

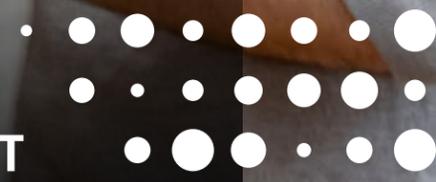
INDIVIDUAL ACTS. GLOBAL IMPACT.

ALL IN ON EQUITY



OmnicomGroup

2022 DIVERSITY, EQUITY AND INCLUSION REPORT



In a world that is at once intensely divided while being intimately connected, it is no longer enough to passively pursue vague notions of equality. And as industry leaders, we know that Omnicom has a responsibility to model intentional, comprehensive DE&I ideas. Equity for all requires that we relentlessly challenge norms, confront injustice and work to dismantle systemic inequity across every one of our agencies, as we act as stewards of inclusive work with our clients.

We are entering our third year of OPEN 2.0, our holistic DE&I vision that leverages specific strategies that will aid us in our journey toward equity for all. In order to create global impact, every individual must accept responsibility and take action. Our second annual DE&I report highlights the essential work being done throughout our organization, from the highest levels of leadership to on-the-ground agency employees. Together we can do more than make progress – we can create an industry standard focused on radical inclusion and true equity for all.

Download the Executive Summary [here](#).
[Learn more about Omnicom.](#)





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A photograph of two women sitting at a desk in an office. The woman on the left has long dark hair and is wearing a red top. The woman on the right has dark hair and is wearing a mustard-colored knit sweater. They are both smiling warmly at the camera. In the background, there are office desks with water bottles and a window looking out onto a city skyline. A purple decorative bar with white dots is on the right side of the page.

ABOUT THIS REPORT

Omnicom's Diversity, Equity and Inclusion Report is a companion publication to our 2022 Corporate Responsibility Report: *Individual Acts. Global Impact. All In On Responsibility.*

Taken together, these two reports represent our commitment to transparency, accountability and action.



FROM OUR LEADERS

JOHN WREN



A Message from Our Chairman and CEO

Omnicom is resolutely focused on the work required to deliver real change and make a meaningful difference in the areas of greatest need for our people and the world. Fundamental to this commitment is our focus on diversity, equity and inclusion (DE&I). In 2022, we advanced our DE&I efforts through individual actions within our company and our communities to create a global impact.

OPEN 2.0, now in its third year, guides our efforts to achieve systemic equity throughout Omnicom. This action plan is focused on Four Tenets – culture, collaboration, clients and community – and Eight Action Items that drive us as we act on our commitments. In the past year, the Omnicom People Engagement Network (OPEN), the full-time DE&I professionals who are responsible for providing the support and structure to implement OPEN 2.0, has grown to nearly 60 leaders. Every one of our network and practice area CEOs has a DE&I leader reporting directly to them. And every Omnicom agency is required to execute, develop and report on specific actions, tied to executive compensation, to advance our five DE&I key performance indicators: hiring; promotion and career advancement; retention and representation; training; and Employee Resource Group (ERG) participation.

I'm encouraged by the transformation that has occurred over the past three years. Many of our employees have never known an Omnicom without OPEN. Our employees are entrenched in OPEN from their first day and we are, in turn, a new, better company with DE&I at our core. DE&I is not an additive tactic – it's a strategy that's mission-critical to the current and future success of Omnicom in areas from talent and retention to innovation and reputation.

This fundamental truth is reflected in our work to create change not only within Omnicom but also for our communities and our clients. We are infusing DE&I into our client services and account teams and developing a comprehensive DE&I offering for our clients. In 2022, we strengthened our support of organizations and programs increasing diversity and access across our industry – including the American Advertising Federation's Most Promising Multicultural Students program, ADCOLOR, Institute for Public Relations, GLAAD and The Valuable 500. We've also enhanced our involvement with historically Black colleges and universities (HBCUs) to include the sponsorship of Howard University Cathy Hughes School of Communications CapComm Lab, a 12-week course that gives students practical experience working at an advertising or public relations agency.

Our progress has been recognized with several industry awards. We were named to Forbes' 2022 lists of Best Employers For Women and Best Employers For New Grads, and for the sixth consecutive year, one of the 2022 Best Places to Work for LGBTQ+ Equality by the Human Rights Campaign Foundation. Notably, we achieved, for the first time, Holding Company of the Year on Ad Age's 2023 A-List. This honor is particularly meaningful to us because it recognizes achievements not only in areas of organic growth, operations and innovation but also talent and DE&I efforts.

While we have made great progress over the past three years, our work is never done. Our relentless pursuit of a truly equitable company – and world – is one that's made possible only through the commitment of our leaders and people around the world. I am grateful for the work they do every single day, and I believe we have one of the strongest teams in the industry working toward this critical effort.

Together, through our individual acts, we will create an organization and an industry that truly reflect our world.

Thank you,

John Wren, Chairman and Chief Executive Officer

EMILY K. GRAHAM



“May my heart be kind, my mind fierce, and my spirit brave.”

– **Kate Forsyth**, award-winning novelist, poet and storyteller

A Message from Our Chief Equity and Impact Officer

In 2023, we are at a crossroads. What we thought in 2020 was an inflection point for inclusion following the murder of George Floyd is now an urgent responsibility to center DE&I in our business, in our client work and in our communities. In an environment that’s rife with polarizing issues, we must continue to stand up and be the change we want to see.

We know what we do at Omnicom matters. We believe the efforts of OPEN (Omnicom People Engagement Network) can – and should – change the ecosystem of our organization and, by extension, our industry.

Taken collectively, each action by our 74,000+ Omnicom employees helps create global impact. Our second annual DE&I report highlights how we’re adding both rigor to our metrics and assessments and scaling the complex and nuanced work we’re doing worldwide. As we move into year three of OPEN, we’re setting our sights on operationalizing DE&I in every part of our business. I believe that organizations must have DE&I as a core strategy to grow and prosper.

At the foundation of our DE&I strategy are our OPEN 2.0 action plan, our Guiding Principles outlining our commitment to our people, clients and communities, and our OPEN Manifesto that embodies the OPEN 2.0 Tenets and Actions. These foundations inform our perspective as we seek meaningful ways to realize our ambition to achieve systemic equity. More about each of these core elements can be found on [Page 58](#).

Just like an ambitious athlete relentlessly pursuing their purpose, we are training ourselves to create disciplined plans that raise the bar for ourselves and for our industry. In pursuit of this, we’re introducing two new ambitions to advance DE&I at Omnicom:

- Increase Total Omnicom BIPOC Representation to 35% by 2026.
- Increase Total Omnicom Women in Leadership to 52% by 2026.

These new targets, which surpass current industry standards, add to the five OPEN 2.0 Key Performance Indicators (KPIs) we announced in 2022. We have created and shared these goals to be transparent and hold ourselves accountable to our employees and our many stakeholders.

For transformation to occur, we’re also focusing on building a truly global DE&I program that develops and empowers the next generation of leaders. We have a responsibility to continue to evolve and mature what DE&I looks like with our employees, so they understand why it’s meant for them and our business.

Together, we are working to build a more equitable future. I’m inspired by the passionate, engaged leaders at Omnicom. With kind hearts, fierce minds and brave spirits, we can create something the world has never seen before.

Yours,

Emily K. Graham, Chief Equity and Impact Officer, SVP, D&I Communications



LINDA JOHNSON-RICE

A Message from a Board Director

Starting at the top and cascading throughout their organizations, companies must become more inclusive. Not only is this good for business, it's a social mandate. One of the most important ways Omnicom reflects the organizational value of diversity, equity and inclusion (DE&I) is by continuing to have one of the most diverse boardrooms in the Fortune 500. As a member of Omnicom's Board and its Governance and Compensation Committees, and a member of numerous other corporate boards over the years, I know that this doesn't happen by accident. Omnicom is deliberate in prioritizing diverse perspectives and identities serving at the highest levels of the organization. It demonstrates Omnicom's authentic commitment to global citizenship and leadership.

Of our 10-member board, six directors are women, four are African American, and one is Latina. We are all energized by Omnicom's continued focus on progress in DE&I. We are determined to ensure Omnicom continues to establish policies and procedures throughout every level of the business that will grow and iterate in our evolution toward equity for all. To be a world-class organization and provide world-class services, we must acknowledge our differences and similarities, and remember our collective humanity. As a critical partner with Omnicom's senior management team, the Board is committed to working with leadership to listen and understand diverse perspectives and provide the direction necessary to advance across our global operation.

I know this because I've spent a lifetime making sure the media landscape represents people of color, fully and joyfully. I served as the president and COO, then as the chairman and CEO of Johnson Publishing, formerly the parent company for EBONY and JET magazines and Fashion Fair Cosmetics, from 1987 to 2019. My father, John H. Johnson, founded this media organization in 1942. As a child, my playground was our company. From the beginning, I understood the power and importance of this media: Black people could see themselves in our pages – whether they were an architect, artist, doctor, lawyer, business mogul or fashionista. While the medium may have changed since the founding of our publishing house, the need for DE&I in the media and in the talent pipeline has not. That's why the work Omnicom is doing to center DE&I across every part of the business is critical to achieving equity in the marketing and advertising industry and challenging other companies around the world to do the same.

I'm particularly pleased with Omnicom's action plan to put disability inclusion at the heart of everything: For employees, clients and consumers. This effort makes sure people of every ability have the tools they need to succeed. OPEN Disability, one of Omnicom's six Employee Resource Groups (ERGs), has also helped us unlock the power of people by creating programs that support deeper relationships with others. This work, while focused internally, also helps teams create and celebrate inclusive creative outputs for clients.

Our Board understands that Omnicom must continue to be a DE&I leader in its industry. This year, the organization launched its first-ever Global Steering Committee under the leadership of Chief Equity and Impact Officer, Emily K. Graham.

Omnicom is also committed to accountability. Last year, the company announced five Key Performance Indicators (KPIs) for BIPOC (Black, Indigenous and People of Color) talent across five critical areas in Omnicom's DE&I efforts. This year, Omnicom announced two DE&I ambitions to achieve by 2026.

This company will pursue its bold vision of an equitable future that recognizes the stories of the trailblazers who guided us to the present. And Omnicom will continue to move courageously and with conviction in its journey ahead.

Warmest regards,

Linda Johnson Rice

Governance and Compensation Committees, Omnicom Board of Directors



Leading the Way in Board Diversity

The Omnicom Board of Directors is among the most diverse in the Fortune 500. Of the 10 directors, six members are women, four are African American, and one is Latina.





Our next evolution of OPEN 2.0 will harness the power of our capabilities and agencies to centralize our most impactful DE&I efforts. As DE&I at Omnicom matures, we are focused on supporting and developing leaders to scale, strategize and operationalize DE&I for the rest of their careers. To attract and retain talent, we must create a sense of true belonging and connectedness for our people. That's why our 2023 OPEN 2.0 goals, based on our Four Tenets, reflect our commitment to empowering and developing the next generation of leaders by:

- Developing Centers of Excellence
- Managing an Effective OPEN Team
- Attracting and Retaining an Unfair Share of Top Diverse Talent
- Evolving OPEN 2.0 Focus
- Building a Truly Global DE&I Strategy

OPEN EXPLAINED



OPEN GOES GLOBAL



As one of the world's largest communications companies, we leverage our change-making capacity to help create a better world. As we look to the future, Omnicom is focused on creating strategies and systems that will grow and iterate in the evolution toward equity for all.

At Omnicom, OPEN (Omnicom People Engagement Network) is how we build a more inclusive and equitable global organization at our 1,500+ agencies. To us, being OPEN means embracing new ideas and allowing diversity, equity and inclusion (DE&I) to transform our organization and the work we do for our clients. OPEN means making permanent and profound changes in how we think, speak and, most importantly, how we act.

In 2020, we launched OPEN 2.0, our action plan to achieve systemic equity throughout Omnicom and beyond. Since then, we've put DE&I at the center of our business, operations, pro bono causes and award-winning campaigns – simultaneously changing our organization and influencing the industry.

In 2022, we developed and introduced tools for our organization – and our employees – to foster systemic change on a global scale (see [Page 14](#)). Our OPEN Leadership Team grew its roster, and our OPEN Employee Resource Groups (ERGs) have blossomed since their inception into communities of support and resilience during challenging times (see [Page 23](#)). We found new ways to operationalize DE&I and collaborate across agencies and functions (see [Page 39](#)). We strengthened our teams with diverse representation and bold thinkers, so they are better able to understand critical conversations and create better approaches for our clients (see [Page 35](#)).

We believe that if we give each person at Omnicom the tools and confidence to be a change-maker wherever they go, we and they can have widespread impact around the world.

MAKING CULTURE RELEVANT AROUND THE WORLD: MEET OUR GLOBAL STEERING COMMITTEE

Led by Emily Graham, Chief Equity and Impact Officer at Omnicom Group, the Omnicom Global Steering Committee was created to develop a globally inclusive, culturally relevant strategy for our clients and our communities.

APAC

- **Vanaja Pillai**, Head of Diversity, Inclusion and Impact | DDB Mudra Group
- **Amit Kekre**, Chief Strategy Officer | TBWA India
- **Tania Ganguly**, Director of Operations and DE&I | RAPP Indian Ocean
- **Justin Low**, Chief Communications & Talent Experience Officer | Omnicom Media Group
- **Kirsten Mulley**, CEO | GRACosway
- **Sasha Firth**, Managing Partner | DDB Australia

UK/EUROPE

- **Miranda Bird**, Head of Development | PHD Global
- **Jacob Knox-Hooke**, Operations Director | PHD Global
- **Joyce Idoniboye**, Chief People Officer | DDB Europe
- **Afua Basoah**, Head of Health Strategy | RAPP UK
- **Caroline Parkes**, Chief Strategy Officer | RAPP UK
- **Susanne Grundmann**, Chief Global Client Officer | OMD Germany
- **Veronique Motte**, CEO | CPM France
- **Sylvain Deffay**, Client Director of Digital & Data | OMD France

LATAM

- **Monica Fino Morales**, Head of Talent | DDB Colombia
- **Juan David Jaramillo Guevara**, VP, Business Transformation | SANCHO BBDO
- **Tais Conceição dos Santos**, Strategic Planning Manager | AlmapBBDO
- **Raphael Henrique Caffarena**, Community Manager | AlmapBBDO
- **Sheila Farah**, Director | FleishmanHillard
- **Damasia Merbilhaa**, Regional VP, Latin America | TBWA Worldwide
- **Raquel Santos**, Chief Talent Officer | DDB Latina

NORTH AMERICA

- **Ana Leen**, Director of DE&I | Omnicom Group
- **Bia Assevero**, Vice President | FleishmanHillard
- **Laura Reyes**, Network Services and Marketing Director | Omnicom Media Group
- **Aliah Berman**, Global Chief Diversity Officer | TBWA Worldwide
- **Shynelle Dookhie**, Director, IDEA (Inclusion, Diversity, Equity, Action) | Omnicom Media Group

A CASE FOR A GLOBAL POV: A SNAPSHOT OF OUR DE&I WORK



Australia

- [Australia Reconciliation Action Plans](#)



France

- [La Fondation des Femmes](#)



India

- [We Don't Know Sh!t](#)



United Kingdom

- [Credera Consulting Academy](#)



United States

- [Cracker Jack's "Cracker Jill"](#)
- [ELEVATE](#)
- [Leading film production company](#)
- [OMD Growth Academy](#)
- [Speed Dating With Media](#)
- [The King Center for Nonviolent Social Change](#)





OMNICOM'S DE&I JOURNEY | 2020-2023



2020 THE FRAMEWORK

- Development of OPEN 2.0
- Declaring and Defining our Commitments



2021 THE FOUNDATION

- Growing the OPEN Team
- DE&I Training Launch
- New OPEN ERGs
- Integrated DE&I curriculum in Omnicom University
- OPEN Chats video series
- Establishing KPIs



2022 THE TOOLS

- Developing the OPEN Team
- Leveraging ERGs for Retention
- Collaboration with Other Departments
- Engaging our Clients
- Releasing our first-ever DE&I Report



2023 THE LASER FOCUS

- Identifying the key areas of focus that will have the most impact
- Expand OPEN 2.0 Globally

Centering DE&I Leadership Grows Global Equity

Now at more than 60 strong, the OPEN Leadership Team includes an executive DE&I leader for each of our networks and practice areas who reports directly to their CEO. Our leaders are integrated, valued business partners. Many are client facing, advising client teams and clients on the DE&I landscape and issues impacting their business.

OPEN 2.0: WHERE ACTION AND COMPASSION MEET



To foster an equitable future, we are thinking beyond the status quo. To change culture, transform systems and revolutionize our business, we are changing how we approach our work.

At Omnicom, we take on DE&I with our hearts and our hands. This work requires us to be heart centered, using empathy and understanding to guide our critical, hard conversations about behaviors, actions, principles and policies that need to change. Our hands work – the roll-up-your-sleeves kind of work – to apply the strategy and effort to change systems.

This radical kind of evolution requires both transparency and accountability. We need to know where we are today to chart our course for tomorrow.

OPEN 2.0: Our North Star

OPEN 2.0 centers on FOUR TENETS and EIGHT ACTIONS.
[Learn more >](#)

Bold Ambitions for Propelling Progress

By 2026, Omnicom has the ambition to advance DE&I at our company in the following ways:

- **Increase Total Omnicom BIPOC Representation to 35%.**
- **Increase Total Omnicom Women in Leadership to 52%.**

METRICS THAT MATTER: REALIZING RESULTS

In 2021, Omnicom established a series of OPEN 2.0 Key Performance Indicators (KPIs) across five critical areas. Below please find our progress as of 2022.

Hiring (U.S.)

- 44% of all new hires were BIPOC, a 10% increase in BIPOC percentage year over year.
- 25% of those hires were for Manager or Senior Executive level roles.

Promotion/Career Advancement (U.S.)

- In the last quarter of 2022, 34% of promotions went to BIPOC.
- 30% of the BIPOC promotions were to or within a Senior Executive Leadership role.
- 65% of promotions went to Women.

Retention/Representation (U.S.)

- At the end of 2022, 33% of Omnicom employees were BIPOC, and 61% were Women.
- The percentage of U.S.-based BIPOC talent at Omnicom increased by 4.4%.
- Representation of BIPOC talent in the Senior Executive Leadership level increased by 6.7%.

Training (Global)

- All Omnicom employees globally must complete Unconscious Bias training.
- Additionally, over 13,000 employees received supplemental training on a variety of DE&I topics through custom programs executed at the agency and practice level.

ERG Participation (Global)

- ERG membership grew by 43%.
- The growing membership base across all six ERGs participated in over 200 ERG events and programs in 2022.



Data-Driven Points of Progress

To achieve transformation in the future, we must be grounded in our reality of today. For the past eight years, Omnicom has disclosed our five-year progress against key diversity metrics for U.S. employees and, in 2020, we began disclosing U.S. Equal Employment Opportunity Commission data.



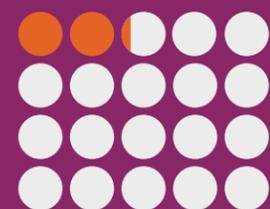
OMNICOM'S U.S. EQUAL EMPLOYMENT OPPORTUNITY COMMISSION (EEOC) DATA*

(As of Dec. 31, 2021, and Nov. 30, 2022, respectively)

	BLACK		ASIAN		HISPANIC		WHITE		WOMEN	
	2021	2022	2021	2022	2021	2022	2021	2022	2021	2022
Executive Managers	3.5%	3.6%	7.5%	8.2%	5.5%	6.4%	81.7%	79.4%	50.9%	52.6%
Mid Managers	5.5%	5.3%	9.2%	9.3%	9.6%	9.9%	72.6%	72.5%	58.5%	58.3%
Professionals	7.5%	7.6%	11.1%	12.0%	12.0%	12.8%	65.8%	63.7%	62.0%	62.3%

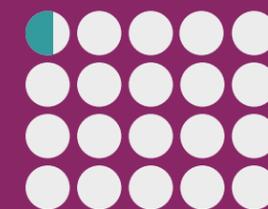
*This data is based on self-reported employee ethnicity and gender data.

PROGRESS HIGHLIGHTS



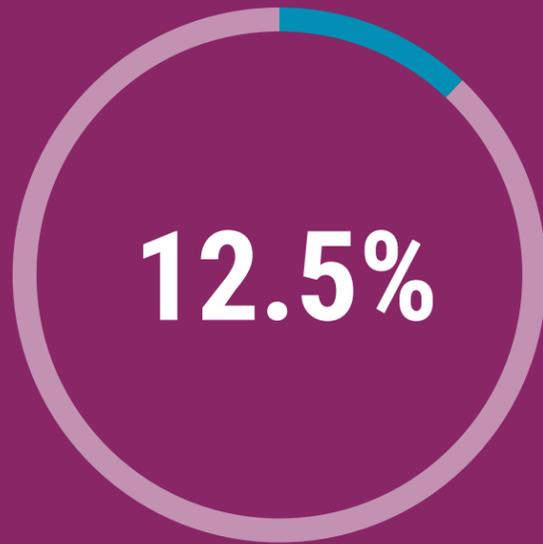
12.5%

increase of BIPOC representation at the Senior Executive Manager level year over year.

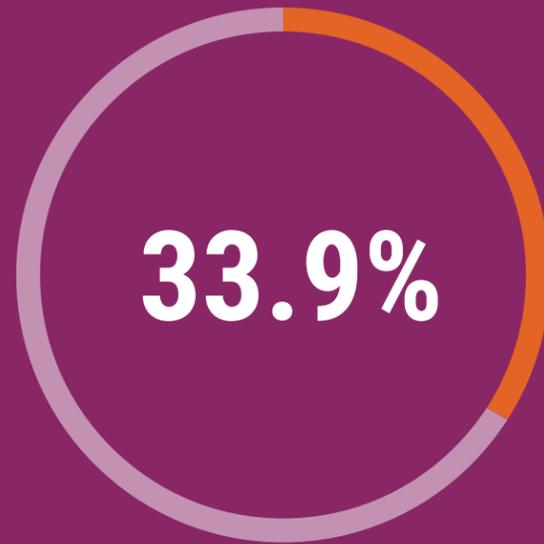


3.4%

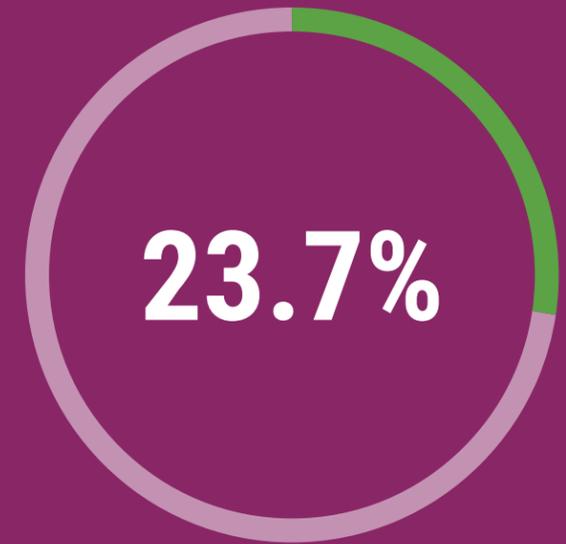
increase of Women at the Senior Executive Manager level year over year.



of total Omnicom Senior Executives Managers are Women of Color
 (5.5% increase compared with 2021)



of all Omnicom Women are Women of Color
 (Compared to the industry benchmark* of 28.2% Women of Color)



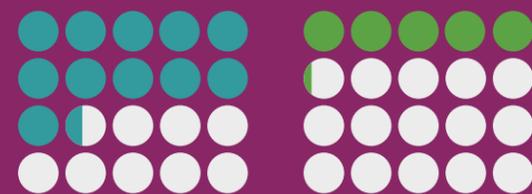
of Women Senior Executive Managers at Omnicom are Women of Color

23,548
 U.S. Executive Managers, Mid Managers and Professionals:

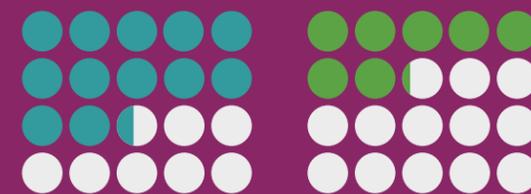


*1 percentage point more than 2021

10,049
 U.S. Executive Managers and Mid Managers:



13,499
 U.S. Professionals:



*2 percentage points more than 2021

10
 Current Board Members:



Representation Through Self-Identification

To foster belonging, we must have a deeper understanding of who our employees are and how they see themselves beyond race, ethnicity and binary gender. To that end, we've created a place where Omnicom employees in the U.S. and the U.K. can choose to add information to their profile in our Human Resources portal, REACH, about how they identify, including having a disability, being a veteran or identifying as LGBTQIA+ or nonbinary.

In the near future, REACH will expand to more than 30 countries. Our commitment to self-identification extends to geographies where it is legally permissible. By making all identities more visible, we are better able to provide accommodations, create benefits packages and promote a more inclusive culture.

“ Focusing on diversity comes with inclusivity. It's not about just focusing on one thing or another. It's about considering all the things that make us who we are individually, and then collectively. It's about making sure everyone feels like they can be their whole selves, that they're accepted and that they're seen.

– Michele Chase, Chief People Officer, Omnicom PR Group

Creating a Global Strategy for Change

Through our work around the world, we've identified a uniting thread: The human need to be seen, heard and belong. For both our organization and clients, we must develop ways to understand the cultural nuances and DE&I issues in various markets while also adjusting for size and scale. That's why Omnicom has formed its first-ever Global Steering Committee under the leadership of our Chief Equity and Impact Officer, Emily K. Graham. Comprising 27 agency leaders, OPEN team members and client relations leads from 12 markets, the committee will build country-specific insights regarding DE&I, including:

- Defining DE&I strategies for regions.
- Addressing the fundamental issues of inclusion, belonging and diversity by market.
- Identifying opportunities to integrate DE&I in local client work.
- Addressing training and development needs.
- Determining market-relevant KPIs.



Our DE&I Global Focus for 2023



ASIA



AUSTRALIA



INDIA



SINGAPORE

EUROPE



FRANCE



GERMANY



SPAIN



U.K.

LATIN AMERICA



BRAZIL



COLOMBIA

NORTH AMERICA



CANADA



MEXICO



U.S.



CULTURE



CREATING COMMUNITIES CULTIVATES TRUST AND CONNECTION

As a defining value across our organization, DE&I is not only good for business, but also good for the people within the business. As a global agency network, we are focused on intentionally fostering a culture that supports and empowers all voices. Around the world, we are building a more diverse, inclusive and equitable organization where employees feel they can bring their fullest selves to their jobs and create award-winning, innovative work. In 2022, we focused on growing our ERG presence globally and creating programs that support building deeper relationships with each other.

ERGs Unlock the Power of People

Employee Resource Groups are voluntary, employee-led groups that work to foster an inclusive and engaging work environment. Omnicom's six global OPEN ERGs are designed to embrace authenticity, cross-cultural dialogue and community support. The ERGs are an environment for employee communities and allies to learn together and engage in fellowship and candid dialogue about social issues and develop on-the-job skills.

To create authentic and enduring change to our company culture, we rely on our greatest asset: Our people. Omnicom's ERGs create dynamic, inclusive and responsive communities for colleagues across our global network.



AcentO brings together the diverse cultures of Omnicom's Hispanic/Latinx* employees to support and celebrate each other.



Asian Leaders Circle is dedicated to driving progress and empowering all Asian employees.



Black Together is committed to fostering an inclusive and engaging work environment for Omnicom's Black community and its allies.



Omniwomen aims to promote networking and career opportunities, as well as develop the leaders of tomorrow who identify as women.



OPEN Disability puts disability inclusion at the heart of all we do – for our people, our clients and for consumers.



OPEN Pride elevates the awareness, acceptance, advocacy and inclusion of Omnicom's LGBTQIA+ employees and allies.

*We acknowledge the varying identity preferences of the Hispanic and Latino/Latinx communities. This report uses "Latinx" to refer to Hispanic and Latino/Latine communities.

ERG PERFORMANCE METRICS

Performance Area	Performance Metric	Goal	2022 Progress
Client Engagement	Invite clients to participate in a variety of programs to share case studies, training and other events to cultivate client relationships and support business growth	Identify two to three client growth opportunities per year	<ul style="list-style-type: none"> • AcentO facilitated multiple ERG-sourced focus groups to provide insights to Omnicom clients. • Black Together engaged our client, FedEx, in ERG programming. • Asian Leaders Circle featured a speaker from Meta in API Heritage Month programming as part of their Rise Against API Hate Summit.
Employee Satisfaction	A DE&I Satisfaction Score based on how employees rate Omnicom's/ their agency's DE&I efforts	To increase DE&I Satisfaction Score year over year	Omnicom deployed its initial benchmark global OPEN ERG Engagement & Impact Survey in early 2023. Initial results show that 67% of respondents believe that belonging to an OPEN ERG has positively impacted their experience working for Omnicom agencies.
Talent Advancement	Nurture connections and provide platforms and events that help members network and find new opportunities to advance their careers	Share two to three advancement success stories per year	<ul style="list-style-type: none"> • Black Together C-Suite Conversations connected senior Black leaders and Black employees to promote networking and community. • AcentO's Elevando program provided more accessible mentoring to their members through shorter mentorship commitments. Their CafecitO mentorship circles reached a larger audience via their monthly series.
Talent Development	Create and/or curate development opportunities for ERG members to ensure they have competitive skills	Provide one development program/opportunity per quarter	<ul style="list-style-type: none"> • Omniwomen hosted quarterly Stronger in 2022 sessions that provided their members with new skills, such as self-advocacy and persuasive communication tools. • OPEN Pride promoted regular development events on their Queer All Year ERG page, including navigating being out at work and defining your values through queer leadership.
Training Programs	Create cultural fluency training content and programming specific to their community and available to all Omnicom employees	Each ERG will create programs/content twice per year	<ul style="list-style-type: none"> • Each ERG met this KPI. • 2022 Training Program highlights: <ul style="list-style-type: none"> • OPEN Pride + GLAAD presented "The Visibility Project: LGBTQ+ Inclusive Advertising," which included the latest research on the LGBTQIA+ community, general market perceptions and expectations with inclusive advertising. • Asian Leaders Circle presented "History of Harm" to educate about the historical and social context that shapes racist perceptions of Asian and Pacific Islanders in society and the mental harm caused by these perceptions. • AcentO developed a series of social posts that provided insights into the Hispanic/Latinx community, including the difference between Hispanic and Latinx and the best ways to support the community.



Building a Culture of Belonging

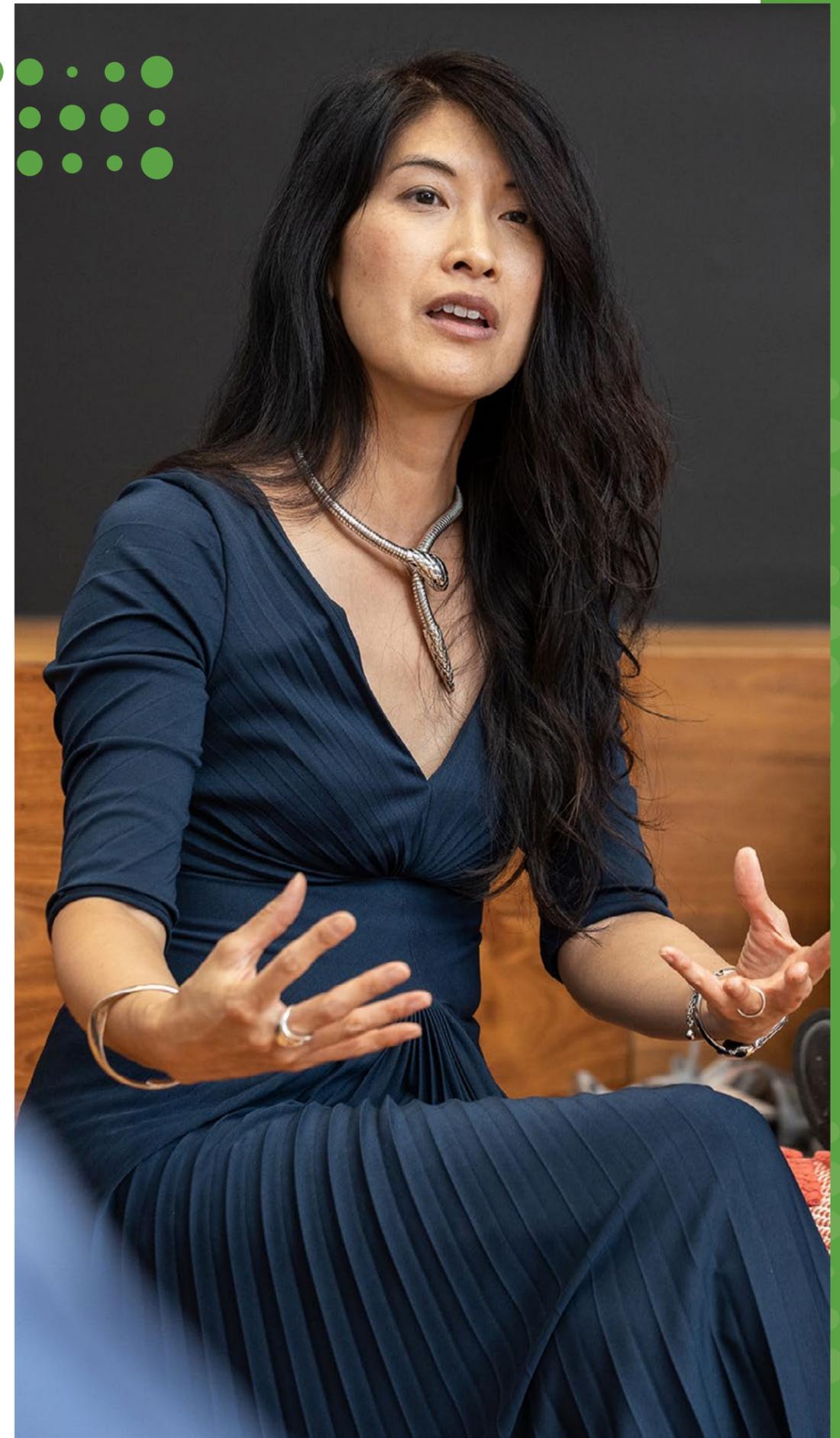
In 2022, our Black Together, OPEN Pride, OPEN Disability, Omniwomen and Asian Leaders Circle ERGs launched new chapters and global initiatives to promote connection, foster an inclusive and engaging work environment and create a truly diverse Omnicom. We expanded the reach of our ERGs by hosting more than 200 events for 20,000 active global members across our network, resulting in consistent, companywide efforts that addressed business-related talent needs.

Black Is Not a Monolith – The Black Together ERG began its expansion to the U.K. in 2022. This new chapter’s mission is to increase the visibility of the breadth and depth of Black talent across Omnicom. Through mentoring, sponsorship and networking, the ERG aims to make connections that facilitate development and retention of Black employees. In 2023, Black Together U.K. partnered with other OPEN ERGs to advance collaboration initiatives in several focus areas, including support for mental health, women, people with disabilities and other racial and ethnic minorities.

Black Together U.K. plans to scale some of the great work from member agencies, such as PHD Global, throughout the ERG, such as launching a more fair professional development system to help advance diverse talent across the network and developing an inclusive language guide to provide a basic framework around conversations, promote DE&I dialogue, and build inclusive and respectful vocabulary. In addition, Black Together U.K. will train a team in “Mental Health First Aid” to identify, understand and respond to signs of mental health concerns and how to interact with a person experiencing a mental health crisis.

More Pride – In 2022 and 2023, OPEN Pride laid the groundwork for a new chapter in Mexico to support awareness, acceptance and advocacy of Omnicom’s LGBTQIA+ employees and allies in the country. OPEN Pride Mexico has been hard at work creating programming and elevating voices to address stigma and increase awareness of important issues. This includes:

- Facilitated awareness panels in 2022 with community leaders including Edu Balmori, executive director of The Trevor Project Mexico, who discussed how to create bullying-free workplaces for the LGBTQIA+ community, as well as activist Alain Pinzon, who led an awareness session on World AIDS Day about HIV stigma and discrimination.
- Collaborated with Pride Connection Mexico and representatives from Microsoft and IBM to host a panel on International Transgender Day of Visibility in 2023 to discuss best practices for creating inclusive workplaces for members of the trans community.



- Commemorated International Day Against Homophobia, Biphobia and Transphobia (IDAHOBIT) in 2023 by collaborating with ADIL (Alianza por la Diversidad e Inclusión Laboral), a consulting company focused on inclusion and respect in the workplace, to host a session on the daily microaggressions experienced by the LGBTQIA+ community.

Dimension in DE&I – Disability Inclusion – An OPEN Disability ERG representing those with visible and invisible disabilities launched in the U.K. in 2018 and in the U.S. in 2021 and continues to advocate for systemic change in the industry. In 2022, the OPEN Disability chapters in the U.S. and U.K. together hosted a workshop on design and typography. The workshop highlighted the benefits of accessibility in design, the science of reading, visual system and neurology, and more. In addition, the ERG provided resources to celebrate Disability Pride Month beyond the month of July, along with hosting a range of training workshops focused on communicating with diverse audiences and diversity in recruitment.

As we all adjust to new and evolving workplace dynamics, the mission stays the same. We must continue advancing gender equity in the workplace and beyond.

– Ali Pulver, Optimization Group Leader and Omniwomen Global President

Women at the Helm – Since its founding in 2014, Omniwomen has grown to 24 chapters worldwide and continues to expand to better serve its diverse members. One of the biggest obstacles for women working to advance their careers into executive and leadership roles is the stigma and gender bias that continues to be prevalent in the workplace. To help dismantle these barriers, Omniwomen held a series of interactive and engaging training sessions with some of Omnicom’s most influential women leaders and third-party experts from a wide range of industries. The sessions provided opportunities for members to enhance their skills while covering important topics such as leadership development, inclusive workplaces, mitigating gender and racial bias, goal setting and workplace justice. Some featured speakers and moderators included Heather Thomas, Managing Partner, Ovid; Indra Nooyi, former CEO and chairperson of PepsiCo; Karen van Bergen, EVP, Dean of Omnicom University and Chief Environmental Sustainability Officer, Omnicom; Afua Basoah, Head of Health Strategy, RAPP; and Ali Pulver, Optimization Group Leader and Omniwomen Global President.

Community and Collaboration – Further strengthened by its chapter in the U.K., Asian Leaders Circle (ALC) provides its global members with continuous opportunities to connect. Every year, it presents a series of gatherings and initiatives, which range from quarterly community sessions to diverse leadership fireside chats to a wide range of culturally-inspired programming (a campaign called “3 in 5,” an industrywide challenge focused on advocacy and awareness of API hate.) The Asian Leaders Circle mentorship program provides personal and professional development opportunities for both mentors and mentees focused on conquering imposter syndrome, finding and elevating our voices, working effectively across multiple agencies and more.

“ Our mentorship program is one of ALC’s most impactful initiatives to help accelerate the personal and professional development of API talent at Omnicom. Its effect has also rippled beyond the API community because we strongly encourage allies to become mentors. Through the program, participants learn new things about themselves and each other that move them toward their career goals – all while cultivating, promoting and retaining API talent across our network. ”

– Kim Pham-Spósito, Associate Media Director, THIRD EAR; Co-Chair, Asian Leaders Circle

SHAPING THE WAY WE THINK AND ACT



To achieve true equity, we must prioritize learning and understanding. That's why training is one of our five OPEN 2.0 KPIs, reinforced by the manifesto on [Page 60](#) to “nurture the talent we know” and “become more fluent in our shared humanity.” As a company comprising global agencies, it's important for us to understand what diversity means – and where progress is most needed – in the places we live and work across the world. To that end, in 2022 we prioritized new and continued training and development programs at Omnicom and throughout our agencies to strengthen understanding of what DE&I means in the U.S. and in countries around the world where DE&I priorities continue to emerge.

- **Omnicom University** – We are continuing to elevate DE&I-focused curriculum into Omnicom University, our long-standing management development program. Beginning in 2021, leaders of the program have developed an annual DE&I case study based on actual Omnicom Health Group company events to challenge existing ways of doing business and stimulate ideas for improvement. The case studies included situations related to employee inclusion, DE&I as a C-suite issue, microaggressions, health inequities and client work.
- **Language Guides** – Omnicom agencies are helping employees and clients develop and use a shared language to change the way we think, speak and act. To empower teams to speak inclusively, OMD developed the Words Matter guide, which shares insights on how to understand and identify exclusionary language and avoid terms that unintentionally promote bias and perpetuate stereotypes. In addition, the DE&I Language and Terminology Guide from TBWA helps to build shared language for colleagues and teams in the U.S. market to promote DE&I dialogue and foster inclusive and respectful vocabulary. The guide addresses microaggressions and considerations when speaking about topics such as gender identity, sexual orientation, women, race, ethnicity, religion, disabilities and neurodiversity. The guide is updated quarterly to account for the continuous evolution of language. In the next year, TBWA will develop and test guides for markets outside the U.S.
- **Collaboration Across Borders** – In working with colleagues and clients in different areas of the world, there are sometimes tensions that arise due to misunderstandings and cultural differences. TBWA North America is focused on addressing this through educational programs that build teams' cultural intelligence, with guidance on topics including receiving and providing equitable feedback to people across age, background, gender and race; addressing microaggressions in the workplace; and allyship.

- **Leadership Accelerator – Omnicom Precision Marketing Group (OPMG)** has collaborated with Omnicom University to create a global program that includes C-level executive sponsorship, a hands-on leadership simulation and a partnership with [Section](#) to provide a sprint-based, year-long business upskilling curriculum featuring a combination of live and on-demand activities. The program will strengthen leaders’ skills and create an internal senior management pipeline that reflects the population. To provide a comprehensive and immersive learning experience, those enrolled are offered a range of resources, such as self-assessments, coaching and networking. The program will launch in 2023 with a cohort of 24 participants from Canada, Germany, India, U.K. and U.S.
- **Fueling, Igniting and Accelerating Careers** – At **Omnicom Media Group**, we invest in our people. To advance the growth of senior and emerging talent, Omnicom Media Group established three global leadership development programs to create a connected community among our global talent. OMG Fuel was developed for junior talent, OMG Ignite for managers and OMG Accelerate for senior leaders. Our unique learning experiences are focused on three core tenets: inspiration, capability demonstration and practical application. Nominated participants have an opportunity to experience best-in-class training, world-class speakers and well-being practices. Since OMG Accelerate launched in May 2021, more than 1,800 employees have participated in this global development training.

Catalyzing Systemic Equity Through Understanding

Just as our approach to how we embed and recognize DE&I globally is evolving, so is our approach to Omnicom’s DE&I training.

-
- 2020** We launched OPEN 2.0, our strategy for achieving systemic equity throughout Omnicom with eight actions focused on leadership, recruiting, development, retention, clients, community, training and accountability.
-
- 2021** Over 68,000 employees across Omnicom’s global workforce completed Unconscious Bias training, and employees have completed over 34,000 hours of DE&I training globally.
-
- 2022** Each of our networks provided complementary, customized and tailored training to 13,000+ people that fit where they are in their DE&I journey.
-

Coming in 2023

One of our OPEN 2.0 priority areas is to create Omnicom Centers of Excellence focused on best practices related to training, clients and ERGs. The centers will focus on creating Omnicom-led curriculum for all employees that will include both mandatory and elective courses.

SPOTLIGHT

MAX RUTHERFORD'S MISSION TO HELP VENDORS BUILD RELATIONSHIPS IN THE AD INDUSTRY

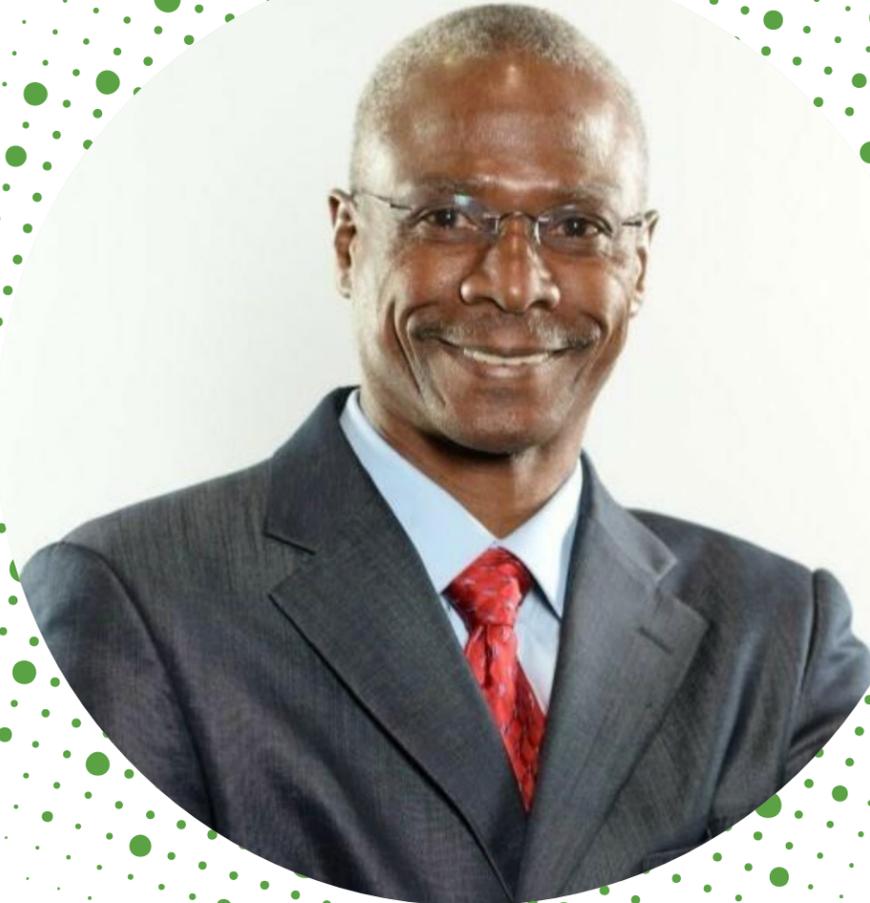
Max Rutherford, GSD&M's Vice President of Vendor Partner Diversity and Small Business Liaison Officer, recognized the barriers for diverse-owned vendors seeking to do business at the agency level. Small, underrepresented, minority and women-owned entities often find it difficult to win business because they don't have a relationship with the decision-makers that evaluate RFPs and awarded contracts. In response to this dilemma, Rutherford developed and launched the first Small and Diverse Business Summit in 2009 to initiate in-person connections between agency stakeholders and the underutilized vendor community.

"Many small and diverse companies never get past the gatekeepers of large agencies without some form of introduction. From the start, I wanted the affair to be a relationship-building event," said Rutherford. "I wanted everyone to see we're all just people."

Fourteen years later, the annual Vendor Partner Summit continues to bring together small and diverse vendors with noteworthy contributors. In 2022, GSD&M went a step further at its 13th summit to better understand what small and diverse-owned suppliers are feeling by sending a survey to more than 1,187 vendors from its database. The survey found the No. 1 concern from small and diverse suppliers is that agencies tend to choose partners they've worked with before and don't consider new companies like them.

As Rutherford sees it, meeting face to face demystifies the introduction process and fosters greater understanding, approachability and credibility.

"Eventually, you will have to accept the reality that there are certain agencies that will remain status quo and continue to create a protective ring of 'tried and true' vendors around themselves to do things the way they've always done them," said Rutherford. "Diverse vendors must understand that if an agency doesn't align with their company's values, then they should look for agencies that prioritize diversity and native-level cultural fluency and competency."



Many years ago, GSD&M made the choice as an agency to openly respect the capabilities and perspectives that diverse vendors bring, as well as provide opportunities for qualified and certified diverse suppliers. To stay true to their values, Rutherford and GSD&M continue to engage diverse vendors that reflect the diversity of the communities where they live and work and who are representative of the clients they serve.

"Supplier diversity is the right and economically just thing to do – and it's better for business," said Rutherford. "We know the advertising industry has a lot of work to do, but we've taken it upon ourselves to continue to make it better. We want to be the catalyst for growth and change."

Many small and diverse companies never get past the gatekeepers of large agencies without some form of introduction. From the start, I wanted it to be a relationship-building event. I wanted everyone to see we're all just people.

– Max Rutherford, Vice President, Vendor Partner Diversity, GSD&M

SPOTLIGHT

OMG CANADA'S SHYNELLE DOOKHIE ON THE NEXT ERA OF DE&I

When Shynelle Dookhie began her new role as Director of IDEA (Inclusion, Diversity, Equity, Action) at Omnicom Media Group (OMG) in Canada, she felt like it was meant to be.

"My background is in talent development, learning, employee engagement and recruitment, so in some ways, I feel the DE&I path chose me," said Dookhie. "This is very much a passion project to drive change within our infrastructure, business output and stakeholder experiences."

Since joining the agency, Dookhie has focused her efforts on how to make the most meaningful impact inside the agency. To start, the team launched an inaugural IDEA survey.

"It was important for us to develop a baseline to understand the nuances between our equity-seeking groups," said Dookhie. In Canada, underrepresented groups seeking equity include Indigenous people, LGBTQ2S+ (LGBTQIA+), different abilities, women and racialized persons.

The survey uncovered lower feelings of value, equity and inclusion among LGBTQ2S+ employees, as well as those with different abilities. OMG wants this to change – and Dookhie says this reveals an opportunity to build intentional programming and training focused on developing understanding, building competencies, and increasing mentorship and support for these communities. Dookhie and her team will create a multiyear action plan with solutions while fostering an open attitude to diversity across the agency.

"I want to highlight the fact that there are various dimensions of diversity. We are all diverse. My focus is on cultivating allyship and mindfulness of everyone's unique experiences."



DEVELOPING A DIVERSITY STRATEGY FOR UNIQUE TALENT



We're focused not only on developing our current employees but also building our pipeline of future leaders. To expand our scope of potential talent, we are challenging long-established notions and embracing candidates with nontraditional resumes. We have also adopted DDB's "no duplicates" philosophy for our recruiting and hiring teams, meaning that we avoid assigning people with similar demographic characteristics to the same team. This way, our recruiters more accurately reflect the diverse employee population we aim to build in our work to drive innovation and inclusion.

Leveraging Our Network to Build a Talent Pipeline

Building relationships is key when developing talent pipelines. The Omnicom OPEN Exchange Program features more than 40 networks and agency DE&I, human resources and talent acquisition leaders who meet biweekly to share recruiting initiatives to leverage DE&I efforts across the agency network. The program helps foster connections across Omnicom to ensure our agencies maintain a diverse and inclusive workforce, culture and pipeline of prospective talent.

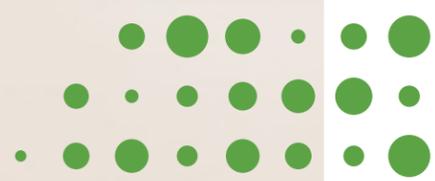
Discovering Top Talent Through Partnerships

To connect with emerging diverse talent, we rely on partnerships with nonprofits and educational institutions to help us stay top of mind as an employer of choice for emerging diverse talent. In return, we create opportunities in our network for students, fellows and other potential employees to experience agency life at Omnicom. These collaborations allow us to further our partners' missions while deepening ours. Some of these initiatives include:

American Advertising Federation (AAF) Most Promising Multicultural Students Program –

Omnicom is the premier sponsor of AAF's Most Promising Multicultural Students program, an initiative that connects the advertising industry with the top multicultural college seniors in the U.S. In 2023, we marked 10 years of partnership in the Most Promising University program, which allows students to experience the excitement of a career in advertising firsthand by visiting media companies – like our Omnicom agencies – and attending workshops led by industry leaders. This year's class of 50 students had an average GPA of 3.7 and represented 28 schools and 18 states across the country.

Historically Black Colleges and Universities (HBCUs) – Since their inception, HBCUs have served as a model of Black excellence, catalyst for change, and springboard for graduates to shift culture and make history. To engage with HBCUs, we partnered with the Cathy Hughes School of Communications at Howard University, one of the country's leading HBCUs. Omnicom sponsored CapComm Lab, a 12-week course that gives students practical experience for working at advertising and PR agencies. More than 15 of our agency leaders taught students during the course, providing real-life examples of how to serve clients.



SPOTLIGHT

HOWARD UNIVERSITY AND OMNICOM PARTNERSHIP OFFERS PATH TO POSSIBILITIES

For public relations students at Howard University, there's one final task on the path to graduation: Their capstone project. The CapComm Lab course in the Cathy Hughes School of Communications is designed to provide students practical experience and, in 2022, Omnicom brought real-world learnings to the students. As the course's Teach Team Agency, Omnicom counselors shared insights and expertise to ensure students had ample opportunity to apply their education to realistic scenarios.

"We had some beautiful, magic-in-a-bottle moments with our Omnicom partners," said Emily Cramer, Assistant Professor of Department of Strategic, Legal, and Management Communication at Howard University. "Sometimes partnerships can feel performative. When Emily Graham shared an incredible lineup of speakers who either joined virtually or came physically into the classroom to teach our students, I knew Omnicom was walking the walk."

In the semester-long class, executives from Omnicom guest-lectured on topics such as:

- From Data Point to Insight
- Power and Influence
- #PRSoWhite: How to Navigate the World of PR Utilizing Your Diverse, Creative Perspective
- The Language of Trust

Members from Omnicom agencies Hearts & Science, maslansky + partners, Omnicom Advertising Collective, Omnicom Health Group, OMD, Omnicom Specialty Marketing Group (OSMG), Porter Novelli, Resolution Agency and VOX Global comprised the Omnicom team teaching the course.

"From answering the 'tough questions' to providing us with an extensive network, Omnicom truly gave me the insight and resources I needed to confirm that public relations is the perfect career path for me," said DaChar Lane, a 2023 Howard University graduate. "The opportunity to engage with passionate professionals who also look like me added an indescribable value to my experience that will positively



impact me throughout my career."

The experience made a difference for the lecturers too – including OSMG CEO Stacey Hightower, who lectured a seminar called the CEO Experience.

"As a Black executive in corporate America, representation is important to me. I believe in the adage, 'if you see it, you can achieve it.' When I was asked to participate in the program, I thought absolutely, yes, I want to pay it forward."

After the class, a student asked Hightower to be his mentor. They've been connecting each month since.

"We resonated with each other's backgrounds," said Hightower. Born in New Jersey as the second of three children to his parents, two state employees, he describes his upbringing as modest. Hightower attended Washington University in St. Louis on an academic scholarship for diverse students. When he approaches mentorship, he asks himself what advice he needed when he was an undergraduate student.

"The universe of opportunities is only limited by your knowledge of what opportunities are out there. A lot of what I was able to see and experience wasn't presented to me at my dinner table at home," said Hightower. "These are things that I've had to get access to and find – and I want people to know they're out there."

OmnicomGroup
Health and Welfare Benefit Plan

Benefits Designed for You

LGBTQ+ Benefits



You belong here.

At Omnicom, we provide inclusive benefits and programs for all employees, including our LGBTQ+ employees and their loved ones. When you're part of our team, you're welcomed, included and supported by benefits created with you in mind.



Domestic Partner Coverage

We provide equal coverage for your spouse or domestic partner of any gender—for health benefits, life insurance and accidental death and disability. And we cover your children, including children of your spouse or domestic partner.



Health Benefits

Committed to your health and the health of your loved ones, we offer:

- Quality choices for medical, dental and vision coverage.
- Programs to help you support a chronic health condition or quit tobacco/nicotine.
- Medical coverage for sexual health, including STD services, birth control and medications such as pre-exposure prophylaxis (PrEP).



Gender Affirming Benefits*

We believe in everyone's right to be their true self. Our Medical Plans provide gender affirming benefits for you and your enrolled dependents, aligned with the World Professional Association for Transgender Health (WPATH) Standards of Care, covering:

- Up to \$70,000 per lifetime maximum for gender reassignment surgery and related medical services.
- Up to \$5,000 per lifetime maximum for prescription drugs for hormone replacement, blockers, etc.
- Routine, chronic or urgent non-transition services.

*Available to Medical Plan participants (age 18 and older) after a year of continuous hormonal therapy under physician supervision and full-time, real-life experience in their new gender.

The Bridge to Supporting Belonging and DE&I

A sense of belonging is one of the most essential components of wellness and a culture that supports DE&I. We're committed to investing in opportunities for people to feel valued in their day-to-day work and through their employer-provided benefits. We've adopted a variety of inclusive benefits to increase access to the coverage needed by our diverse U.S. employee base.

Reflecting Our Values in Our Employee Benefits

We believe that every employee should have equitable access to healthcare, no matter who they are, who they love and how they identify. All U.S. employees enrolled in an Omnicom medical plan have access to advocacy services at no additional cost through our insurance providers. Advocates serve as a single point of contact to confidentially guide employees through their healthcare benefits. For example, they can help employees locate a provider with expertise in providing LGBTQIA+ inclusive care, share treatment options for gender-affirming care and serve as a resource for questions related to LGBTQIA+ care.

Expanding LGBTQIA+, Fertility and Reproductive Healthcare Benefits

We know that gender-affirming benefits and reproductive care are not only life changing but often lifesaving. In partnership with the OPEN Pride ERG, we updated our U.S. medical plans to provide gender-affirming benefits for employees and their enrolled dependents, aligned with the World Professional Association for Transgender Health Standards of Care.

Omnicom has expanded inclusive care benefits to cover a range of resources for employees, including covering travel needs for employees who cannot receive gender-affirming or reproductive care in their state. Our benefits also provide support for employees experiencing menopause or low testosterone. We also expanded our fertility benefits through Carrot to cover different and same-sex couples in need of fertility care.



CLIENTS



OUR CLIENTS, OUR PARTNERS



Creating New Outcomes, Together

At Omnicom, we make the greatest impact through our work. Our clients are truly valued partners in creating impacts that make a meaningful difference and reflect the nuances of our diverse world.

Centering Diversity, Equity and Inclusion (DE&I) in the Client Experience

No matter the industry, DE&I is a business imperative that we aim to integrate as a core part of the client and customer experience. Companies that embrace DE&I are better equipped to create more positive multicultural interactions, solve problems creatively, retain diverse talent and improve financial performance. Our DE&I Guiding Principles (see [Page 59](#)) pave the path for continued progress in building stronger relationships, transforming our culture and encouraging our clients to journey onward with us.

Making Progress by Starting with Inclusion

We know when we embed inclusion in the heart of our work, we achieve better business results and create more competitive teams. To operationalize our ambition to integrate DE&I in the client experience, we developed "Inclusion from the Start." This work approach informs our teams' methodology when partnering with clients. Our framework focuses on four lenses:

- Our philosophy on inclusion.
- The talent and skills that encompass our teams.
- The services and capabilities we offer our clients.
- The inclusive experience clients receive from us.

This approach empowers our teams with resources, contacts and toolkits to identify and fill inclusion gaps in the work they're delivering for clients. Through this framework, we are better able to lead with proven DE&I solutions across every Omnicom network and practice area. We're developing a cohesive Omnicom story that makes us more powerful in the marketplace and a step closer to achieving equity.

An Equitable Business Strategy to Transform People, Products and Partnerships

Organizations must claim equity as a strategic, grounding idea. However, equity work requires an investment of time and resources to establish the priorities, needs and barriers that exist within a company and across its industry.

The Equitable Futures Practice offered by sparks & honey is designed to help organizations achieve growth and drive change through equity and inclusion. Through the practice, experts collaborate with client teams to define solutions and actions the organization must take to embed equity across its people, products, practices and partnerships.

To help leaders create an authentically fair world with systematic inclusivity, sparks & honey also created the Equity Effect Report to examine the cultural forces driving a more human-centric approach to an organizational transformation. The report, grounded in the value of fairness, recognizes equity as a leading determinant for well-being. It covers topics related to DE&I including the ergonomics of health, human betterment, the principles that guide our shared future, resilience and accountability.

Driving DE&I Discussion at Cannes

The 2022 Cannes Lions International Festival of Creativity marked the first time that agencies from across Omnicom came together as the Omnicom Cabana, an immersive experience that featured expertise in areas including media, creative, commerce and precision marketing. Throughout the five-day festival, the Omnicom Cabana showcased thought leadership, industry-leading capabilities and first-mover partnerships under the theme of The Future of Connection. Agency experts amplified client work and uncovered candid conversations about navigating DE&I in a fast-changing environment. We also hosted panel discussions and speeches on topics that included the employee experience, creativity and inclusive business practices.



DE&I is a universally high priority for our clients who strive to represent the diversity of the markets in which they work. It's all in the service of how greater inclusivity and equality is not only a societal benefit but can also lead to greater business outcomes.

– **Andrea Lennon, Chief Client Officer,
Omnicom Group**

SPOTLIGHT

OMG CO-CREATES A DIVERSE CLIENT TEAM WITH L'ORÉAL

Q&A with Danielle Sporkin, President of Beauty Co-Lab, and Diana Blancone, Chief Talent Officer, Omnicom Media Group



Beauty Co-Lab (BCL) is a new bespoke Omnicom Group unit launched in partnership with L'Oréal USA in early 2023. The beauty industry leader – and top-five global advertiser – needed a team that understood and represented its wide brand portfolio. BCL's team of beauty champions and media challengers possess modern media, commerce and analytics skillsets to keep pace with the rapidly changing ecosystem and reflect the diversity of the consumers and communities that L'Oréal USA seeks to serve.

In less than five months, OMG hired 230 people to join Beauty Co-Lab. The team soars beyond the industry average when it comes to inclusion. As of April 2023, Beauty Co-Lab is 75% women and 41% BIPOC.

Q: What's the mission and vision of Beauty Co-Lab?

A: Our mission is to 'Co-Create What's Next.' We seek to deliver great work that maintains L'Oréal USA's market-leading position and cultivate the best team culture, driving unparalleled retention and causing people to actively seek to join our team.

Q: Tell us more about how the values are part of the ethos at Beauty Co-Lab.

A: All our values lean into the "co" idea – collaborative, communicative, confident and courageous. At multiple levels, we collaborate: Within individual teams, across practices and across our network. And, of course, the collaboration we have with our client partners at L'Oréal. Communicative is how we exchange ideas and information, with clarity and honesty. Confident is being sure of ourselves and our abilities, with the quiet inner knowledge we are capable. And courageous is that we are brave, acting without fear, and the strength to persevere, which is especially important when embarking on a new journey such as the creation of BCL.



Q: Hiring an all-star team takes time. How did Beauty Co-Lab move so fast and with such great results?

A: It's not an either/or. It's not speed or diversity. You can do both at the same time. You just need to make sure that it is intentional.

Our mission enabled us to have both. We streamlined our processes, identified key people to participate in interviews and made decisions based on standardized, inclusive job descriptions. We developed a post-interview assessment process to ensure that we had minimal bias or coded language that could exist in interview feedback. We tied our process to our KPIs. All of this helped us to make confident decisions quickly.

To create an organic support system for our new hires, we launched our first associate cohort program. We onboarded almost 30 associates (entry-level employees) at the same time. We were able to provide training while also creating a way for people to authentically connect with each other.

Q: What is one of the surprising outcomes of this new team?

A: We heard so much excitement from newly hired talent about being part of something new. It's a good reminder for us to think about how to motivate our talent when we have new opportunities. People should know the roles they have in our organization matter.



COLLABORATION



A COMMUNITY OF CHANGE-MAKERS



Finding new ways to work together across our 1,500+ global agencies and with a diverse range of suppliers creates opportunities to catalyze change for our industry. Our investment in DE&I drives us to develop solutions to retain talent, advance career development and transform systems at scale.

Progress With Precision: Using Tech to Track DE&I Progress

To help empower our leaders with a consistent, accurate and comprehensive view of Omnicom's DE&I progress across the organization, in 2022 we began piloting an Omnicom-wide interagency DE&I and Talent dashboard. This tool tracks several workforce key performance indicators (KPIs), including representation (gender, race, ethnicity), hiring, retention, turnover and leadership composition. This dashboard enables our leadership teams to understand, measure and track DE&I progress at the Omnicom, agency and office levels. The data helps us dig deeper, ask hard questions about what cultural changes Omnicom employees need and identify important opportunities for improvement.

The dashboard is currently only available in the U.S. to a small group of beta users with the goal to expand in other markets, as well as to key practice group and agency leadership in 2023.

Closing the Global Gender Gap in the Tech Industry

In 2023, Omnicom Precision Marketing Group (OPMG) is advancing its efforts to increase representation of women in the technology industry through the launch of a global partnership with Women in Tech – Global Movement. The international nonprofit organization has 200K+ members and works across 30 countries to close the gender gap and set women up for success in the tech industry by building skills and confidence. It also partners with key international organizations including UN Women, the World Economic Forum and NASA. Through the partnership, OPMG is increasing its worldwide technology talent pipeline by posting open positions on the nonprofit's talent hub, speaking at global events, including the Paris Summit and 6th Annual Global Awards in Dubai, and offering a pro bono mentorship, master classes and upskilling/reskilling educational programs.

Helping Our Talent Find the Next Great Gig at Omnicom

When it comes to recruiting and retaining an unfair share of diverse talent, we need to start at home. One of our greatest strengths as an organization is the size of our network and the expertise of our employees. We've created solutions to make it easier for people to find their next great gig within the Omnicom family by creating personalized career tools that consider a person's identities, interests and aspirations.

Roleseeker

Omnicom Roleseeker is a platform that allows Omnicom U.S. employees to search and apply for other positions within the network, so they can continue their professional growth and development while staying within the Omnicom family. Like a matchmaking tool, the app provides career recommendations and personalized suggestions to help users build new skills, meet new people and develop a plan for their professional progress at Omnicom.

Understanding How DE&I Shows Up in Business

After declaring why and what DE&I means to Omnicom, we decided we needed to evolve "how" DE&I comes to life across our business. Designed for our employees, "The How" series, produced by Omnicom agency Link9 and launching in late 2023, will feature content that delves into fundamental and complex DE&I topics. Led by Omnicom's DE&I and OPEN Leadership Team, this thought leadership series strengthens understanding of inclusive business strategies across Omnicom and OPEN 2.0's priorities, including:

- Talent
- Clients
- Leadership Development
- Data & Technology
- Global Engagement

"The How" will grow into a rich multipart content series comprised of video vignettes, one-pagers, discussion guides, toolkits and more.



There is a real human element of caring for individuals across Omnicom, and we are seeing increased collaboration across agencies as we become more of a global organization. There is a lot more engagement from office to office, from team to team, from agency to agency. That common thread is really a valuable part of the culture because you do feel like you are part of something bigger and you see more opportunity.

– Leigh Ober, Chief People Officer, Omnicom Precision Marketing Group

Investing in Supplier Diversity, Advancing Industry Change

Omnicom's global breadth and depth of agencies give us a tremendous opportunity to help push past barriers and invest in diverse partners in the industries where we operate. We're proud of the efforts many of our agencies are spearheading to tackle inequities within our operations and for our clients.

- **Centralized System for Diverse Suppliers:** In 2022, the Omnicom Open Supplier Diversity Task Force began developing a plan for a custom, centralized vendor management solution for use by all Omnicom agencies to identify, source, partner and track work with diverse suppliers. When it launches in 2023, it will be the first supplier management system at the Omnicom holding company level and the go-to source for agencies to find diverse suppliers across a variety of disciplines, from food servicing to production and copywriting. In the interim, the Supplier Diversity Task Force has developed a comprehensive agency diversity spend report that incorporates multiple Omnicom systems for more accurate client reporting.
- **Omnicom x NMSDC: Omnicom Media Group (OMG)** is continuing its work with the National Minority Supplier Development Council (NMSDC) to grow the Diverse Creators Network, a group of minority-owned businesses for whom the partnership is helping to achieve eligibility for diverse supplier contracts. Through NMSDC's minority business enterprise (MBE) certification, businesses receive validation that they're at least 51% minority-owned and operated. In 2022, OMG expanded the partnership to other Omnicom agencies, including BBDO for creative support and FleishmanHillard for public relations support. One of the biggest external diverse supplier efforts at Omnicom, the partnership continues to sponsor the certification of minority-owned businesses.
- **Omnicom AMP'D Program:** In partnership with Microsoft's AMP'D (Advocates, Mentors, Peers for Diverse Suppliers) Program, the Omnicom AMP'D Program offers Microsoft diverse suppliers access to mentorship and support across multiple functions and agencies at Omnicom. The goal of the program is to help strengthen each supplier's business, capabilities and access so they can more effectively compete. Designated Omnicom agency leaders act as mentors to the selected suppliers and tailor their support according to what best benefits each unique supplier.





COMMUNITY



TO BUILD AN EQUITABLE FUTURE, WE MUST WORK TOGETHER



We are committed to creating, producing and launching initiatives where we can share insights, information and perspectives within the Omnicom family, with our clients and the public. From creating new mentorship programs to Omnicom's commitment to inspire employees and consumers to engage in civic life, our work has the potential to disrupt preconceived notions while enlightening with new ideas in the areas where we live and work.

I believe that talent is equally distributed, but opportunities are not. A diverse team brings the best solutions to any business challenge. That's why we strive to make opportunities available for everyone.

– Stacey Hightower, CEO, Omnicom Specialty Marketing Group

SPOTLIGHT

MENTORING: THE OPPORTUNITY MULTIPLIER

Stacey Hightower, CEO, Omnicom Specialty Media Group

All I ever really asked for in life were opportunities. I've been fortunate to have many. But securing an opportunity is just the beginning. Knowing what to do with it makes all the difference in the world.

That's where mentorship comes in.

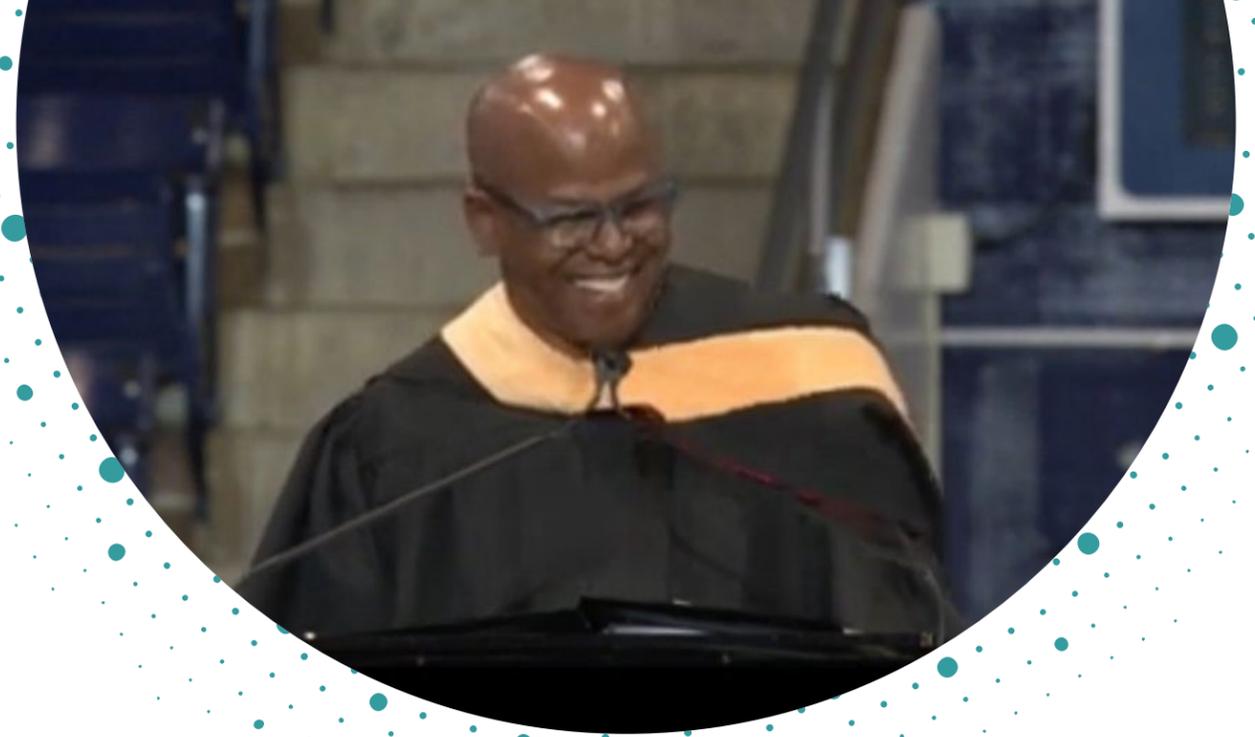
My journey from modest beginnings in South Jersey to becoming one of just a few Black CEOs in the marketing and communications industry would not have been possible without the brilliant and dedicated mentors I had along the way.

Today, I am passionate about paying forward the support I received.

One of the ways I do that is with Omnicom's Black Together ERG. So many people of color grow up, like I did, without personal insights on corporate protocols. That's where I come in. I engage with ERG members, through conversations and activities, all in the name of demystifying what's ahead. I've been in many of the rooms they seek to enter. I help them understand what's on the other side of the door and what they need to gain entry and succeed once inside.

Recently, I had an amazing opportunity to further my mentoring activities after teaching a course at Howard University's Cathy Hughes School of Communications (see Page 32). But what really hit home for me was delivering the school's 2023 commencement speech.

Howard University was established at a time when African Americans were mostly denied access to education. And there I was, 156 years later, at the dais of the institution that gave us Thurgood Marshall, Toni Morrison, Vernon Jordan and many others. As I scanned the sea of eager faces, my gaze fixed on two in particular: Ari and Harvey, my 10- and 9-year-old sons. Knowing they were experiencing their father in the context of such Black excellence filled me with joy and optimism that we are establishing a very different baseline for them and others than the one I had.



HOWARD UNIVERSITY
Cathy Hughes School of Communications
Presents...



Graduation Recognition Ceremony
2023

WHEN: May 12, 2023
WHERE: Burr Gymnasium, Main Campus
Washington, DC 20059
TIME: 8:00 a.m.

Graduation Speaker:
Stacey Hightower
CEO of Omnicom Specialty Marketing Group

A circular portrait of Stacey Hightower, a Black man with a shaved head, smiling, wearing a dark suit jacket over a light-colored checkered shirt.

COMMUNITY PARTNERSHIPS EXPAND PERSPECTIVES



Deepening our relationships with organizations connected to diverse communities matters. We believe that to be authentic in our commitment to equity, we must engage and learn from the people doing the work.

Omnicom x The Valuable 500: Centering Disability Experience in the C-Suite

Through our partnership with The Valuable 500, Omnicom has participated with Generation Valuable to build a global community committed to making the business ecosystem more inclusive to those with a disability. The Generation Valuable program works by pairing a professional who has personally experienced living with a disability with a C-suite executive in their organization. Leaders provide participating professionals, who are called Generation Valuables, with the tools and resources to grow in their careers while gaining knowledge of the experiences of disabled employees to further entrench inclusion at their company.

Calling Out Stereotypes in Media and Advertising

On a global scale, Omnicom continues to engage in international discussions, such as participating at the Unstereotype Alliance. The alliance, convened by United Nations Women, the United Nations entity for Gender Equality, is a thought and action platform that seeks to eradicate harmful stereotypes in all media and advertising content. Our Middle East and North Africa (MENA)-based team delivered a session for the alliance's third anniversary at the Dubai Lynx festival.

Omnicom is also a founding member of the Unstereotype Alliance UAE chapter, through which we can advance DE&I objectives and elevate critical DE&I topics in our industry.

Omnicom x ADCOLOR: Championing Change in the Creative Industry

In 2022, Omnicom hosted a panel discussion at ADCOLOR, an organization that champions diversity in the creative industry through its renowned annual conference. Global diversity leaders and clients, including Chief Equity and Impact Officer Emily Graham and OMG MENA CEO Elda Choucair, led a very important dialogue called "J.E.D.I. Beyond Borders." Leaders spoke about the global complexities of DE&I and ways to expand the borders of justice, equity, diversity and inclusion.



- DISCOVERY PHASE
- ① CONTENT AUDIT - All
 - ② META PLATFORM REVIEW - N+T
 - ③ BRAND REVIEW - M
 - ④ MARKET SCAN - All
 - ⑤ CONSUMER INSIGHTS - N
 - ⑥ STAKEHOLDER INSIGHTS - N
 - ⑦ DEFINE DATA PLAN - N+W +PHD
 - ⑧ CONTENT STRATEGY - M
 - ⑨ PERSONALISATION PLAN
 - ⑩ CONVERSION + EFFICIENCIES (PHD)

OPEN AT WORK



CULTURE AT WORK



AUSTRALIA RECONCILIATION ACTION PLANS

OMNICOM MEDIA GROUP AUSTRALIA

Aboriginal and Torres Strait Islander people are among the most diverse ethnic Indigenous communities in Australia. Although Aboriginal and Torres Strait Islander people resided in Australia long before British colonialization, they have historically been impacted by the country's history of devastating land dispossession, violence and racism. To address the lack of awareness and marginalization of Aboriginal and Torres Strait Islander people, **Omnicom Media Group (OMG) Australia** is committed to addressing this issue beginning within its own walls through reconciliation efforts. OMG partnered with Reconciliation Australia, a leading independent not-for-profit organization advocating for reconciliation in Australia. Reconciliation efforts focus on strengthening relationships between Aboriginal and Torres Strait Islander people and non-Indigenous people to pursue a path of equity for all.

The organization works to promote and facilitate reconciliation through the creation of Reconciliation Action Plans (RAP). These structured action plans generate increased understanding, respect and equitable sustainable employment for Indigenous Australians.

- Reflect RAP March 2017-March 2018: A first step to establish a vision for reconciliation efforts, while developing relationships with Aboriginal and Torres Strait Islander people, organizations and communities.
- Innovate RAP 2018-2020: OMG shifted their approach from investigative to more active. This phase helped OMG gain insights on where the agency stands when it comes to reconciliation and work to determine the best approach to advance reconciliation.
- Innovate Rap 2021-2023: OMG's third and current phase consists of affirming and implementing the network's reconciliation commitment.



CULTURE AT WORK



WE DON'T KNOW SH!T

DDB MUDRA GROUP

To learn and create spaces for inclusivity, **DDB Mudra Group** created a forum where people can question and embrace their thoughts on unfamiliar and uncomfortable but important subjects. This led to DDB Mudra Group's creation of the "We Don't Know Sh!t" (WDKS) series, aimed at flushing out biases, one conversation at a time. The series seeks to normalize "taboo" or "controversial" conversations in the workplace, including issues facing the LGBTQIA+ community and people with disabilities.

The series catalyzed many conversations, including discussions on accessible communication and diverse storytelling in advertising. It also inspired the creation of an "Immersive Sensitization Workshop," which helped attendees strengthen their understanding of experiences and perspectives of individuals with disabilities.



CLIENTS AT WORK



LEADING FILM PRODUCTION COMPANY SPARKS & HONEY

To expand diversity reflected in the content production landscape, **sparks & honey** partnered with a leading American film studio to help identify barriers to objectively valuing, investing in and distributing diverse content.

The work used sparks & honey's cultural intelligence, AI-driven platform, Q™, a proprietary classification system that collects trends from over 9,000 global data sources in 16 languages across 140+ countries. This data-driven approach helped the consultancy map and quantify the most significant systemic barriers precluding the film studio from delivering truly inclusive content. Sparks & honey centralized its efforts on three barriers hindering inclusion, both behind and in front of the camera, and developed solutions that were integrated into the studio's core strategy for its future film production operations.



CLIENTS AT WORK



CRACKER JACK'S "CRACKER JILL" KETCHUM

The 125-year-old Cracker Jack® brand is one of America's most iconic snacks. Even its name is embedded in the song lyrics of one of baseball's most beloved traditions during the seventh inning stretch when everyone in the ballpark sings, "Take Me Out to the Ball Game." Still, today's generations of American families and children are largely unfamiliar with the brand's storied legacy.

To connect with a new generation, Ketchum partnered with Frito-Lay North America to champion and increase representation of girls and women in sports. Cracker Jack® introduced a new player to the brand's roster: Cracker Jill®. The brand celebrated this inclusionary change with a major earned media campaign launched around the start of baseball season. To help bring this to life, Cracker Jack® teamed up with illustrator Monica Ahanonu to add five brand-new "Jill" designs to its packaging for products sold in ballparks across the country. It also tapped recording artist Normani to reimagine the iconic "Take Me Out to the Ball Game" song with lyrics about Cracker Jill® and an accompanying video spearheaded by director Ro Haber.

The campaign resulted in 1,127 earned media placements, 9.2 billion earned media impressions, a 12%-plus increase in purchase intent, 13%-plus increase in consumer favorability and 24 national stories in top-tier media including "TODAY with Hoda & Jenna," "Jimmy Kimmel Live!," Sports Illustrated, GoodMorningAmerica.com, People and more.



COLLABORATION AT WORK



ELEVATE

OMNICOM MEDIA GROUP

Omnicom Media Group introduced ELEVATE, a bespoke community of cross-cultural media practitioners across the agency network led by OMG veteran Michael Roca. ELEVATE’s mission is to drive the business imperative of prioritizing the growth potential of diverse communities and consumers, which strategically unlocks investment and media partnerships with diverse-owned media. ELEVATE was established to fuel cultural intelligence throughout the media planning and buying process, from audiences to activation and measurement. The network skillsets allow for richer cultural relationships that deliver superior outcomes for clients while increasing access and opportunities to a diverse media marketplace. The benefits of the network include:

- Empowering the community of cultural practitioners while providing scaled resources to agency partners and clients.
- Allowing for discovery of deeper insights and processes to strengthen planning and buying.
- Positioning OMG as an industry leader in the cross-cultural media marketplace.



COLLABORATION AT WORK



SPEED DATING WITH MEDIA

OMNICOM MEDIA GROUP

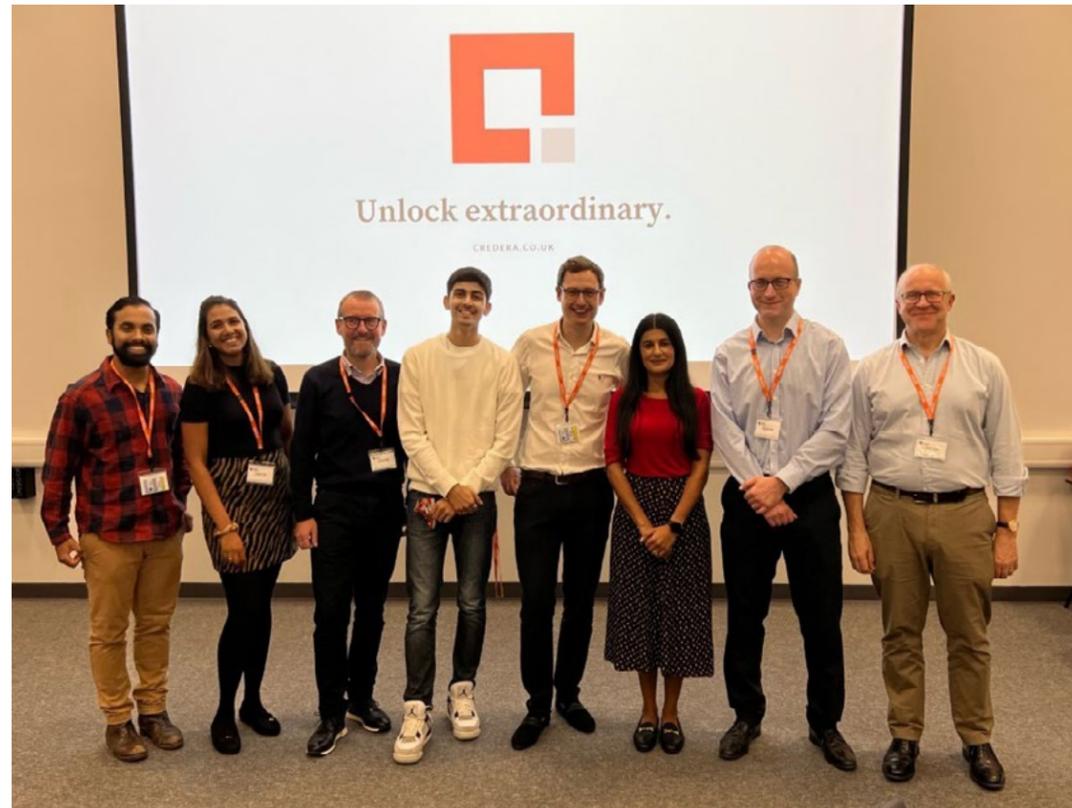
To drive purpose-driven growth with increased media investments to diverse media owners and publishers, **Omnicom Media Group** created “Infronts,” a virtual media presentation event to connect clients directly with diverse-owned and targeted media partners.

OMG Infronts creates greater awareness in a two-day event that strategically pairs brands with media partners to build pipelines for diverse owned and reaching media. Infronts also offers diverse media partners an opportunity to pitch to stakeholders in an intimate setting.

The virtual media presentation featured conversations between a dozen or more OMG clients – including from healthcare, financial services and luxury retail – with 20 diverse media partners including Canela Media, Reset Digital, NGL Collective, Revolt, Asian Media Group, Channel Factory, LATV, TheGrio, BET, Univision and Telemundo. OMG’s intentional, collective diverse media partner initiatives increased purpose-driven media investments by nearly 30% year over year.



COMMUNITY AT WORK



CREDERA CONSULTING ACADEMY

CREDERA

Credera, part of Omnicom Precision Marketing Group (OPMG), founded the “Credera Consulting Academy,” a skills-based initiative to promote social mobility for young adults ages 16-18 in the U.K. and Channel Islands and develop a pipeline of young, diverse talent. To bridge the gap to prosperous employment for individuals from underrepresented backgrounds, the program seeks to create access to opportunities and instill confidence and core employment capabilities in the consulting industry, as well as a variety of other career paths.

The program consists of a structured series of interactive workshops delivered by Credera employees in a classroom setting. The sessions help students build skills necessary for the work environment and culminate with a case study exercise where the students work on a fictional consulting engagement. In 2022, Credera:

- Created the curriculum for the Credera Consulting Academy
- Formed partnerships in key office and client locations across England and the Channel Islands – in London, Leeds, Newcastle and Jersey
- Trained 18 Credera consultants to help deliver the academy curriculum
- Delivered nine academy sessions, impacting approximately 350 students

The success of the academy has paved the way for future social value programs aligned with a mission to provide impactful experiences and drive social sustainability.

The Credera Consulting Academy is a fantastic initiative and is a clear commitment to supporting and developing the skills pipeline in our region. We look forward to working with you even further in the future.

– Public-private partnership

I’m now aware of the importance of soft skills, transferable skills and how to take initiative during the interview process.

– Sixth Form student, London



COMMUNITY AT WORK



THE KING CENTER FOR NONVIOLENT SOCIAL CHANGE AND KEEPING A KING'S LEGACY STRONG IN 2022

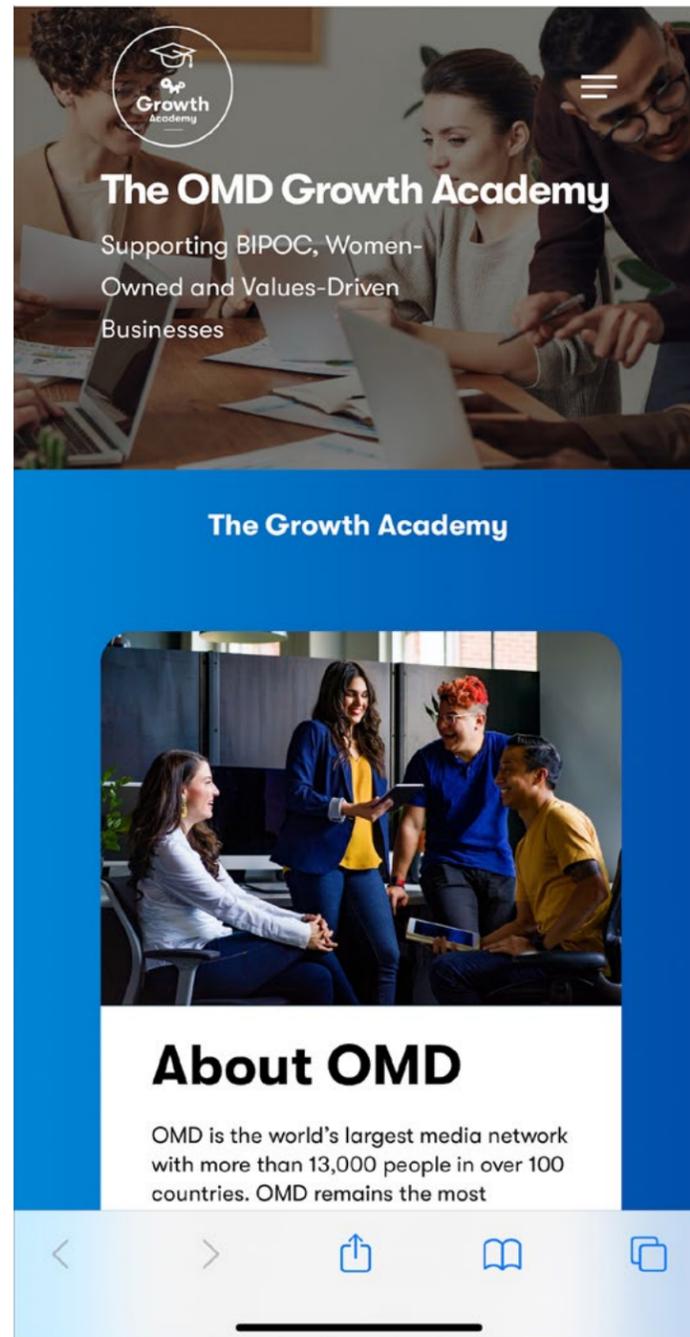
FLEISHMANHILLARD AND OPRG

FleishmanHillard (FH) and Omnicom Public Relations Group (OPRG) supported The King Center's launch of Nonviolence365® (NV365) Online, a new web-based, e-learning version of the Kingian Nonviolence training offered by The King Center based upon Martin Luther King Jr.'s philosophy and methodology to achieve social justice. The King Center, based in Atlanta, is a global destination attracting more than 1 million annual visitors. It's a leading nonviolence education and training institution, social justice advocacy organization, and resource center including millions of historically significant writings and visual artifacts relating to the life and legacy of Martin Luther King Jr., Coretta Scott King and the Civil Rights Movement. FleishmanHillard and OPRG also worked with Coretta and Martin Luther King Jr.'s youngest daughter and CEO of The King Center, Dr. Bernice King, to promote her children's book titled, "It Starts With Me." Our agencies helped land features with top-tier media outlets, including "The Daily Show with Trevor Noah," "The Real" and BBC News.

The FH team also helped to define and articulate the mission of The King Center through a TRUE Self x True MOSAIC narrative and messaging workshop session, an offering by FH's global DE&I core service practice.



COMMUNITY AT WORK



OMD GROWTH ACADEMY

OMD

OMD, the world's largest media network, developed the "OMD Growth Academy," an initiative aimed at affirming OMD's commitment to social and racial equity by providing BIPOC, women-owned and values-driven organizations with the additional tools, resources and insights to empower and elevate their businesses.

The OMD Growth Academy offers seven free educational sessions that provide critical learnings about media services, including how to plan and buy media, needed to expand their businesses in the digital landscape. To date, over 400 businesses have participated.

By connecting our shared values and mission, we hope to provide diverse-owned business enterprises with access to free training and education to grow their businesses and continue driving positive impact in the communities they serve.

– Anna Castro, Executive Director, OMD



COMMUNITY AT WORK



LA FONDATION DES FEMMES

OMG FRANCE

La Fondation des Femmes is the first foundation in France dedicated to advocating for women's rights and promoting gender equity in the nation. **Omnicom Media Group (OMG)** France began its ongoing four-year relationship with the organization, offering pro bono support in media relations and digital campaigns.

In 2022, the OMG France team led three awareness campaigns with La Fondation des Femmes, resulting in more than 10 million impressions on digital display and video campaigns, radio placements valued at \$550,000 and 15 press advertisements. One of the campaigns, called #PlusJamaisSeules ("Never Alone Again"), generated \$648,000 for La Fondation des Femmes, breaking a new fundraising record for the organization.

The collaboration between OMG France and La Fondation des Femmes displays the team's passion for DE&I and mission to further advance gender equity in France.

Our collaboration with Omnicom has helped us speak out loud and clear against violence on women. The incredible visibility that we get thanks to Omnicom helps us every year to involve more and more citizens with our foundation to raise awareness about the equity challenge between women and men.

– Meryll Amsallem, Director of Communication, La Fondation des Femmes



FOUNDATIONAL PRINCIPLES

OUR NORTH STAR – OPEN 2.0



OPEN 2.0 centers on **FOUR TENETS** and **EIGHT ACTIONS**, which serve as the foundation for our DE&I initiatives. This report is organized along the Four Tenets.

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.

Collaboration

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

Clients

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

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.

Eight Actions

Guided by the four tenets of OPEN 2.0, the following eight actions translate our commitments into tangible changes with long-term benefits for all our Omnicom community members.

1. Expand and Empower the OPEN Leadership Team
2. Attract and Recruit Candidates
3. Development
4. Retention
5. Engage Clients
6. Community Support
7. Mandatory Training and Internal Communications
8. Accountability



OMNICOM DE&I GUIDING PRINCIPLES



To our PEOPLE, we commit to:

- Creating environments that encourage diversity of thought and lived experiences.
- Building inclusive teams that reflect the diversity of our communities.
- Creating clear paths to leadership for people from diverse groups.
- Offering education and development programs to improve cultural understanding of DE&I and our priorities within OPEN 2.0.

To our CLIENTS, we commit to:

- Building teams that reflect diverse voices.
- Providing timely communications on the DE&I landscape and implications for our work.
- Implementing DE&I best practices that lay the foundation for more inclusive work.
- Having thoughtful, sometimes challenging, conversations that will strengthen our relationships and the work we do together.
- Sharing accountability and mutual transparency on DE&I commitments and progress.

To our COMMUNITIES, we commit to:

- Taking time to consider, better understand and be inclusive of the diverse global communities in which we operate.
- Being intentional about how we represent people of different races, ethnicities, abilities, religions, political affiliations, sexual orientations and more in our work.
- Working with diverse partners that help us address systemic inequities.
- Giving back to and investing in underrepresented communities.

An OPEN Manifesto

This manifesto is inspired by and eloquently captures the tenets and actions of OPEN 2.0.

We will build **equity** from the fragments of shattered glass ceilings.

We will **nurture** the talent we know and **hire** the talent we've overlooked.

We will approach our biases **consciously** and become more fluent in our shared **humanity**.

Because you **deserve** to work at an agency where you have **agency**.

Where you can see yourself and see yourself thrive.

Visibility and viability.

Where you don't have to long for **belonging**.

Where every space is a brave space that **embraces** your intersectionality.

This is OPEN 2.0.

Our reach, experience and talent are **unparalleled**.



KEY DEFINITIONS:

Diversity, Equity & Inclusion at Omnicom

Diversity

Diversity includes the ways people differ and can be expressed in myriad forms, including race and ethnicity, disability status, gender and gender identity, sexual orientation, socioeconomic status, language, culture, national origin, religious commitments, age, political perspective, education, marital status, language(s) spoken and physical appearance.

Equity

Equity is fair treatment, access, opportunity and advancement for all people, while at the same time striving to identify and eliminate barriers that have prevented the full participation of historically excluded groups.

Inclusion

Inclusion means all individuals or groups feel welcomed, respected, supported, valued and able to fully participate. An inclusive and welcoming culture embraces differences and enriches the work we do for clients and how we relate to one another.





**INDIVIDUAL ACTS. GLOBAL IMPACT.
ALL IN ON EQUITY**

OmnicomGroup

2022 Diversity, Equity and Inclusion Report

For more information and agency case studies, please visit our DE&I Report website at www.omnicomgroup.com/corporate-responsibility.