

CES 2025: The Technology *Amplifiers*

We put leaders and innovators from across Omnicom on the ground at CES 2025. Here's what electrified them, and what it all means for brands and consumers.



Omnicom *at*  CES

A Letter From the *Editors*

CES 2025 was electric. From the palpable sense that AI is ushering in a new era to the undeniable cute factor of robot pets, CES was full of exciting new ways for brands to amplify their connection with customers — if you knew how to cut through the noise.

Our report from last year's CES emphasized the need for every company to become a tech company. This has indeed proven to be the backbone of brand evolution over the past year, as companies across industries accelerate their embrace of technology by using it not merely as a tool, but as a transformative force that redefines consumer engagement. Last year, we saw brands like L'Oréal and Walmart spearhead this shift with innovations that leveraged AI to deliver authentic value to their customers. At CES 2025, this trend only intensified.

This year was a stage for groundbreaking advances from brands across sectors. From Delta Airlines' AI customer service interfaces, to Abbott's wearable health tech, to LG's smart home innovations, the takeaway for brands was clear: the future will be won not by adopting technology for its own sake, but by smoothly integrating solutions for real-world problems into everyday life.

The Omnicom team we sent to CES 2025 exemplified this forward-thinking approach. From Creative Technologists to Brand Integrity Directors, our people were intuitively attuned to the most important innovations that brands need to know about. In the following pages, you'll learn what they saw, heard, and played with, and what it all means for the future of brand marketing.

This report is not just a recap of CES 2025 — it's a testament to our commitment to use these observations and insights to drive impactful strategies for brands. Together, let's embrace the future with curiosity and confidence, ready to turn today's innovations into tomorrow's successes.

— The Omnicom CES Team





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*Our CES
Impressions*

The Dawn of the Agentic Age



By Christopher Stephenson
Global Head of Strategic Engagement, Omnicom Media Group

The most striking trend coming out of CES this year is the rapid rise of the Agentic Age, an era in which AI agents are increasingly intermediating how consumers search, discover, and transact. AI is no longer just an enhancement; it's becoming the primary decision-maker across industries, especially in mobility commerce.

This was evident in the evolution of the Software-Defined Vehicle (SDV), where cars are shifting from hardware-centric machines to AI-powered, hyper-personalized ecosystems. Companies like Nvidia, for example, are pushing the boundaries with Cosmos AI models, enabling vehicles to learn from 20 million hours of human activity to refine self-driving capabilities and enhance in-car experiences.

Beyond mobility, AI agents are transforming commerce. Voice-based transaction platforms like SoundHound AI are turning cars into commerce hubs, where drivers can order food, pay for services, and interact with brands through conversational AI. Meanwhile, search behaviour is evolving at an unprecedented pace, with consumers shifting from traditional search engines to AI-powered assistants and commerce-driven discovery.

For marketers, this means a fundamental shift in engagement strategies. Discovery, purchase, and loyalty are no longer dictated solely by human decision-making, but by AI agents filtering and recommending brands. Success will hinge on new Generative Experience Optimization (GEO)



An automobile voice control rendering by Soundhound AI.

rather than traditional SEO to align brand visibility across AI-driven platforms. CES 2025 showcased a world where AI is everywhere, embedded into everything, and changing consumer behaviour in ways that marketers must adapt to urgently.

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What does this mean for customers?

For customers, the Agentic Age means convenience, hyper-personalization, and a shift in how they interact with products and services. AI-driven platforms will anticipate their needs, providing seamless experiences, whether that's your car ordering meals for you, a virtual assistant curating content, or AI-powered search simplifying decision-making.

However, these advances also introduce a new layer of intermediation. Customers may have less direct control over choices as AI filters recommendations, prioritizing efficiency over exploration. While this reduces friction, it also means brands must work harder to maintain consumer trust and visibility in an environment where AI is the gatekeeper of information and commerce.

What does this mean for brands?

For brands, AI-driven intermediation means a radical shift in marketing strategy. With consumers relying on AI agents to make purchasing decisions, traditional brand awareness tactics will be less effective. Discovery is no longer a direct-to-consumer play; it's a battle for share-of-model visibility, to ensure AI platforms recommend your brand over competitors.

Success will depend on Generative Experience Optimization (GEO), which entails crafting structured comparison data, enhancing visibility in AI-driven search, and creating immersive AI-powered experiences. In-car commerce, voice interactions, and intelligent assistants offer new revenue streams, but also demand innovative approaches to engagement. Brands must rethink marketing for a future where AI, not humans, dictates choices.

Christopher's Controversial CES Hot Take

The biggest myth at CES? That **autonomous vehicles are the ultimate goal of automotive AI**. The real revolution is in **Software-Defined Vehicles (SDVs)**—where AI transforms the car from a transport tool into a fully personalized media, entertainment, and commerce hub.

Marketers are too focused on self-driving capabilities when the bigger opportunity is how AI **redefines the in-car experience**. From **AI-driven infotainment to commerce ecosystems**, vehicles are evolving into extensions of our digital lives, where transactions and content consumption happen in motion.

In the same way **smartphones became platforms for marketing well beyond simple communications**, SDVs will do more than drive—they'll serve as engagement spaces for brands. **The future of mobility isn't just autonomy—it's experience**. And the brands that recognize this shift will be the ones that thrive in the Agentic Age.

Christopher's Top Tech Highlights

Nvidia Cosmos AI

A "physical" AI development tool, redefining autonomous mobility by creating photorealistic simulations for training. It can be used to refine everything from warehouse robots to self-driving capabilities.

SoundHound AI

A voice-based commerce platform that transforms cars into transactional hubs for food orders, purchases/payments, and more.

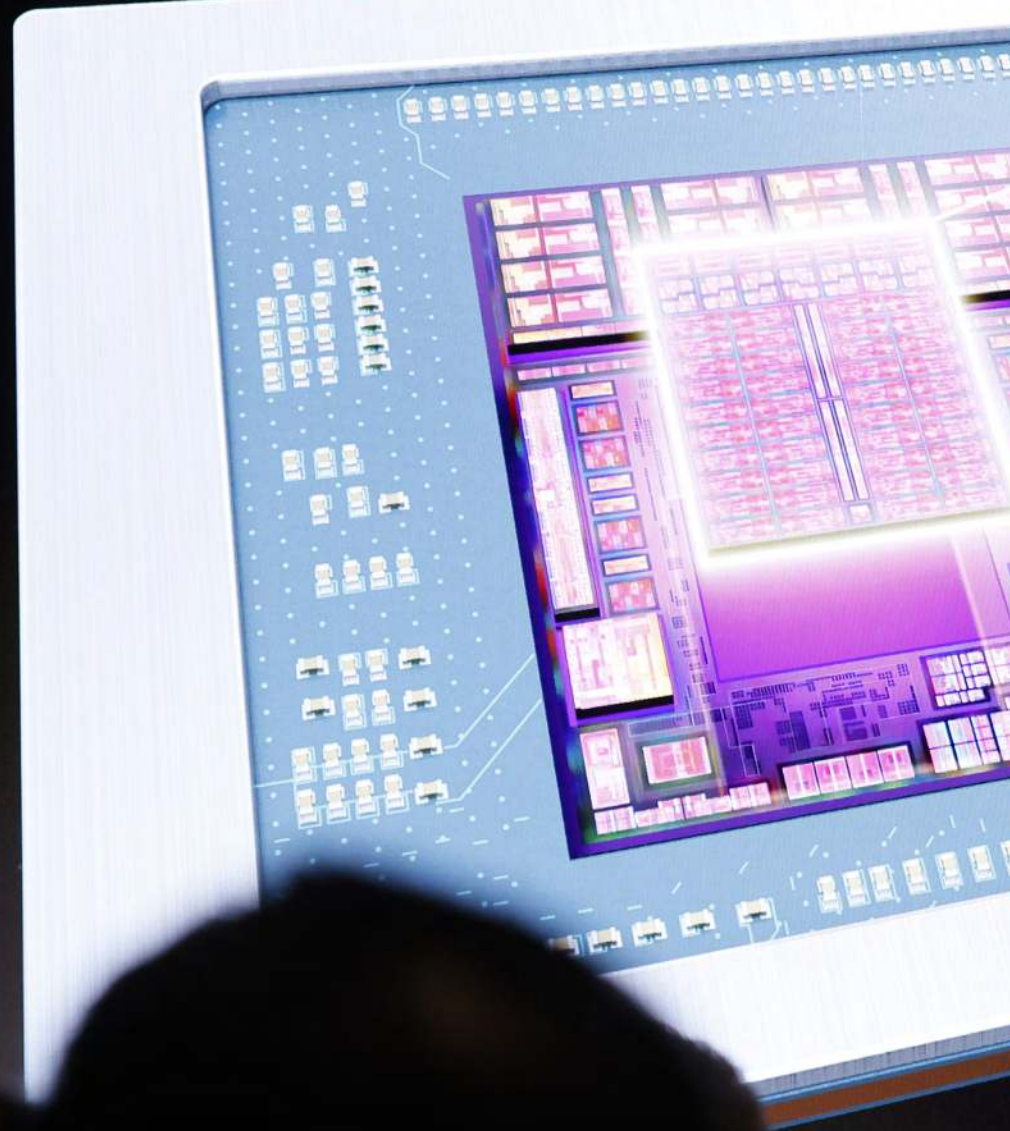
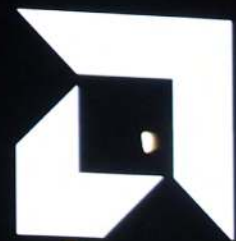
Samsung SmartThings Automotive

A connected ecosystem integrating EVs with broader smart home and lifestyle services.

Omnicom's Generative AI Search Research

Our research offers vital insights into how AI-powered search is replacing traditional methods.

Jensen Huang, CEO of Nvidia, demonstrates the company's Omniverse app development platform, of which Cosmos AI is a part.



Rahul Tikoo, SVP & GM of AMD's Client Business Unit, introducing the Ryzen™ AI Max Series mobile processors.

AI: The Ultimate Enabler



By Chris Nurko
Global Director of Brand Integrity and Experience, DDB

At CES, you can see, touch, and experience a tech driven future. From originally being about consumer appliances, it is now about the pervasive influence and impact of technology in our daily lives.

It starts with the main drivers of transformation, AI and 5G. At this year's CES, we saw how smart homes, voice, robotics, and health tech are changing rapidly as a result of the infusion of AI, and the speed of 5G. But the implications don't stop there.

Infrastructure

AI doesn't exist in a vacuum. The infrastructure being developed to support it is a big part of the story here. The reason why this year AI triumphed is down to several enablers, including 1) computing power development (e.g. Nvidia, Intel) 2); the manufacturing of these marvels of tech; 3) the development of software and hardware to process (AWS/Microsoft/Google/Meta); and 4) the energy management required to sustain high processing and quantum industry. There is a real infrastructure component to all of this.

New Devices and a Coming Sales Boom

The introduction of AI capabilities means we will all soon need to replace our everyday devices with new models.

Yes, a boom in new devices and replacement devices is about to occur. Gen Z and Gen Next are coming into global spending power as well, so there is set to be a tech-inspired economic sales boom in the next 2 years. The only question in the US is how tariffs will influence all this given the weakness of US-based consumer device manufacturing. Will prices rise and in turn slow the industry?

Sentient Robotics and Automation

Sentient robotics and automation are now being integrated into experience, which begs the question: how will emotional sentience be built into brand experiences for more relationship-based marketing? How will storytelling around technology and its benefits be used to create lifetime value?

Marketing Technology

Martech is now focused on how agentic AI can serve up more relevant, personalized and effective content. It is also occupied with embedding tech into experiences so that any brand can engage consumers (and workforces) in developing content and products/services. The growth of content creative by consumers is now democratized and monetized, and brands that are building this into their growth strategies will see returns faster amongst Gen Z and Gen Next.

How will this impact our lives?

Our lives are now more tech-enabled than ever. The challenge is to understand how this adds value to our day-to-day routines; makes us happier and healthier; gives us power over our data; and limits the negatives of screen time and discontinuity in real life.

One area that the positives seem clear are in the mobility and driving space. The trend towards safer and smarter mobility in cities seems set to expand to mass transit and city planning, for even more walkable urban living. This should result in a more environmentally aware world that is more sustainable and, hopefully, more accessible and inclusive.



Gydways' "Urban Transportation System."

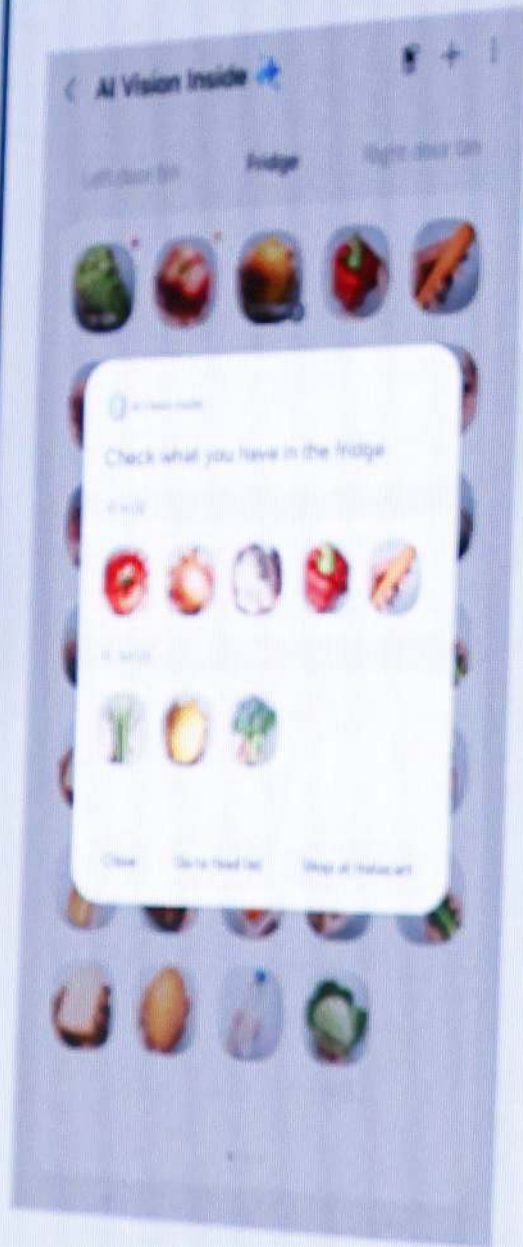
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Interestingly, a global 5-year study commissioned by Bosch was presented this year that effectively asked, “what do people think and feel about technology?” The highest and most positive scores for “is tech making the world a better place?” were found in China, India, and Brazil, followed by UK/US. The scores were lowest in Germany and France.

Chris' Controversial CES Hot Take

Advertisers using AI-enabled OOH advertising media/screens need to consider the ethics of their algorithms. The tech often relies upon facial recognition, but any AI bias could serve potential scenarios that compromise identity, data privacy, diversity and inclusion, and inadvertently promote stereotypes and racial profiling. Technology without ethics and integrity is a brand dilutive at best, and a destructive misstep at worst.



Chris' Top Tech Highlights

Smart Homes

Homes are becoming smarter and smarter. From tables that double or even triple as sound speakers and device chargers, to Instacart's automatic replacement of pantry items, modern homes are being revolutionized.

Robotics

Robots improve efficiency and accuracy when doing jobs that they can do better or safer than humans. For example, by integrating cameras, sensors, and mobility functions and connecting to diagnostics, AI-equipped robots are redefining disaster relief and crisis control tasks, as well as improving efficiencies in production, supply chains and distribution.

Health Tech

5G telehealth means the doctor comes to the patient. AI and sensor wearables, ingestible diagnostics, self-diagnostic and regulation therapies, as well as robot/chatbot interventions will become the norm as medicine and healthcare advances. Daily items as simple as a toothbrushes, mirrors, belts, watches, toilets or clothing can be tech-enhanced and thus provide even greater value by also managing our well-being.

Jong-Hee Han, Vice Chairman, CEO and Head of Samsung's Device eXperience (DX) Division introduces a new partnership with Instacart at Samsung's CES 2025 press conference.

AI Progress Is Opening New Doors for *Human Potential* in Everyday Life



By Tony Bailey
Head of Innovation, DAS Group

The rapid advancements in AI over the past year have pushed beyond productivity tools and task automation. At CES, the real story wasn't about writing better emails or optimizing workflows—it was about AI showing up in tangible, human-centered ways that improve how we live, heal, and perform.

In healthcare, AI-powered vision systems are assisting doctors in spotting anomalies during endoscopies and colonoscopies with precision. Consumer-grade devices are analyzing saliva for hormone levels, tracking EEG patterns for better sleep, and monitoring glucose non-invasively. These technologies are moving from labs into homes, empowering individuals to take control of their health with smarter insights.

Beyond health, next-generation interfaces are emerging. A standout example is an ear-based wearable called Naqi that tracks brain waves and micro-expressions—eye blinks, subtle head movements, or facial gestures—to enable discreet, hands-free control of devices. Whether assisting individuals with mobility challenges or helping users interact with technology more naturally, these tools signal a shift toward more intuitive, human-focused design.

CART VITAL by Sky Labs monitors vital health indicators.



For consumers, these innovations mean real, measurable benefits in daily life, not just lofty promises. For brands, the message is clear: AI isn't just a feature—it's a core driver of meaningful impact. Companies that prioritize accessibility, measurable outcomes, and trust will lead in this new era.

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2025 Honoree
in Artificial
Intelligence

CES made one thing clear: the most exciting advancements in AI aren't just about doing tasks faster—they're about unlocking human potential in ways both practical and profound.

Tony's Top Tech Highlights

AI-Powered Health Tools

- Advanced vision systems that help doctors spot issues
- Non-invasive consumer devices to track levels of glucose, hormones, sleep, and more

Naqi Wearables

- Next generation interfaces that read eye blinks, subtle head motion, and facial gestures to enable hands free control



2025 Honoree in
Accessibility & AgeTech





2025 Honoree in
Digital Health

Health to the Power of Digital Technology



By Matt Routh

VP, Director of Creative Tech,
Omnicom Health Group

Cutting edge technology for optimized digital health was very much a theme at this year's CES. The tools went well beyond simple measurement – they are actually starting to help prevent disease and hypermile health outcomes.

Even where measurement was the goal, the tools were on a new level at this year's CES, with tech offering regular measurements of things like cortisol, non-diabetic glucose, body temperature, BMI, hormones, food intake, and more. Add on top of that the potential of an always-on, reactive AI layer, and this moves way beyond treatment of afflictions or symptoms, and into something much more interesting that leverages an entire constellation of user health data.

What does this mean for customers?

For customers, this means a new level of body awareness and measurement around the peripheral details of their health. The human body is obviously a complex system that is much more than simply the blood pressure and lipid levels observed during a check-up. This new approach empowers users with broad health data that previously was too complicated for most to mentally keep track of on a daily basis.

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What does this mean for brands?

Brands should raise awareness of these trends and lean into them. There are segments of their users who are becoming very health conscious and are probably already promoting this trend within their social media groups. A parallel example would be the rise in things like non-alcoholic beverages among the younger generations who are deciding to pay more attention to their health and lead more “conscious” lifestyles.

Matt's Controversial CES Hot Take

The next wave of technologies (especially agentic AI) is going to enable users to avoid traditional advertising channels. Users will be more likely to pay for privacy and to get features that hide ads from them... and their identity from advertisers. We always talk about how AI can add new opportunities for marketing to customers, but nobody talks about how AI will enable customers to see fewer ads. Marketers and brands are going to have to find new ways to reach users and their data.

Halliday AI glasses predict your needs to deliver timely information.



Matt's Top Tech Highlights

Wearables

We've seen smartglasses at CES before, but this is definitely a space that is about to finally take off. I think the larger revolution here is the “micro-ification” of hardware components. Everyday devices, from earbuds to ring are being equipped with new sensors and chips, allowing them to do all kinds of things.

It's easy to see a future where the total compute capabilities and data capture for a person are wirelessly being shared across all the devices on their body at all times (e.g. phone, watch, glasses, earbuds, ring, etc).

Robots, Robots, Robots



By Shan Jin

Creative Technologist,
Goodby, Silverstein & Partners

The robotic revolution is no longer confined to industrial applications like factory arms or warehouse automation, nor is it solely represented by the advanced but distant humanoids from Boston Dynamics. At CES this year, the spotlight shifted to a new wave of robots: cute, approachable, and designed for companionship. These robots occupy an intriguing middle ground – more sophisticated than toys but not quite intelligent assistants. Think of them as the emotional bridge between technology and humans.

This trend reflects a shift in perception and accessibility. These robots are designed to integrate seamlessly into daily life, offering functional support while fostering emotional connections. Whether it's a robot that monitors pets, kids, or the elderly, or one that simply provides comfort with its charming personality, these companions are becoming an attractive option for consumers. Their appeal lies in their ability to provide emotional support without the maintenance required by real pets, making them an enticing proposition for busy, tech-savvy individuals and families alike. CES 2025 showcased a world where robots are no longer a distant possibility, but an imminent addition to the modern household.

This influx of companionship robots signals a transformative era where the gap between humans and machines grows narrower, not just through utility, but through emotional resonance.

Romi, a conversational AI robot designed for emotional support.



2025 Honoree
in Robotics



What does this mean for customers?

Companionship robots are poised to become an integral part of everyday life, blending functionality with emotional support. Their applications range from monitoring pets, children, and elderly family members to offering solace as low-maintenance alternatives to real pets. By leveraging endearing designs and human-centric features, these robots promise to enhance convenience and connection within households. For consumers, this means a future where technology not only solves practical problems, but also enriches emotional well-being, offering a seamless blend of utility and comfort.

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What does this mean for brands?

In 2024, while AI has become a cornerstone in advertising, the integration of robots remains largely untapped. With the rise of household companionship robots, 2025 offers a unique opportunity for brands to innovate. These devices could become the next must-have smart home accessory, following in the footsteps of Google Home and Amazon Echo.

Forward-thinking brands can leverage this trend to create memorable, tech-driven campaigns or explore co-branded opportunities with robot manufacturers. By embracing this emerging technology early, brands position themselves at the forefront of a movement that could redefine consumer engagement and home technology.

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For consumers, this means a future where technology not only solves practical problems, but also *enriches emotional well-being*, offering a blend of utility and comfort.

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Shan's Controversial CES Hot Take

Robot manufacturers are capitalizing on human nature by designing irresistibly cute robots. This deliberate strategy taps into our innate tendency to anthropomorphize and nurture, making it easier for consumers to welcome these devices into their lives. While the charm of these robots is undeniable, this approach raises ethical questions. Are we being emotionally manipulated into adopting technology that blurs the line between tools and companions? As robots gain more presence in our daily lives, it's crucial to reflect on the implications of this dynamic. Are these machines truly enriching our lives, or are they subtly reshaping how we perceive relationships and responsibilities? The rise of companionship robots demands not only innovation, but also a critical evaluation of how we integrate such emotionally engaging technology into society.

Shan's Top Tech Highlights

Sirius, a robot dog by Hengbot

The dynamic movements, flexibility, and versatility of this robot are impressive. It also acts as an actuator, a developer platform, and an educational tool, although further details are needed on how exactly that can be used.



Robotics & AI: All You Need is Fuzz



By Greg Brown
VP of Digital Innovation,
DAS Group

Can artificial feel real? Can technology make us human?

These are questions engineers, manufacturers, scientists—and marketers—have been grappling with for years. CES has long been the stage for robotic pets, humanoid assistants, and digital companions. But now, as robotics and AI reach new heights, the challenge appears to be: can the tech be loveable? We saw a couple ways in at CES 2025.

First, at the product level.

Jennie, Tombot's lifelike robotic puppy, was created for people who can't care for real pets, like seniors with dementia. The next-gen Jennie feels alive, responding to touch with tail wags and leaning into scratches. It's fuzzy and furry but it's not trying to *replace* a dog—it's designed to offer emotional support, crafted with empathy and care. By addressing emotional needs in an accessible, lovable way, Jennie brings comfort where it's needed most.

Mirumi, Yukai Engineering's tiny, bag-mounted robot, offers a different kind of connection. Its expressive googly eyes and curious behavior mimic lifelike traits, whether it's tilting its head to follow movement or shying away when someone gets too close. Mirumi doesn't seem to solve any critical problems on the surface, but its ability to spark a smile or lighten a mood is a reminder that sometimes small moments matter most.

Yukai Engineering's tiny
robot companion, Mirumi.

Tech giants are also exploring how to make AI relatable on at mass scale. Recognizing that “AI-enabled” might feel like a cold or abstract promise, they’re embracing warmth and accessibility. LG debuted “Affectionate Intelligence,” featuring its AI agent FURON, an every day helper that adjusts your home’s temperature if it senses discomfort, and reminds you to grab your coffee tumbler before leaving. In theory it’s a companion, unobtrusively improving your day. Samsung also leaned into its “AI for All” from last year, showcasing inclusive, accessible solutions designed to resonate with a wide audience.

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This isn’t about replacing the irreplaceable joys of human connection or the bond with a real pet. Instead, it’s about *augmentation*—offering comfort, filling gaps, and creating moments of delight where they’re most needed.

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This isn’t about replacing the irreplaceable joys of human connection or the bond with a real pet. Instead, it’s about augmentation—offering comfort, filling gaps, and creating moments of delight where they’re most needed.

But there’s a twist: the ultimate success of these technologies won’t lie in how impressive they are. Instead, it’ll come from how effortlessly they fade into the background, putting the consumer experience first. When the tech disappears and all that’s left is the feeling of being cared for, understood, or supported, that’s when we’ll know these innovations have truly arrived.

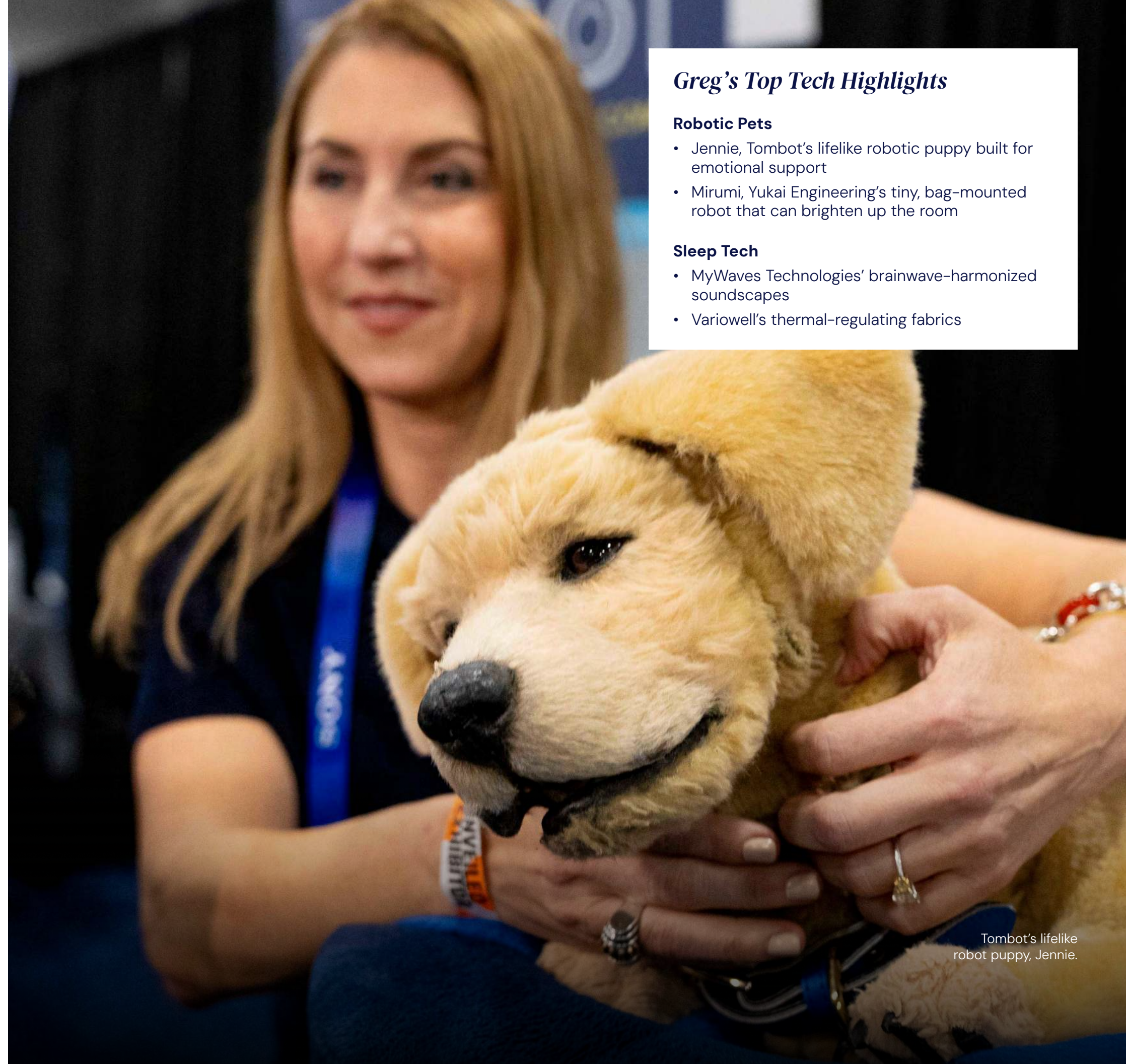
Greg’s Top Tech Highlights

Robotic Pets

- Jennie, Tombot’s lifelike robotic puppy built for emotional support
- Mirumi, Yukai Engineering’s tiny, bag-mounted robot that can brighten up the room

Sleep Tech

- MyWaves Technologies’ brainwave-harmonized soundscapes
- Variowell’s thermal-regulating fabrics



Tombot’s lifelike robot puppy, Jennie.

*Omnicom News
& Highlights*

Calling in Every Consumer: Creating Inclusion Through Tech Innovations

Consumers want their needs and experiences reflected in brand products. Our panelists discuss the importance of collaboration when creating inclusive tech.

Watch Now



Emily Graham
Chief Equity & Impact Officer, Omnicom
Moderator



MJ DePalma
Head of Inclusive Business Impact & Sustainability, Microsoft



Elise Neel
Global Head of Strategy & Innovation, Panasonic



Raja Rajamannar
Chief Marketing and Communications Officer, Mastercard



Omnicom's Chief Technology Officer, Paolo Yuvienco, In The C Space Studio

Learn how Omnicom is guiding its clients through ethical AI practices and shaping the future of advertising.

Watch Now



The Transformation Experience by Omnicom Media Group

Our panelists explored how authenticity in marketing shapes the evolution of content, commerce, and even sports.

Watch Now



Martha Stewart
Entrepreneur, Creator, Best-Selling Author, and Emmy Award-Winning Television Show Host
Special Guest



Florian Adamski
CEO, Omnicom Media Group
Keynote Speaker



Evan Shapiro
Media Universe Cartographer
Presenter



Shelly Palmer
CEO, The Palmer Group
Presenter



Sofia Colantropo
Chief Marketing Officer, Omnicom Media Group
Panelist



Chrissie Hanson
CEO, OMD US
Panelist



Katie Klein
Chief Investment Officer, OMG North America
Panelist



Louise Johnson
CEO, OMG Sports & Entertainment
Panelist



 **The Drum**

IPG's Krakowsky & Omnicom's Wren offer an inside look at the merger of the century

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Omnicom Media Group hits CES with a blitz of search-related partnerships, starting with Google

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ADWEEK

Martha Stewart Talks Podcasting, Authenticity, and Making Ugly Things Beautiful

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At CES, Omnicom Media Group strikes extended purchase data partnership with Amazon via Flywheel

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DIGIDAY

What the agentic AI era means for ad agencies, with Omnicom's Jonathan Nelson

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OMG Ups Its Search Game With Google, Amazon, TikTok

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Omnicom Media Group and Roku partner on viewer search data, wrapping the holdco's CES moves

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“

The message —
and what CES
really stands for

— is this idea of
*continuous
transformation.*

”

— Paolo Yuvenco, Chief Technology Officer, Omnicom

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Cover photography by Delta Airlines

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