



**Omnicom**Group

2021 DIVERSITY, EQUITY AND INCLUSION REPORT

RESPONSIBLY RELENTLESS:

**Equity for All**



*Omnicom's OPEN 2.0 plan is focused on achieving systemic equity through consistent, committed action. We are working relentlessly toward that goal. Doing “the work” is not a box to tick or a badge to wear, it’s a way of conducting business, a way of living, that forever welcomes all voices and perspectives to the table. Our position as a global leader in marketing communications enables us to make it happen at scale.*

*Download the Executive Summary [here](#).*



**ABOUT THIS REPORT:**

Omnicom’s inaugural Diversity, Equity and Inclusion report is a companion publication to our 2021 Corporate Responsibility Report entitled: **Responsibly Relentless: Progress at Scale**, which is scheduled for release in the second half of 2022. Taken together, these two reports represent our commitment to transparency, accountability and action.



**OMNICOM**  
**PEOPLE**  
**ENGAGEMENT**  
**NETWORK**

## From Our Leaders: John D. Wren



### *A Message from Our Chairman & CEO*

As I reflect on the past year, I am humbled by the way we have come together as people, as colleagues and as communicators. In 2021, we saw another year of uncertainty from the COVID-19 pandemic, the shift in global office culture and the refocus on work-life balance. At the same time, we grappled with continuing polarization in our society and heightened acts of hate, bigotry and racism across the world.

Through it all, Omnicom's goal was to continue the momentum of 2020, where an urgency arose to more systemically address inequities across our organization, our industry and the world. As a global Fortune 200 company with 70,000+ employees, we know we can make an impact through our work and lead with our actions. We put diversity, equity and inclusion (DE&I) at the center of everything we do. Our teams have used their skill sets to create positive change and to advocate for those who need it most.

While we have been focused on DE&I for over a decade, this inaugural report marks a new chapter in our public commitment and accountability to our global DE&I work. In it, you will find stories and statistics about our work to strengthen Omnicom's culture, enhance collaboration across our agencies and community groups, and develop award-winning client campaigns and innovative community initiatives.

These efforts are part of OPEN 2.0, our action plan launched in 2020 designed to achieve systemic equity throughout Omnicom. To assist us in these efforts and the implementation of OPEN 2.0, we expanded our DE&I leadership team to more than 40 Diversity Leaders during 2021. Each network and practice area now has a dedicated DE&I leader reporting directly to their CEO. This is a critical distinction for our organization. These positions intersect with every aspect of our business, from leading people to overseeing client work. Our DE&I leadership team has true C-suite standing, creating a powerful partnership that puts DE&I at the core of our business operations.

In 2021, we asked all Omnicom colleagues to participate in our inaugural global DE&I survey to help identify areas of growth and opportunity. We launched new employee resource groups (ERGs), such as Black Together, Asian Leaders Circle and AcentO, expanded OPEN DisAbility to include a new chapter in the U.S. and we hosted three global ERG virtual town halls where thousands of employees from more than 50 countries attended. In just one year, Omnicom colleagues increased their ERG participation by almost 400%.

This sense of belonging and well-being for our people is key to our DE&I commitment. It's why we enhanced a variety of inclusive health and family benefits regarding parental leave and student loan repayment assistance, added to our robust set of benefits to support LGBTQIA+ employees. These initiatives received recognition from Newsweek, which named Omnicom one of America's Most Responsible Companies of 2021, making us the only company in our industry on the list. With a majority of women on our Board of Directors, we were also recognized by The Women's Forum of New York as having one of the most diverse boardrooms in the Fortune 500. We've also strengthened our commitment to the disability community by signing on as one of the Iconic 15 companies that will be creating inclusive tools alongside the Valuable 500.

While we are proud of our achievements, our work continues. DE&I is a vital part of our business, and it will continue to shape our growth and operations moving forward. We will remain relentless in our pursuit of building an organization and an industry that truly reflects the world we live in.

I want to thank our people for driving our progress toward achieving systemic equity, as well as all those externally supporting our efforts. I am honored to present Omnicom's inaugural DE&I report to you.

**John D. Wren**

*Chairman & Chief Executive Officer*

## From Our Leaders: Emily K. Graham



**“What we do is more important than what we say or what we say we believe.”**

– **bell hooks**, author, scholar and social activist on topics including race, gender, justice and community

### *A Message from Our Chief Equity and Impact Officer*

At the heart of diversity, equity and inclusion (DE&I) is a commitment to bringing out the best in one another. As we look back at what we’ve accomplished together at Omnicom over the past year, I see the depth of self-examination, empathy and persistence that so many of you have relentlessly pursued to make us better. Together, we’ve learned. We’ve challenged. We’ve laughed. We’ve hurt. And we’ve developed a deeper understanding of ourselves and others, sharing our knowledge with our colleagues and our clients.

***This inaugural report is a manifestation of the promise and passions that DE&I has become at Omnicom and of the work that so many have done to push toward progress in this time of global reckoning of injustice and inequity.*** Across the world, organizations and institutions continue to grapple with how to deconstruct decades of inequitable norms and rebuild cultures and systems to be more inclusive, equitable and hospitable. We know that progress is not made by enhancing what is – progress is made by advancing what will be.

Authentic change comes from a long-term investment in DE&I. And that means an investment in people. We’re committed to building a global and integrated DE&I strategy that encompasses the multitude of identities we bring to work every day. Each of us can personally invest in DE&I efforts through self-reflection and action. Together, our work at Omnicom has catalyzed changes in our organization, our industry and our communities. We are creating an ecosystem that integrates DE&I as a core element across all aspects of our business.

I’m thrilled to say that as part of this report, we are reporting for the first time on Omnicom-wide DE&I Key Performance Indicators (KPIs) in five areas:

- Hiring
- Promotion/Career Advancement
- Retention
- Training
- Employee Resource Group (ERG) Participation

Yes, we’ve made progress. However, we know the work must continue. We are not letting up. Our goals are big because the culture of accountability we have created continues to push us to iterate, to evolve and never be satisfied. That’s what we mean by *responsibly relentless*.

As we continue on our journey toward systemic equity, we know that you, my valued colleagues, are the best investment we could ever make. Together, we are a force multiplier. To continue to boldly center DE&I in our client work and employee engagement, we need **you**. We encourage you to read this report. Talk about it with colleagues, friends and family. Ask questions, offer suggestions and reflect on what role you have in this organizational evolution. We value you. We hear you.

We are committed to making our shared vision of equity our reality.

Yours,

**Emily K. Graham**

*Chief Equity & Impact Officer, SVP, D&I Communications*



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# About OMNICOM GROUP

Omnicom is an interconnected global network of leading advertising, marketing and corporate communications companies. Our branded networks and agencies provide a diverse, comprehensive range of global, regional and local solutions in the following disciplines:

**ADVERTISING & MEDIA**

**PRECISION MARKETING**

**COMMERCE & BRAND CONSULTING**

**EXPERIENTIAL**

**EXECUTION & SUPPORT**

**PUBLIC RELATIONS**

**HEALTHCARE**

## OMNICOM AGENCY *Survey*

Omnicom engages with our agencies on an ongoing basis to understand and support their corporate responsibility and DE&I initiatives, programs and client work. We also inquire about these activities through an in-depth annual survey. In early 2022, we received a record number of responses and submissions for potential inclusion in this report and our annual Corporate Responsibility Report. Throughout this publication, we've featured the diversity of our communities.

**\$14B+** 2021 Revenue

**70K+** Employees Worldwide

**5K+** Clients in 70+ countries

## DE&I STARTS AT THE TOP

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 LatinX\*.

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

## 6 MAJOR NETWORKS AS PART OF OUR WORLDWIDE FAMILY OF COMPANIES





MAKING OMNICOM MORE  
**OPEN**



# OUR STRATEGY FOR MEANINGFUL **Change**

At Omnicom, OPEN (Omnicom People Engagement Network) is how we build a more diverse, inclusive and equitable global organization for our 70,000+ employees. We are opening our minds, our systems, our processes and our doors to embrace new ideas, new talent and most importantly, new possibilities. To us, being OPEN means diversity, equity and inclusion (DE&I) is a transformative business-value driver for our organization and our clients. It 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. A year later, we have seen a transformation in our business, excitement from our employees, and award-winning campaigns for our clients and pro bono causes that put DE&I at the center. We have established leadership structures, engaged employees and set equity-related key performance indicators to measure our advancement, maintain transparency and hold ourselves accountable. We are walking side by side with our clients to produce work that is innovative and inclusive. The scope and scale of our investment in DE&I distinguishes us not only in our industry, but in the global marketplace. Our people make us strong. Together, we're the change that our industry has needed for so long. An industry where people have agency, where our humanity comes first.

## **Leadership**

As communicators, we have the power to catalyze and drive organizational change. That's exactly why we've invested in a leadership structure at Omnicom that integrates DE&I across all parts of our business where our top leaders are held accountable for its progress. Our leaders are passionate and come with a varied set of personal and professional experiences. Some come from industries where inequities they experienced inspired them to turn their efforts toward DE&I. Others have been inspired by their families, friends and neighbors. Just as important, these leaders report to – and collaborate with – their CEOs, as a valued part of the C-suite. With a sense of purpose and intention, our Omnicom DE&I leaders are enacting meaningful and substantial change in their organizations and fostering a culture where people feel seen, respected and valued. Meet them starting on Page 20.

## **KEY DEFINITIONS**

### **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, and 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 that we do for clients and how we relate to one another.



## ALL ABOUT OPEN 2.0

In July 2020, we announced OPEN 2.0, an action plan designed to achieve systemic equity at Omnicom. OPEN 2.0 centers on **FOUR TENETS** and **EIGHT ACTIONS**, which serve as the foundation for our DE&I initiatives.

### 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 relationship 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

## EXPANDING OPEN 2.0 LEADERSHIP

By January 2021, the OPEN Leadership Team had more than doubled to 30 members. Now at more than 40 people, the team includes an executive DE&I leader for each network and practice area reporting directly to their CEO.

## AN OPEN MANIFESTO

Inspired by the tenets and actions of OPEN 2.0, colleagues at Omnicom agency, RAPP, wrote a manifesto about our journey toward systemic equity.

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**.

And now, so is our commitment to a more **equitable** future.

Let's make Omnicom more **OPEN**.





## AN **OPEN** FUTURE

Delivering on our relentless commitment to advancing systemic equity is all about transparency, accountability and action. That's why Omnicom has taken a data-driven approach to DE&I that requires us to answer to our ambitions.

At the heart of OPEN 2.0 are five key performance indicators (KPIs) established in 2021 and reported on for the first time in this report. These KPIs measure our progress against the **Four Tenets** and **Eight Actions** of OPEN 2.0 and guide us as we build stronger relationships, transform our culture, deliver outstanding work and drive long-term business success. Every Omnicom agency is required to determine specific actions, with deadlines, to advance the KPIs. Executive compensation at Omnicom and its agencies are determined, in part, by how well we fulfill them.

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We take a disruptive approach to DE&I. We're not checking off boxes on a checklist. We're finding innovative ways to get people to move and act. We're disciplined in making our DE&I initiatives a full, unconventional experience so that people take it seriously.

— **Troy Ruhanen**, *President and CEO, TBWA Worldwide*

”

## OPEN 2.0 KEY PERFORMANCE INDICATORS

### HIRING

- In 2021, one in four new hires at the Executive or Senior Level Officials/Managers level\* in the U.S. was BIPOC.
- Almost 40% of all new hires in the U.S. in 2021 were BIPOC.

### PROMOTION/CAREER ADVANCEMENT

- BIPOC representation in Executive or Senior Level Officials/Managers and First/Mid-Level Officials and Managers\* in the U.S. has increased steadily over the last four years.
- At the conclusion of 2021, 20% of those in an Executive or Senior Level Official/Manager\* position in the U.S. were BIPOC, a 25% increase in BIPOC percentage since 2018.
- Women represent 49% of Executive or Senior Level Official/Manager\* roles in the U.S.

### RETENTION/REPRESENTATION

- During 2021, the percentage of U.S.-based BIPOC talent at Omnicom increased by 7%.
- Growth in the percentage of Hispanic/LatinX representation in the U.S. increased 9% during 2021.
- Largest growth group in 2021 was Black talent with a 15% increase in representation.

### TRAINING

- Over 68,000 employees across Omnicom's global workforce have completed Unconscious Bias training.
- Since August 2021, employees have completed over 34,000 hours of DE&I training globally.

### ERG PARTICIPATION

- Launched three new ERGs in 2021.
- Expanded the global reach of our existing ERGs, OPEN Pride and OPEN DisAbility.
- In 2021, ERG membership grew by over 100%.
- One in four global Omnicom employees has participated in ERG programming/content.

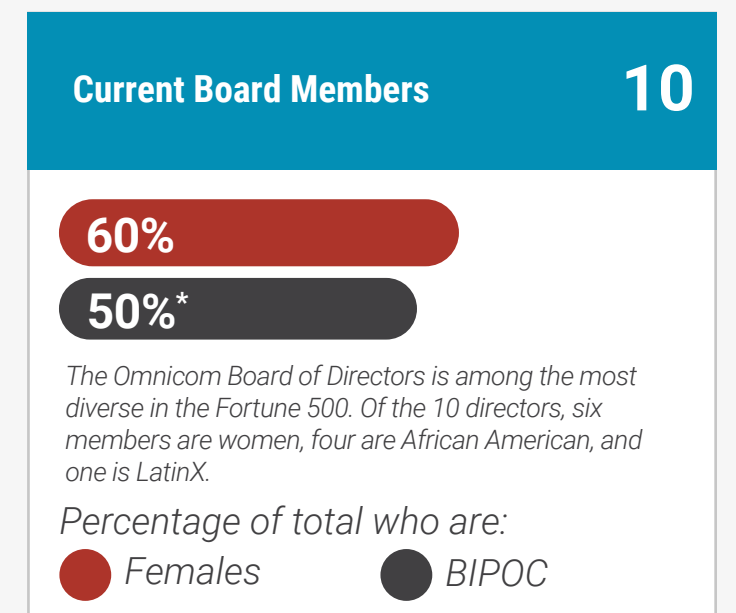
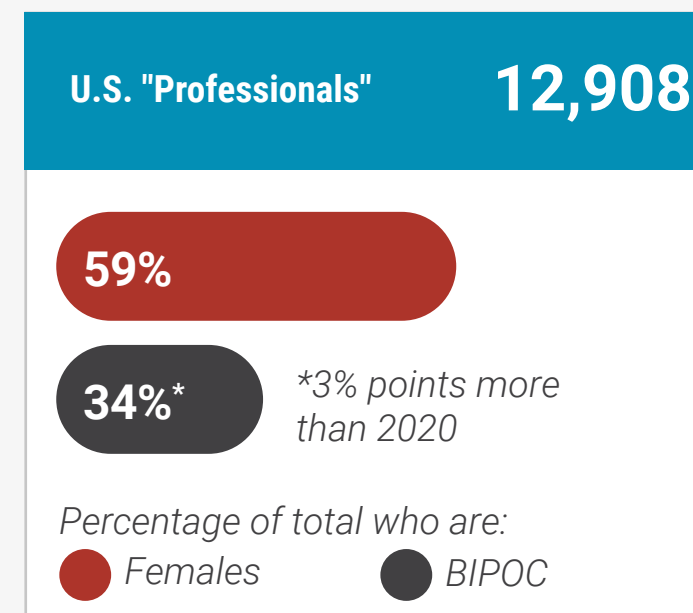
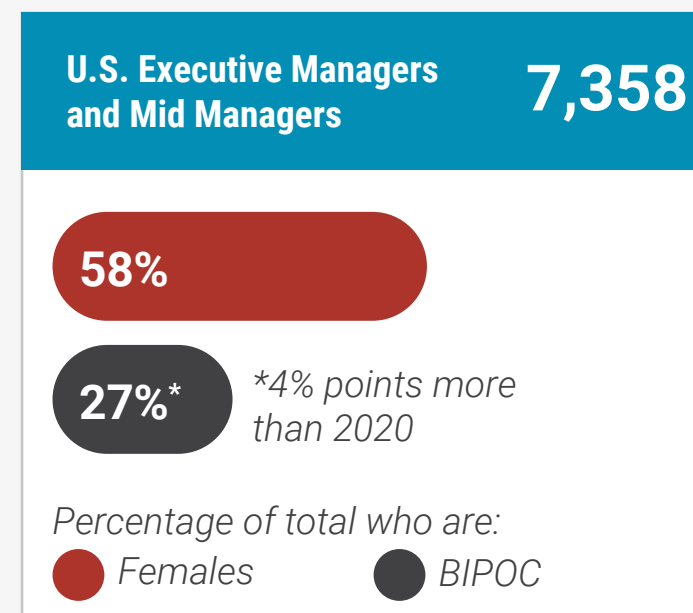
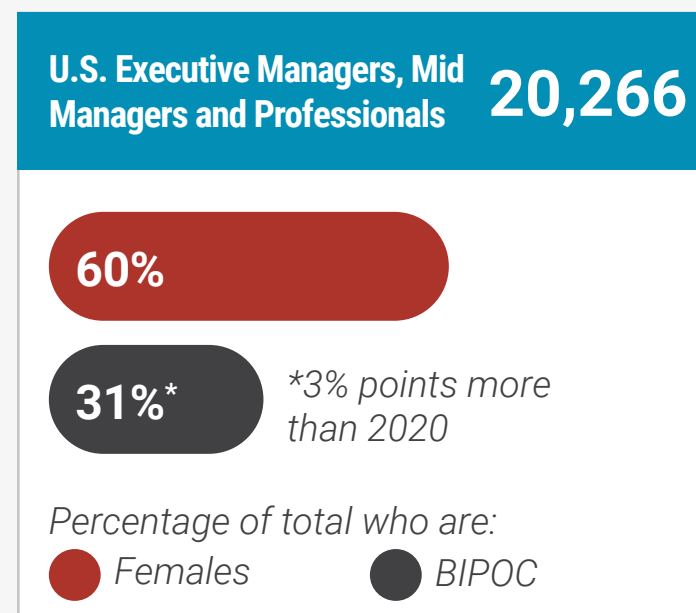
\*As defined by the EEOC



# DE&I DATA

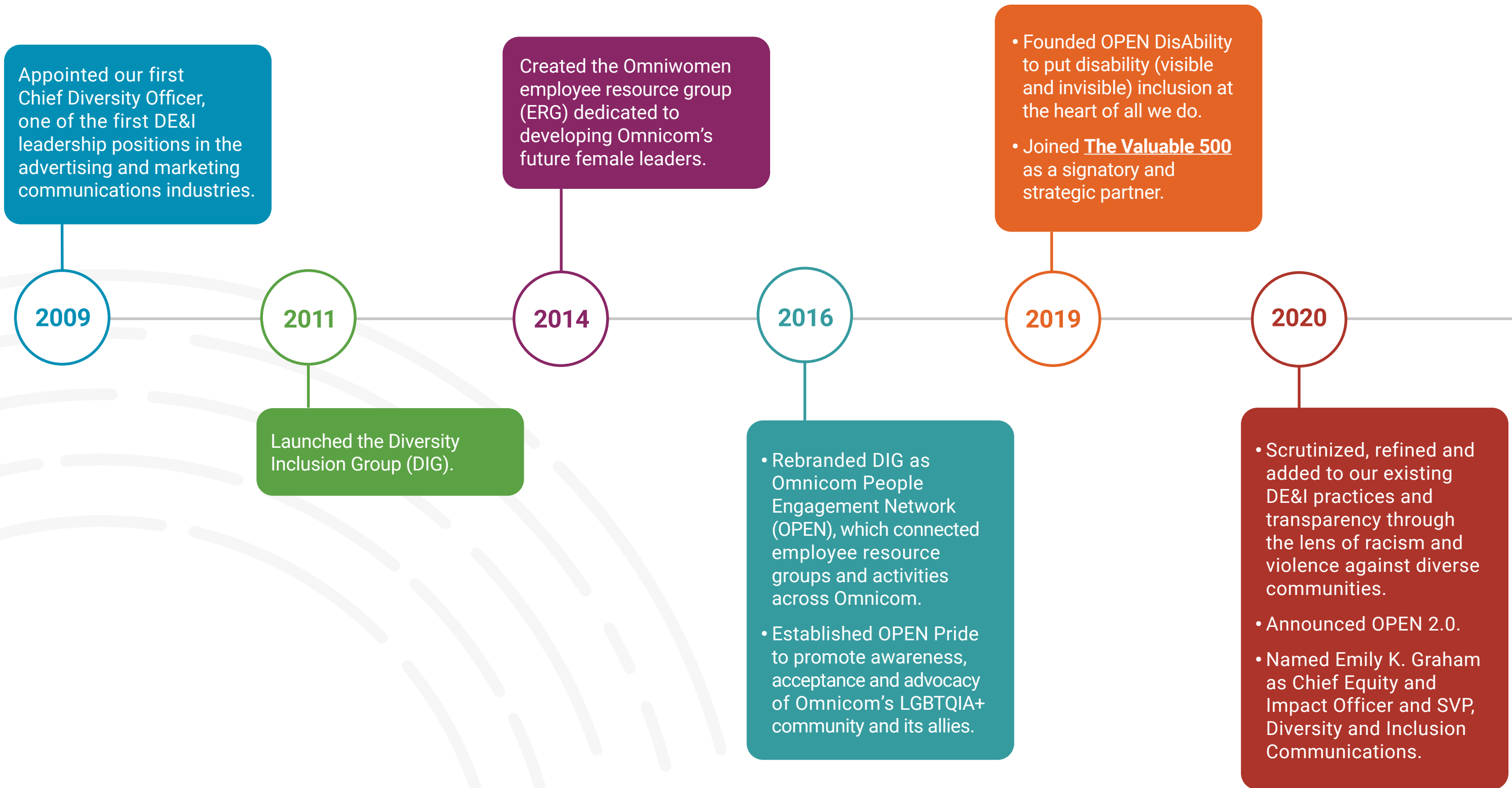
Understanding where we are going requires knowing where we are now. This marks our second year disclosing racial U.S. Equal Employment Opportunity Commission data and our seventh year reporting key progress against our U.S. diversity metrics. Presently, the only market that requires consistent reporting on diversity data is the US.

Omnicom's U.S. Equal Employment Opportunity Commission (EEOC) Data										
As of December 31, 2020 and December 31, 2021	Black		Asian		Hispanic		White		Female	
	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021
EXECUTIVE MANAGERS	3.1%	3.5%	7.7%	7.5%	5.0%	5.5%	82.6%	81.7%	49.7%	50.9%
MID MANAGERS	4.9%	5.5%	9.0%	9.2%	8.6%	9.6%	74.6%	72.6%	59.9%	58.5%
PROFESSIONALS	5.6%	7.5%	11.2%	11.1%	10.7%	12.0%	69.4%	65.8%	59.7%	62.0%



# AN OPEN TIMELINE

Advancing DE&I has been a long-standing priority at Omnicom. From the appointment of our first Chief Diversity Officer more than a decade ago to the launch of OPEN 2.0, DE&I has played a central role in who we are and how our networks and practice areas function. Some key milestones in our journey:





- Expanded our DE&I leadership team to more than 30 Diversity Champions.
- Created three new global ERGs as part of OPEN 2.0: Black Together, Asian Leaders Circle and AcentO.
- Integrated DE&I curriculum in Omnicom University, Omnicom’s management development program.
- Initiated OPEN Chats video series.

- Established our Omnicom Diversity, Equity and Inclusion Guiding Principles.
- Launched mandatory DE&I training for all Omnicom employees.
- Recognized by The Women’s Forum of New York for our efforts toward gender equality in the boardroom.
- Named one of America’s Most Responsible Companies 2022 by Newsweek, ranking No. 4 in the Professional Services category.

2021

2022

*(as of publication time)*

- Achieved a 100% rating and recognized for the fifth year in a row as a “Best Place to Work for LGBTQ+ Equality” by the Human Rights Campaign Foundation’s Corporate Equality Index.
- Asked all Omnicom employees to participate in our inaugural global DE&I survey to help identify areas of growth and opportunity.
- Publicly announced our DE&I KPIs as part of OPEN 2.0.

An abstract graphic on the left side of the page consists of numerous white, curved lines of varying lengths and thicknesses, arranged in a pattern that suggests a stylized globe or a series of concentric, overlapping arcs. The lines are set against a solid green background.

# 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.

# Strengthening

## DE&I AT OMNICOM

The path to equity on a global scale starts with saying what we mean and doing what we say. Omnicom has long understood that DE&I is nuanced and complicated. It's also the source of our strength. OPEN 2.0 is the framework that will power us on the path to authentic, systemic equity throughout every aspect of our business.

Making authentic and enduring change in the culture of an established company like Omnicom requires engagement, resolve and buy-in from every individual at every level of the company. OPEN 2.0 wasn't built from the top down, nor did it arise from the grassroots up. It came from listening to our employees and understanding that this global reckoning of injustice and inequity demands pressing changes in how we think and what we do. It has spurred action in three critical areas: DE&I Leadership, Employee Resource Groups and Training.

These efforts come to life in various ways across Omnicom. Check out case study examples [here](#).

“

If companies want to support underrepresented populations, they must invest in the historically underfunded programs and organizations that support those populations. At Omnicom, we truly value third-party educational and career development programs that promote diversity, and we partner with them in ways that create mutual benefit. We don't just take diverse recruits from them and give nothing back in return.

– **Ericka Riggs**, *Chief Diversity, Equity and Inclusion Officer, Omnicom Specialty Marketing Group*

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# DE&I LEADERSHIP

Omnicom embeds DE&I in the places where decisions are made. And that's an ambition we continue to pursue ... relentlessly. Four intentional design elements set our DE&I leadership apart.

## Connected at the Top

Each of our networks and practice areas, from advertising and specialty marketing to media and public relations, has their own global Chief DE&I Officer, each reporting directly to their CEO.

## Critical Connections

In addition to their experiences, our DE&I leaders' greatest resource is each other. We've built a model of diversity leadership that's collaborative at its core. Sharing ideas, insights and strategies, these leaders push boundaries, innovate new solutions and stand together at the frontlines of change. This collaborative support empowers our DE&I leaders to lead real change in their respective roles.

## Embedded Across the Business

Global DE&I leadership intersects with every aspect of our business from leading people to overseeing client work. DE&I leadership partners at the highest levels of our networks, practice areas and agencies to create pathways for the kind of change that can revolutionize how our company and our industry do business.

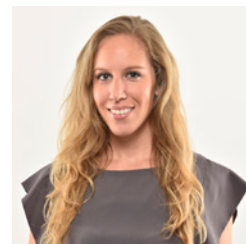
## Diversified Experience

Our DE&I leaders come from a myriad of professional backgrounds that extend well beyond human resources. They bring to bear an incredible array of lived experiences that nurture a deep and intimate understanding of the cultures and contexts in which our people and our clients work.

# OMNICOM GROUP DE&I LEADERSHIP



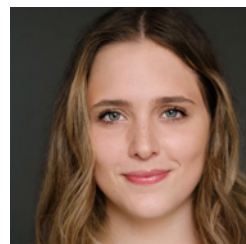
**Emily K. Graham\***  
*Chief Equity & Impact Officer, SVP,  
D&I Communications*  
**Omnicom Group**



**Ana Leen\***  
*Director, Diversity, Equity & Inclusion*  
**Omnicom Group**



**Criseli Saenz**  
*Manager, Diversity, Equity & Inclusion*  
**Omnicom Group**



**Sofia Gonzalez Leal**  
*Associate, Diversity, Equity & Inclusion*  
**Omnicom Group**

“Omnicom is redesigning what it means to be a Chief Diversity, Equity and Inclusion Officer. Our people are innovators and strategists who work across the organization. They come from an array of backgrounds, from HR to legal to global account management. They do impactful work through different lenses and that's by design.”  
— **Emily K. Graham**,  
Chief Equity and Impact Officer, Omnicom

\*Client-Facing OPEN Leader

# DE&I LEADERSHIP

The OPEN Team is led by Emily K. Graham, Chief Equity and Impact Officer, and her DE&I team at Omnicom Group. Consisting of more than 40 leaders whose full-time job is to advance DE&I at Omnicom, the team includes representation at each practice area and across several agencies throughout the Omnicom network.

## OPEN PRACTICE AREA LEADERS



**Jason Rosario\***  
*Chief Diversity, Equity & Inclusion Officer*  
**BBDO Worldwide**



**Sara Porritt\***  
*Chief Diversity & Inclusion Officer*  
**Omnicom Media Group**



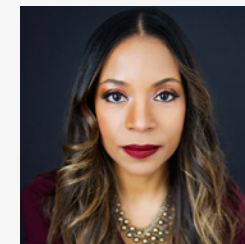
**Ericka Riggs\***  
*Chief Diversity, Equity & Inclusion Officer*  
**Omnicom Specialty Marketing Group**



**Nikki Lamba\***  
*Chief Diversity, Equity & Inclusion Officer*  
**DDB Worldwide**



**Tony Hoble\***  
*Chief Diversity, Equity & Inclusion Officer*  
**Omnicom Precision Marketing Group**



**Aliah Berman**  
*Chief Diversity Officer*  
**TBWA\Worldwide**



**Gena Pemberton\***  
*Chief Diversity, Equity & Inclusion Officer*  
**Omnicom Health Group**



**Soon Mee Kim\***  
*Global Diversity, Equity & Inclusion Officer*  
**Omnicom Public Relations Group and Communications Consultancy Network**



**Kirya Francis**  
*Chief Diversity Officer*  
**The Advertising Collective and Omnicom Commerce Group**

\*Client-Facing OPEN Leader

## OPEN TEAM MEMBERS



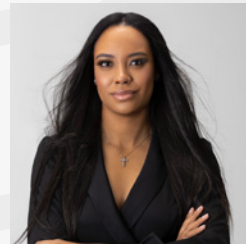
**Bukola Garry\***  
*Head of Diversity, Equity & Inclusion*  
**ADAM&EVE DDB**



**Kisha Payton\***  
*Vice President, Diversity, Equity & Inclusion*  
**CSPACE**



**Carla Eboli\***  
*EVP, Diversity, Equity & Inclusion Lead*  
**Energy BBDO**



**Alex Cuevas**  
*Vice President, Talent Director*  
**BBDO Worldwide**



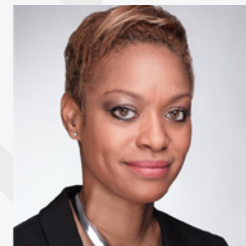
**Vanaja Pillai\***  
*Head of Diversity, Equity & Inclusion*  
**DDB Mudra Group**



**Adrienne Smith\***  
*Chief Diversity & Inclusion Officer*  
**FleishmanHillard**



**Anne Caceres-Gonzalez\***  
*Associate Director, HR & Diversity*  
**BBDO Worldwide**



**Dawn Fitch-Mitchell**  
*Director of Supplier Diversity*  
**DDB Worldwide**



**Sharon V. Jones\***  
*Chief Diversity, Equity, Inclusion & Growth Officer and Managing Director*  
**+GMMB**



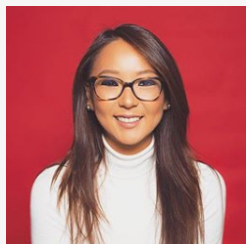
**Nickoria Johnson\***  
*Chief Diversity Officer*  
**Credera**



**Corson Barnard\***  
*DEI & Communications Associate*  
**Designory**



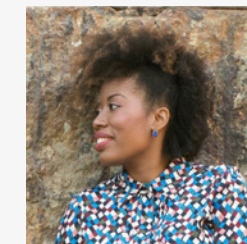
**Sophie Maldonado**  
*Director, Diversity, Equity & Inclusion*  
**GMR Marketing**



**Chrissie Szymanski\***  
*Associate Director of DEI*  
**CSPACE**



**Denise Carter\***  
*Global VP, Diversity and Communication*  
**Designory**



**Jennifer Gomes\***  
*Head of Diversity, Equity & Inclusion and Associate Partner*  
**Goodby Silverstein & Partners**

\*Client-Facing OPEN Leader



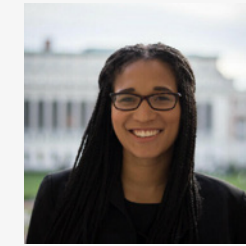
**Keisha Townsend**  
*Director, Diversity, Equity & Inclusion*

**GSD&M**



**Jochebed Fekadu\***  
*Diversity, Equity & Inclusion Project Manager*

**Omnicom Precision Marketing Group**



**Jenise Ogle\***  
*Director of Diversity, Equity & Inclusion*

**Resolution**



**Max Rutherford\***  
*Vendor Partner Diversity Director/ SBLO*

**GSD&M**



**Christie Sithiphone\***  
*Global Director, Diversity Equity & Inclusion*

**Omnicom Public Relations Group**



**Jennifer Payne\***  
*Diversity, Equity, Inclusion & Accessibility Lead*

**TBWA\Chiat/Day**



**Andriena Coleman\***  
*Associate Director of Diversity & Inclusion*

**Hearts & Science**



**Risa Sanchez\***  
*Head of Diversity, Equity & Inclusion and Director, Marketing Science*

**PHD**



**Rema Abu-Hashim\***  
*Diversity, Equity & Inclusion Associate*

**TBWA\Worldwide**



**Christina Ovalles\***  
*Director, Diversity, Equity & Inclusion*

**OMD**



**Suzy An\***  
*Justice, Equity, Diversity & Inclusion (JEDI) Leader*

**Porter Novelli**



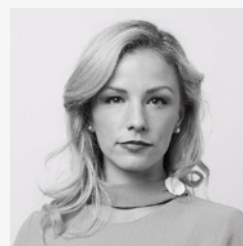
**Veronica Appleton\***  
*VP, Diversity, Equity & Inclusion*

**The Marketing Arm**



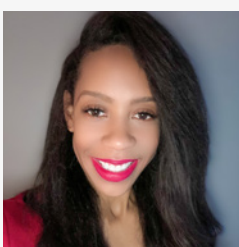
**Jordan Jones**  
*Associate Director, Diversity & Inclusion*

**Omnicom Media Group**



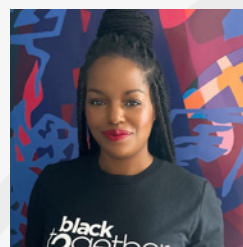
**Devin O'Loughlin\***  
*Global Chief Diversity, Equity & Inclusion & Communications Officer  
Global Co-chair, OPEN Pride*

**RAPP**



**Sakinah Charbeneau**  
*Director, Diversity & Inclusion*

**Omnicom Media Group**



**Nicole Simpson**  
*U.S. Director, Diversity, Equity & Inclusion*

**RAPP**

\*Client-Facing OPEN Leader

# EMPLOYEE RESOURCE GROUPS (ERGs)

Employee Resource Groups (ERGs) are voluntary, employee-led groups that work to foster an inclusive and engaging work environment. At Omnicom, we have six global ERGs in the OPEN umbrella designed to embrace intersectionality, 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.

The success of our groups is measured against five key touch points:

- Employee satisfaction
- Training programs
- Talent development
- Talent advancement
- Client engagement

“

During an incredible and emotional OPEN Pride ERG town hall, two people shared their ‘coming out’ stories. After the event, five Omnicom Media Group colleagues reached out to me on LinkedIn because they were inspired by the candid conversation and vulnerability. One person said to me, ‘I’m very new to coming out. It’s a scary and slow process. Today, I felt seen.’ These ERGs transform not just our workplace but people’s lives.

— **Mike Doyle**, *President and CEO, Ketchum*

”

## MEET OMNICOM’S ERGs



**Acento** brings together the diverse cultures of Omnicom’s Hispanic/LatinX employees to support and celebrate each other.



**Asian Leaders Circle** is dedicated to progressing 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** is dedicated to promoting networking and career opportunities, as well as developing 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.



# OUR ERG PERFORMANCE METRICS

PERFORMANCE AREA	PERFORMANCE METRIC	GOAL
<b>Employee Satisfaction</b>	A DE&I Satisfaction Score based on how employees rate Omnicom's/ their agency's DE&I efforts.	<b>To increase DE&amp;I Satisfaction Score year over year.</b>
<b>Training Programs</b>	Create cultural fluency training content and programming specific to their community and available to all Omnicom employees.	<b>Each ERG will create programs/content twice per year.</b>
<b>Talent Development</b>	Create and/or curate development opportunities for ERG members to ensure they have competitive skills.	<b>Provide (1) development program/ opportunity per quarter.</b>
<b>Talent Advancement</b>	Nurture connections and provide platforms and events that help members network and find new opportunities to advance their careers.	<b>Share 2-3 advancement success stories per year.</b>
<b>Client Engagement</b>	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.	<b>Identify 2-3 client growth opportunities per year.</b>



## Making Connections: ERGs Elevate New Perspectives

Omnicom’s ERGs passionately foster an inclusive and engaging environment both at work and beyond. Some programming highlights from 2021 include:



**OPEN DisAbility** – The OPEN DisAbility chapter in the UK partnered up with The Readability Group to produce a virtual inclusive design workshop. The workshop was made available to all Omnicom employees and provided our creative talent with tools and guidance to create more inclusive and accessible work.



**OPEN Pride** – Recognizing that Pride in our LGBTQIA+ community and allies should be recognized beyond a moment, month or season, OPEN Pride launched the “Queer All Year” event page so that people across all agencies could easily tap into OPEN Pride’s programs 24/7/365. In addition, as part of its platinum sponsorship of NYC Pride, OPEN Pride hosted a master class on how brands and companies can stay queer all year and build authentic connections to support the LGBTQIA+ community.



**Black Together** – Black Together launched in 2021 with a series of forums led by DE&I leaders with the aim of fostering an inclusive and engaging work environment for Omnicom’s Black community and its allies. The discussions gave emerging talent a safe space to give honest input to leadership and help drive impactful programming. For example, Black Together kicked off Juneteenth celebrations with a powerful [Black Moments that Matter](#) where members across the globe reflected on historical moments that impacted their personal DE&I journeys.



**Asian Leaders Circle** - With concern of heightened violence against Asian communities, the two-part series, Mental Resilience: Facing Asian Hate, hosted by our Asian Leaders Circle, brought together Omnicom’s Asian community and allies to learn, engage and support one another. Led by licensed marriage and family therapist, Nicole Hsiang Shieh, this programming provided attendees with historical context for current events, as well as tangible tools to help support the mental health of their peers.



**AcentO** – In 2021, AcentO began accepting applications for its ElevandO mentorship program. This nine-month commitment pairs mentors with mentees and is designed to help rising talent find one-on-one support, develop leadership skills, gain exposure to senior-level leaders, construct career goals and build camaraderie with their cohort. The first class of mentors will convene in 2022.



**Omniwomen** – In 2021, Omniwomen held a series of interviews on Instagram Live with some of Omnicom’s most influential female leaders, including Omnicom Chief Equity and Impact Officer, Emily K. Graham; Omnicom Commerce Group CEO, Sophie Daranyi; and Executive Vice President and Dean of Omnicom University, Karen van Bergen. Younger women at Omnicom led each interview, which created thoughtful reflection and challenged ideas and perspectives across generations.

## DIVERSITY, EQUITY AND INCLUSION DEVELOPMENT AND TRAINING

Confronting and eradicating inequities require us to lean into learning and understanding. To consciously change the way we think, speak and act, we must develop a shared language. That's why our executive and office leadership teams have participated in live, facilitated conversations and trainings on inclusive leadership. In addition, all Omnicom employees across the globe were asked to complete an online DE&I training course that addressed some of society's most compelling, but often hidden, DE&I challenges, such as unconscious bias and micro inequities.

As we strive for more in 2022 and beyond, we've set our sights on additional global training by launching a new mandatory global training course. We've also supplemented our curriculum with a new DE&I training for executives in the U.S., designed to address the region-specific nuances in DE&I.

### 2021 OMNICOM DE&I TRAINING

**34K**

Hours of DE&I training completed  
by Omnicom employees



# Rallying Recruits:

## CREATING A HAVEN FOR DIVERSE CANDIDATES

Meaningful change arises from meaningful action. Our investment in people begins before a prospective employee even crosses our threshold, thanks to our approach for attracting and recruiting the next generation of communicators and leaders at Omnicom.

When it comes to recruiting, our leaders are challenging long-established notions and are embracing candidates with nontraditional resumes. We also have a “no duplicates” philosophy when it comes to recruitment teams, meaning that we avoid assigning people with similar demographic characteristics to the same team. These are just some of the ways managers are intentionally employing innovative tactics to build a diverse employee population that drives innovations and inclusion.

## AN OPEN EXCHANGE FOR DIVERSE TALENT

Developing a talent pipeline is all about building relationships. We want potential candidates in our network to know our agencies, just as much as our agency leaders want to get to know them. The Omnicom OPEN Exchange Program features more than 40 network and agency DE&I, HR and Talent Acquisition leaders who meet biweekly to share recruiting initiatives and leverage DE&I efforts across the agency network. The program helps foster connections among Omnicom’s six ERGs, recruiting and educational partners and other industry programs to ensure our agencies maintain an inclusive workforce, culture and diverse pipeline of prospective talent.

“

Diverse teams bring new ideas forward and challenge us in meaningful ways. Having those kinds of discussions are crucial for putting out great work.

– **Michael Larson**, *CEO, DAS Global*

”

# PARTNERSHIPS TO FIND AND DEVELOP THE NEXT GENERATION OF TALENT

In an exceptionally competitive labor market, we depend 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 look for opportunities to leverage our broad agency network and creative expertise to help expand our candidate pool. These collaborations allow us to further our partners' missions while deepening ours. Some of our initiatives making a difference include:

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

Omnicom is the premier sponsor of AAF's MPMS program, an initiative that connects the advertising industry with the top multicultural college seniors in the U.S. As part of the program, Omnicom produces Most Promising University, a daylong immersive advertising and media curriculum that hosts 50 college students each year. In addition to enhancing students' knowledge and understanding of the advertising industry, the event provides an opportunity for Omnicom and its agencies to network with the MPMS cohort and find full-time talent.

## **4A's Multicultural Advertising Intern Program (MAIP)** – Omnicom is a key partner in MAIP's mission to connect the advertising industry with the best talent. This is achieved through world-class development opportunities, such as MAIP's 12-week virtual training, agency-sponsored professional development workshops and cross-national collaborations on client project briefs. Many of our agencies hire MAIP fellows and offer MAIP internships in support of the program.

## **Historically Black Colleges and Universities (HBCUs)** – Since their inception, HBCUs have served as a model of Black excellence, a catalyst for change and a springboard for graduates to shift culture and make history. Their alumni have already made significant contributions across our network of agencies, and we're stepping up our collaborations with HBCUs to multiply the impact across our global network.

## **Generation Valuable** – Through our partnership with the Valuable 500, Omnicom will participate in Generation Valuable. This program will pair rising disabled employees with a C-Suite level mentor within the organization. This incredible group of potential executives with lived experience of disability will influence leadership, culture, and the board room of tomorrow.





# Belonging AND WELL-BEING

Every employee brings their own identity, experience and perspective to work. Experiencing a sense of belonging is one of the most important components of wellness. Meaningful relationships are among the greatest indicators of future happiness and success. Creating that belonging requires investing in opportunities for people to connect and the benefits that help them feel seen and valued. At Omnicom, we approach wellness with a multifaceted lens. We've adopted a variety of inclusive health and family benefits and have implemented belonging-related programming into our culture. For people to truly be themselves, they need to feel supported, safe and well.

## **Inclusive Benefits**

We actively work to ensure our benefits cater to our employees' diverse needs. Every year we review employee benefits and often update them with new features and offerings.

In 2021, we launched two new benefit offerings:

- **Cariloop**, an online support platform designed to help our employees find the caregivers they need.
- **Carrot**, a fertility benefits plan that helps remove the financial barriers to in vitro fertilization (IVF).

We also enhanced our benefits regarding vacation time, parental leave and student loan repayment assistance. Our robust set of benefits to support LGBTQIA+ employees include full domestic partner coverage regardless of marital status, coverage for gender reassignment surgery and related medical services, and coverage for prescription drugs for hormone replacement, blockers, etc.

## **Belonging and Mental Health**

Supporting mental health is an important way Omnicom cultivates a sense of belonging. As part of their healthcare benefits, employees can access mental health services, Omnicom's Employee Assistance Program and can use their wellness days for mental health reasons. But we've taken things a step further to embed mental health into our corporate culture. Our ERGs and leadership groups host regular programming around the topic. This not only provides learning opportunities but also those meaningful connections that are so important to mental well-being.

## **Self-Identification Portal**

At Omnicom, we understand how important it is that our employees are represented in a way that makes them feel comfortable, valued and seen. In 2021, we launched a portal where employees in the United States and the United Kingdom have the option to provide confidential updates in the categories of gender identity, sexual orientation, disability status and pronouns. The portal also allows those who identify with two or more races to specify those ethnicities. These updates to the employee profile portal are important steps in our work to continue fostering an inclusive and equitable Omnicom where employees feel both pride and belonging.



# 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.

# AGENCIES IN (Inter)action

We're better when we work together. Our 1,500+ agencies partner strategically with each other and outside organizations to support causes that help transform our company and our communities. When we bring our talents together, we're an unstoppable force for advancing DE&I. We've highlighted some of those efforts in this report, but you can see many more [here](#).

## Proactive, Agency-Led Solutions

Omnicom agencies are relentlessly pushing boundaries, creating compelling stories and capturing an audience's imagination in ways unmatched by other companies. Our reach, experience and talent are unparalleled. And so is our commitment to a more equitable future. Here are some of the ways our agencies are creating innovative solutions to achieve our OPEN 2.0 goals.

### Crash Course in Collaboration: The Adobe Creative Jam

In 2021, **Omnicom Precision Marketing Group (OPMG)** and **Omnicom Advertising Collective (OAC)** joined forces with Adobe to host a **Creative Jam** design challenge with the goal of driving DE&I efforts across Omnicom's agency network.

The Creative Jam kicked off with 99 participants around the world, spread over 20 cross-disciplinary teams from 11 agencies. The teams were tasked with designing and naming a fictional desktop app that would address at least one of Omnicom's OPEN 2.0 action items to benefit all Omnicom employees.

Omnicom Group's Chief Equity and Impact Officer gave an inspirational keynote address that set the stage for the design challenge. Teams had six days to design and prototype their app using Adobe XD. The submissions included everything from building transparency in salaries to showcasing great work from diverse team members.

DE&I leaders from across Omnicom judged the initial submissions and selected five finalist teams. The finalists presented their apps live during the Creative Jam finale to a virtual audience of 250 people and a panel of three Omnicom leaders who selected the winning app.

“

Create the opportunity for our people to confidently embody every aspect of the communities they represent inside and outside of work.

– Kickoff remarks at the Adobe Creative Jam from **Emily K. Graham**,  
Chief Equity and Impact Officer, Omnicom Group

”



## 2021 CREATIVE JAM WINNING CONCEPT

### OpenMarket by RAPP

A platform enabling Omnicom employees to search for talent, collaborate with like-minded people, find opportunities and new jobs, compare salaries and more.





# ADVOCATING FOR AAPI REPRESENTATION: THE 3IN5 CHALLENGE



Three in five Asian Americans say they rarely see themselves represented in advertising despite having a buying power of \$1.3 trillion. To address this glaring disparity, Omnicom issued a call to action for agency creatives to develop public service announcements (PSAs) detailing the underrepresentation of Asian American Pacific Islander (AAPI) communities in advertising.

Nineteen PSAs presented by 16 different agencies were submitted. The winner of the 3in5 Challenge was ADMERASIA's film "Invisible," which used empty vignettes of everyday life to reflect the AAPI experience of not being seen or heard in media. The film ends with a call for brands to stand indivisible in their pledge to represent the AAPI experience.

As the winning submission, [ADMERASIA's PSA](#) was featured in over \$1 million worth of donated ad space from more than 35 national media partners.

“ Often an agency's role is to be the creative voice on behalf of someone else. We were eager to share a perspective that we do not often have the opportunity to – a personal story. ADMERASIA is a 100% Asian American-owned company with employees from all over the globe. Otherness and a feeling of invisibility is something we've all experienced. With the privilege of being a successful agency, we felt that it is not just our responsibility but also our honor to partner on an initiative that encapsulates the 25 years of work we've pursued. ”

– Jeff Lin, Co-Founder, ADMERASIA

# LOOKING INSIDE **Omnicom**

Real change comes from within. Achieving our OPEN 2.0 goals and living beliefs about DE&I requires collaboration from employees across the network and continued investment in programs and people.

This takes intentionality, strategy and persistence. With DE&I at the center of our collaborative efforts, we've established meaningful networkwide programs created to retain talent, advance career development and push the industry forward.

## **Omnicom Roleseeker: Integrating Personal Identity and Career Mobility**

A sense of purpose and belonging at work are two intangible — yet, essential — elements needed to recruit and retain top talent. Our platform, Omnicom Roleseeker, allows Omnicom employees to search out and apply for other positions within the network as they identify opportunities for professional growth and development with ease.

How can people find ways to move within Omnicom and flourish while bringing their full, whole selves to work? In 2021, we began laying the groundwork for Roleseeker 2.0, a talent advancement platform created by Omnicom employees for Omnicom employees. The advanced app allows users to self-identify the information about themselves they want to share, such as race, gender, ethnicity and more.

Born from conversations that took place during the Adobe Creative Jam (see Page 32), Roleseeker 2.0 is inspired by the winning concept and designed with equity at its core and stands at the intersection of technology, talent development and inclusion.

From these choices, Roleseeker 2.0 works like a matchmaking app for career recommendations, provides personalized suggestions to help users build new skills, meet new people and ultimately develop a personalized plan for their professional progress. The app suggests recommendations for mentor matches, education materials, potential peer connections and other resources based on qualities that are most important to the user. Through this technology, we're working to make sure every person sees a clear pathway to growth and is equipped with the tools to succeed at Omnicom.



The background features a series of white, curved, parallel lines that create a sense of depth and movement, resembling a stylized fingerprint or a series of concentric arcs. These lines are set against a solid orange background.

# 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.



# CLIENT **Engagement**

DE&I is a business imperative. Our agencies and clients are partners in creating work that reflects the sensibilities of our diverse world and to support client goals and aspirations. In 2021, we launched several new client-focused initiatives to truly integrate DE&I into every facet of our client work. Together, we are a force for change.

## **Starting With Inclusion**

Omnicom's Inclusion from the Start framework will embed DE&I principles early on into client engagement at every Omnicom agency worldwide. The multiphase process involves:

1. Pre-work/cultural context
2. Bias check
3. Team selection
4. Inclusion litmus
5. Inclusive review and testing

Inclusion from the Start aims to elevate the right voices, provoke new thinking and challenge the status quo. The framework is scheduled to be fully integrated into client engagements in 2023.

## **Centering DE&I in the Client Experience**

In an increasingly diverse and multicultural world, companies that fail to fully embrace inclusion risk alienating key stakeholders and losing a strategic business advantage. OPEN 2.0 tenets drive inclusion across all aspects of ours and our clients' businesses. In 2021, we launched several new initiatives to help our clients keep DE&I grounded in everything they do to help meet the changing needs of modern consumers.

We established a client DE&I Communications Program to regularly update clients on our DE&I initiatives and accomplishments. This included creating a library of OPEN 2.0 resources and reports for clients detailing our progress against our DE&I goals. We also standardized how we share diversity data with clients for new business opportunities.

“

As stewards of our clients' brands, it's our responsibility to embrace an inclusive approach to the creative and communities strategies we produce for them. Doing so is not just the right thing to do for society, it's also the right thing to do for our clients' businesses.

– **Jason Rosario**, Chief Diversity, Equity and Inclusion Officer, BBDO Worldwide

”

## Our Promise to Clients

In addition, we announced our [DE&I Guiding Principles](#), our declaration of how we apply DE&I every day in our client relationships, in our workforce and in the communities we serve. These principles remind us of our values, light the path of our next steps and encourage our clients to journey with us.

## Creating Client Resources

Omnicom's Diverse Content Creators Network is a cross-platform planning and activation system that specifically targets minority-owned and diverse publishers and content creators to build new pathways for clients to access diverse content with ease. The program, facilitated by Omnicom media agencies Hearts & Science, PHD and OMD, connects Omnicom clients directly to content from Asian, Black, LatinX, and LGBTQIA+ creators.

Creators range from stars such as singer Jason Derulo and Hollywood director Ava DuVernay to popular internet creators such as Spencer Polanco Knight (@Spencer X on TikTok with 53.4 million followers) and Shayla (@makeupbyshayla on Instagram with 2.7 million followers).

We also identified global, specialized DE&I client counselors to advise clients on DE&I strategy across all **six major agency networks – Omnicom Media Group, DDB Worldwide, DAS Group of Companies, Communications Consultancy Network, TBWA and BBDO**. This bespoke DE&I Council offers timely perspective and relevant approaches to apply DE&I to current client work.

## OPEN Up Client Summit

At our first OPEN DE&I Client Summit, we highlighted our clients' DE&I work and lessons learned. This two-day series of virtual panel discussions, in partnership with agency sparks & honey, created candid conversations about the challenges and triumphs of navigating DE&I in a fast-changing environment. In 2021, our discussions focused on two themes:

- **DE&I's Collision with Racial and Social Justice**
- **The Future of DE&I Consultancy**

“ We have a truly diverse leadership team, which is good for business. Our clients know our ideas aren't coming from a stale echo chamber. They come from an authentically diverse place. They appreciate that our work is more future-forward, meaning it is insightful, connected and infused with fresh energy and delivered with confidence.

– **Justin Thomas-Copeland**, *President and CEO, DDB North America*





# 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.

# BUILDING COMMUNITY THROUGH Education

Underpinning the essence of DE&I is the notion that we have so much to learn from each other. Across Omnicom, 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 with the public. From agency publications that showcase a deeper cut of Black culture to Omnicom's commitment to inspire employees and consumers to engage in civic life and their communities, here are a few of Omnicom's educational programs designed to disrupt preconceived notions while enlightening with new ideas.

## OPEN Chats

Brief, believable and people-led, our OPEN Chats video series launched in April 2021 and featured various guests in candid conversation about DE&I topics that are relevant within Omnicom and beyond. Sample topics included stopping Asian hate, courageous leadership and a look back at a year of racial reckoning.

## Healthy Inclusion

"Hi" or "Healthy Inclusion" is a program launched by Omnicom Health Group (OHG) to attract, recruit and develop underrepresented talent. Through Healthy Inclusion, OHG aims to foster a supportive culture where all employees are valued, accepted and have equal access to rewarding career development and growth. The agency aims to become the most diverse, welcoming and inclusive healthcare communications organization by embracing people, programs and ideas that lead to greater social and health equity.

## Innovating Supplier Diversity

In 2021, Omnicom Media Group (OMG) formed a landmark strategic partnership with the National Minority Supplier Development Council (NMSDC) – America's most influential and successful minority business development organization – to expand opportunities for creators of color and offer OMG clients a new channel for diverse investment.

At Omnicom, we recognize the influential role we can play in removing structural barriers for diverse suppliers in the advertising ecosystem. It's another way we are tackling systemic inequity. Through our partnership, OMG identifies candidates for NMSDC's minority business enterprise (MBE) certification – which validates that a business is at least 51% minority-owned and operated and helps create eligibility for diverse supplier contracts. In addition, OMG is establishing a grant program that will reimburse the MBE application fee for each candidate. These MBE-certified creators will also be eligible to participate in OMG's comprehensive media and advertising education program supported within NMSDC Academy. By the end of 2022, OMG plans to sponsor certification for 500 diverse creators.



## OPEN TO ALL ABILITIES

During Disability Employment Awareness Month, Omnicom's Chief Equity and Impact Officer, Emily Graham, hosted an **OPEN Chat** featuring employees with disabilities from across the agency network. During the conversation, participants unpacked stigmas surrounding disabilities, opportunities to enhance accessibility in the workplace and ways to improve representation of people with disabilities in the media. The OPEN Chat shined a light on both visible and invisible disabilities and how to challenge biases that create barriers for people. All the featured employees are members of **OPEN Disability** and fierce advocates for advancing disability inclusion within Omnicom and in Omnicom's client work.



In 2021, Omnicom presented a conversation titled “At the Intersection of Racism and Ableism” that featured three of our Omnicom employees on the ADCOLOR main stage.

## COMMUNITY PARTNERSHIPS

In a twist on a time-honored adage, Omnicom believes that if you want to go fast and far, go together. Our partnerships with other organizations committed to DE&I help Omnicom effect far-reaching change in new and exciting ways. By working with nonprofits and other organizations with subject matter expertise, we can deepen our knowledge as well as contribute to the collective good. Some of these partnerships making a real difference include:

### ADCOLOR

ADCOLOR is an organization that celebrates and champions diversity in the creative industries through its annual conference, award show and FUTURES program, which trains, mentors and empowers a class of 30 young professionals each year.

Our partnership with ADCOLOR, founded by former Omnicom Chief Diversity Officer, Tiffany R. Warren, gives Omnicom the opportunity to network with top diverse talent in the industry. Our partnership also provides us with the opportunity to put our thought leaders on the main stage of a leading industry event. By putting our DE&I ideas and progress in front of this audience, we attract talent that shares our values and our commitment to DE&I.

“

Organizations like ADCOLOR and GLAAD are not only beacons for their communities. They are also driving forces in the advertising industry. This powerful combination of talent and influence makes them important partners in fueling and amplifying our OPEN 2.0 efforts.

– **Ana Leen**, *Director of Diversity, Equity and Inclusion, Omnicom Group*

”



## The Valuable 500

Omnicom is designated as an Iconic Leader company of The Valuable 500, a global collaboration of companies that has formally pledged to put disability inclusion on their business leadership agenda. Omnicom is working to transform the customer experience for people with disabilities across these partner companies. We are collaborating with consumer goods giant P&G and The Valuable 500 team to co-create the Customer Experience (CX) Audit tool, an interactive instrument that will allow The Valuable 500 companies to audit their customer journeys, identify the barriers and optimize them to be more inclusive of people with disabilities.

“

Omnicom was one of the first multinational organisations to support The Valuable 500. As one of the 14 Iconic Leader companies, Omnicom is working in partnership with us to drive systemic change for the 1.3 billion people around the world living with a disability. With their deep expertise across the customer journey and experience, Omnicom is helping companies build more inclusive customer environments for their employees and consumers. This collaboration can transform perspectives and change lives.

– **Caroline Casey**, *Founder and Creator, The Valuable 500*

”

We've also invested in the following organizations in the last year, enhancing DE&I initiatives and community reach.



# **Responsibly Relentless: EQUITY FOR ALL**

**OmnicomGroup**

2021 DIVERSITY, EQUITY AND INCLUSION REPORT

**FOR MORE INFORMATION AND AGENCY CASE STUDIES  
PLEASE VISIT [OUR DE&I REPORT WEBSITE](#)**