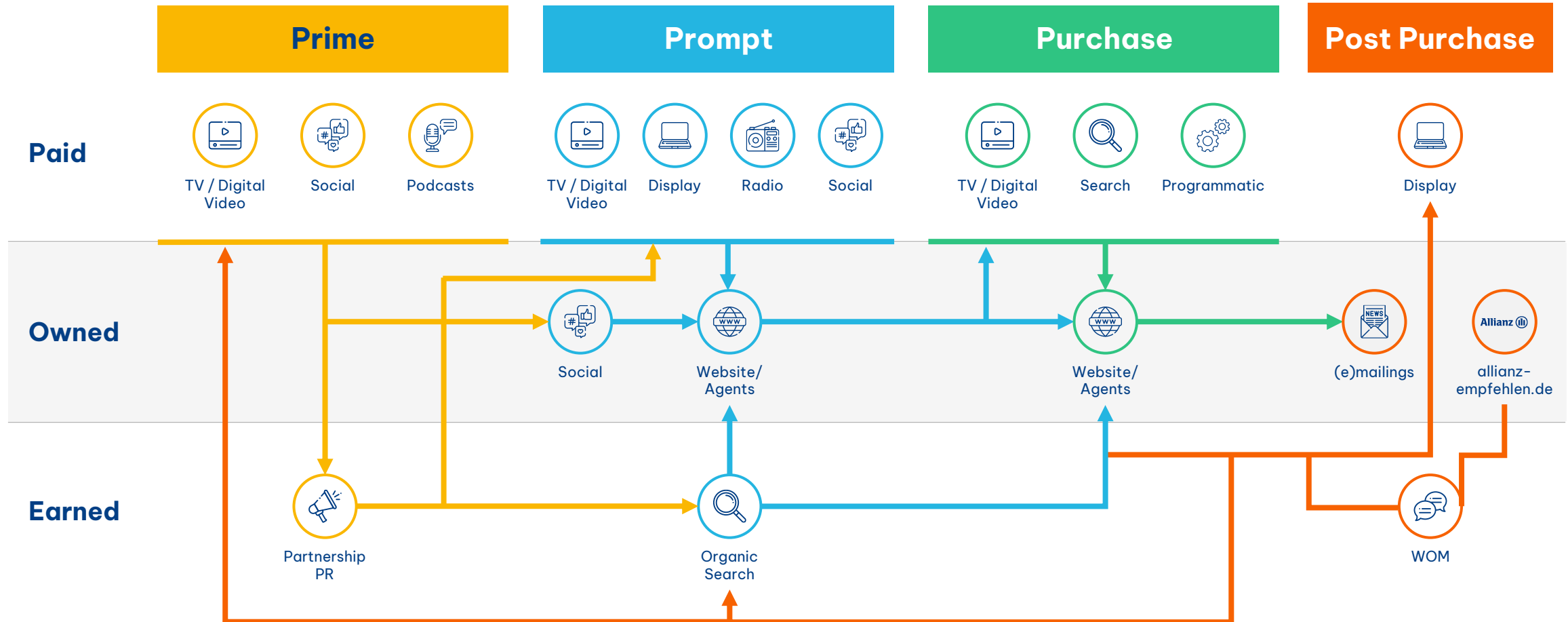
Connected Full Funnel Performance for Germany
+5% Consideration / +4% First Choice / +20% Leads

Full Funnel Budget Split

42%

32%

25%

2024 / CW	JAN 1-4	FEB 5-8	MAR 9-12	APR 13-17	MAY 18-21	JUN 22-25	JUL 25-30	AUG 31-34	SEP 35-39	OCT 40-43	NOV 44-47	DEC 48-52	K€	Gross reach in million
PRIME													**5,660**	**230.00**
TV													3,200	91.43
Digital Video													1,450	53.38
Presentings													220	7.33
Social													150	39.38
Podcasts													200	11.44
Specials													250	12.88
Creator													190	13.17
PROMPT													**4,270**	**446.07**
TV													750	37.50
Digital Video													650	24,38
D. Programmatic													200	26,75
Display													1,200	107.00
Radio													750	150.00
Creator													240	11.79
Social Performance													280	73.50
Specials													200	10.30
Purchase													**3,420**	**72.55**
SEARCH													2,800	15.98
TV													400	40.00
Digital Video													70	2.63
Performance Programmatic													70	9.36
Specials													80	4.57
Post Purchase													**150**	
D. Programmatic													150	20,06
TOTAL													**13,500**	**768,68**

Connected Full Funnel Performance Embedded in a Globally Consistent Data Structure

Taxonomy Builder
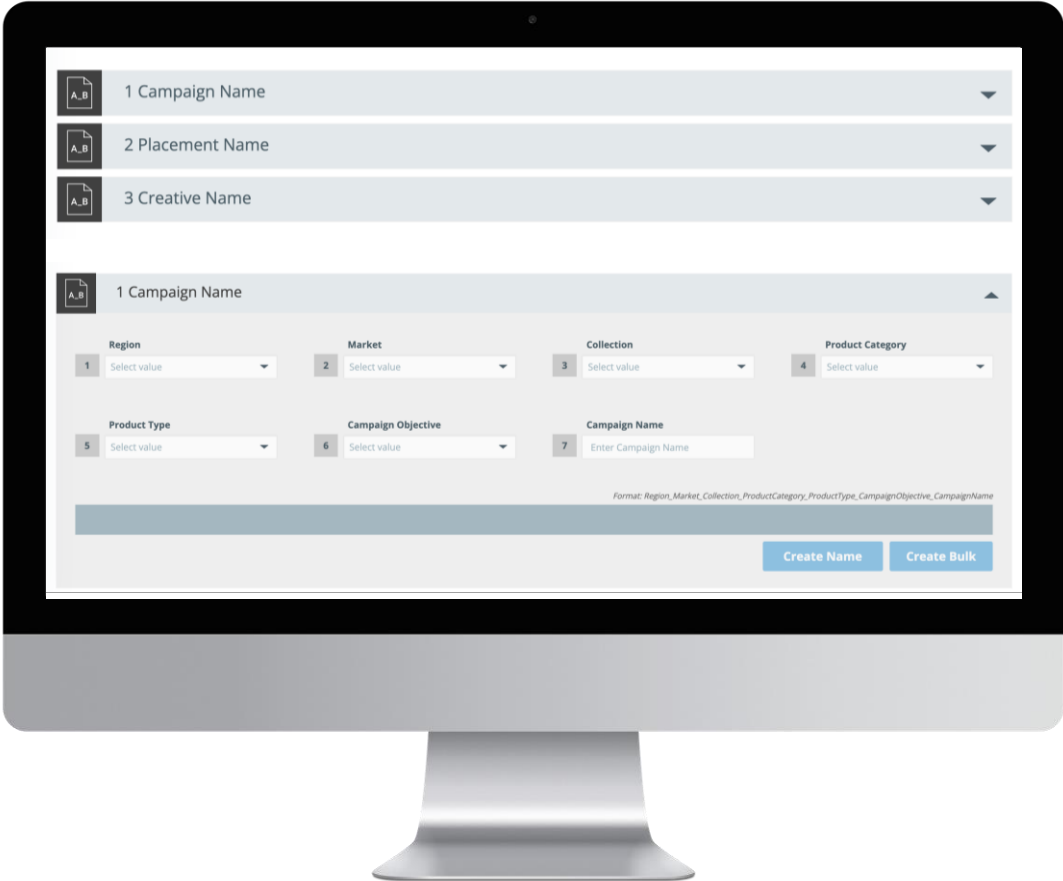
PlanIt
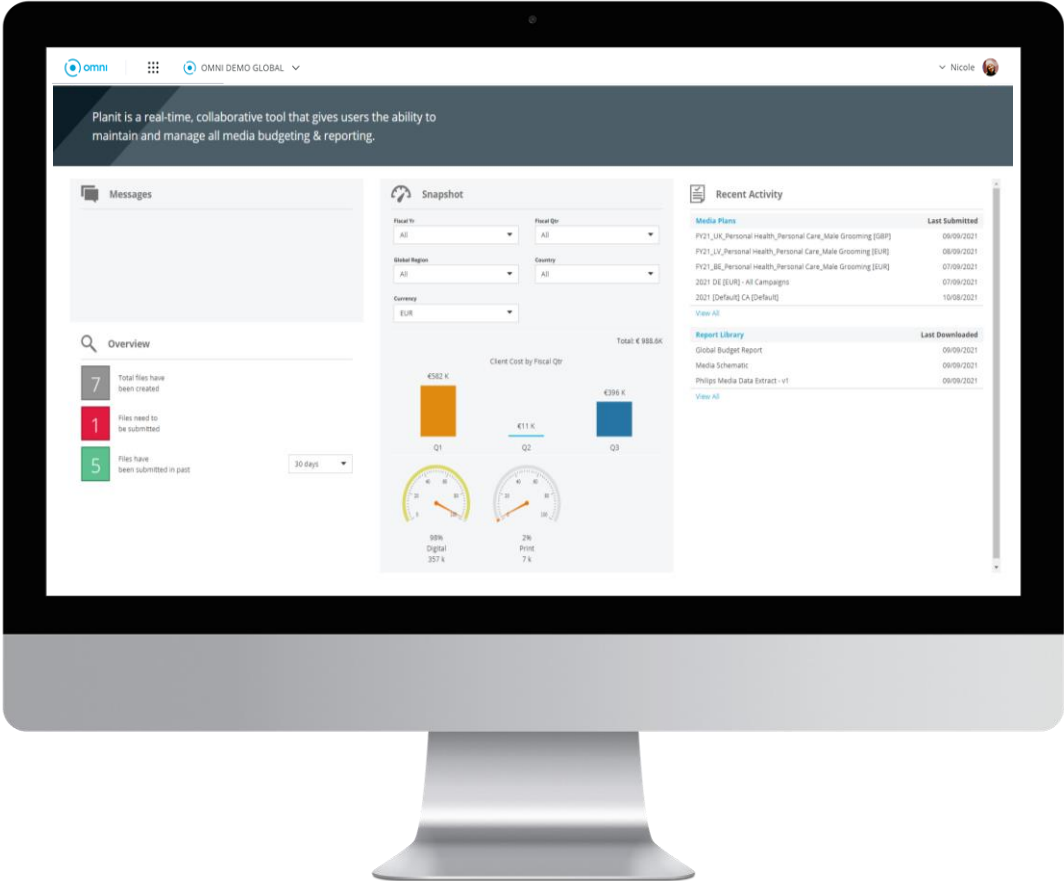
Connected Impact

by scaling local market excellence in one common cross-market language

Growth Mapping	Audience Empathy	Planning	Activation & Measurement

Growth Mapping	Investment Planner	Audience Explorer	Where to Play Choices	Channel Planner	Innovation Agenda	Optimisation	Taxonomy Builder & PlanIt

← **Guidelines & Frameworks** →

Our Proposed Solution will Deliver to Allianz

Allianz (Ⅱ) | OMG

Foundation for Growth

- Connected thinking and consistent data
- Clear roles & responsibilities across local and global teams
- Consistent KPI frameworks and strategic guidelines

Efficiency and focus to accelerate Growth

- Global enablement roles to identify and leverage cross-market opportunities.
- Global data and tech governance to reduce single OE efforts

Future Growth

- Structured approach to best practice sharing and innovation to drive and scale OE learnings
- Rooted in core business via market involvement
- Prioritisation and facilitation of transformational work (e.g. ROMI integration across all OEs, content marketing, 1st P data)

~10% operational efficiencies + ~5% growth via full funnel optimisation

Source: OMG benchmarks

07

Transition as Transformation
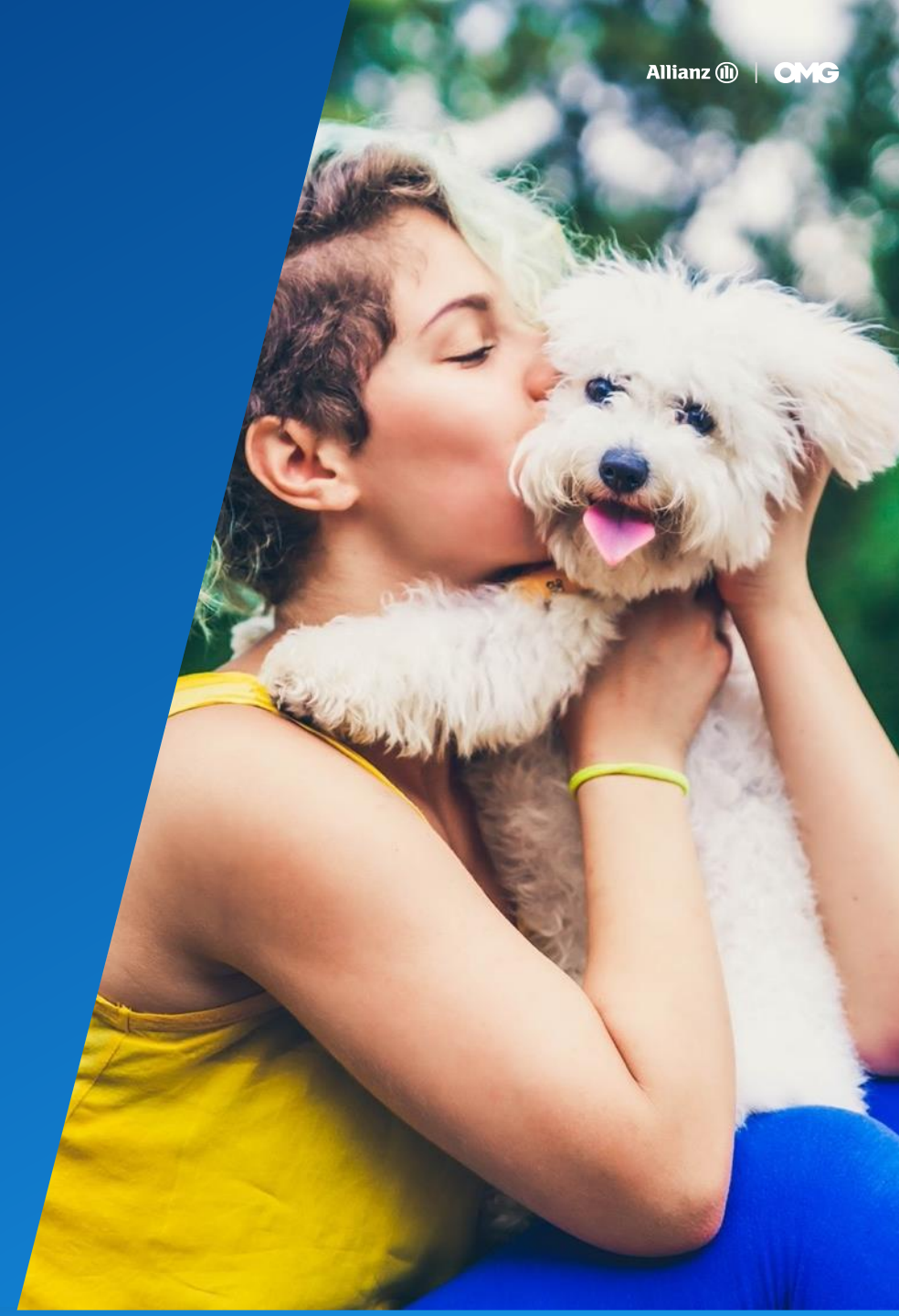
Our Global Transition Expertise is Unparalleled

PHILIPS

60 Days

60 Markets

100+ Onboarding Meetings

596 Resources Mobilised

Embedded In-house Model

BURBERRY

45 Days

12 markets

90+ Campaigns

100% Historical Data Preservation

Created an architecture for a global digital performance dashboard

The Clorox Company

34 Days

20 Brands

Full Tech Stack Rebuild

80% Hired In 30 Days

Refreshed Taxonomy Onboarded

Mercedes-Benz

68 Days

16 Daimler Business Units

43 Markets

$350M in transition media investment orchestration

150+ Transition Meetings

Codified Playbook for Materials, Data, and Access Transfer Requirements for 100% Historical Data Preservation

Your Transition Team

Global Transition Leads

Blake Cuthbert
Global Executive Leadership

Nitya Varma
Global Transition Lead

Akguen Karakas
Global Business Lead

01.	02.	03.	04.
Commercials	Investment	MSA	Media & Campaign Planning

Rakhi Datta
Finance Lead

Jonathan Burrill
Investment Lead

Marie Marcoux
Legal Lead

Andrew Raymond
Media Campaign & Planning Lead

05.	06.	07.
Data & Tech	Talent	Onboarding and Exit

Miles Pritchard
Data & Tech Lead

Kate King
Talent Lead

Sabina Tayabali
Onboarding & Exit Lead

Local Transition Leads – Tranche 1

Germany

Jenny Görlich
Germany Transition Lead

France

Stephana de Viry
France Transition Lead

Australia

Ali Jones
Australia Transition Lead

Italy

Andrea Negri
Italy Transition Lead

Austria

Lubomir Polach
Austria Transition Lead

Czechia

Ivan Chvalny
Czechia Transition Lead

Your Local Transition Leads – Tranche 2

UK

Kathryn DeKeyser
UK Transition Lead

Ireland

Lynn Brennan
Ireland Transition Lead

Spain

Sagrario Carrasco
Spain Transition Lead

Central EU

Sean Hoban
Central EU Transition Lead

USA

Bill Platte
USA Transition Lead

LATAM

Laura Reyes
LATAM Transition Lead

ASIA

Lee Smith
APAC Transition Lead

Switzerland

Katharina Ellspermann
Switzerland Transition Lead