

# OmnicomGroup

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Omnicom Group Inc. is a global marketing and communications services company of more than 200 brands, including some of the world's most iconic, innovative and successful. Omnicom signifies work of unrivaled distinction in advertising, public relations, brand strategy, media planning, customer relationship management, data and analytics, and more than 30 other marketing and communications disciplines. Founded on a philosophy of empowering the creative identity of each individual brand, Omnicom companies serve 5000 clients in more than 100 countries.

Created in 1986 in the “big bang” merger of three of the largest advertising agencies in the U.S., BBDO, Doyle Dane Bernbach and Needham Harper Worldwide, Omnicom has consistently delivered the industry's highest organic growth and return on capital for investors. Led by President-CEO John Wren since 1997 and with a remarkably stable management team, the company's creative culture, profitability and financial discipline have been maintained throughout an era of extraordinary change in marketing and communications.

Omnicom's geographic expansion in recent years, particularly in Asia, and disciplined acquisitions of cutting edge companies, reflect a strategic approach to growth focused on anticipating and meeting client needs by discipline and geography. We are a company built for the omnichannel world, in which brands must deliver a seamless experience to today's connected consumer across geographies, mediums and disciplines.

Omnicom and its agencies have a corporate culture distinguished by a long-standing belief in the power of learning and training. The company offers the industry's richest opportunities for individual growth, with offerings that include Omnicom University, Catalyst at DDB, BBDO University, Tiger Academy at TBWA, Ketchum University, and more, all contributing to enhancing employees' professional breadth and our success in retaining top talent.

Year after year, Omnicom brands win the lion's share of industry awards, testament to an intensely creative, vibrantly entrepreneurial and deeply collaborative corporate culture designed to ensure worldwide, world-class marketing and communications services – and profitability – for every client and investor.