



Learn Fast & Act Fast



Better decisions, faster.

In early 2019, we launched our brand promise, to make Better decisions, faster for our clients & our people. Decisions that result in better business outcomes and are enabled by our superior set of integrated capabilities, across our network; operated by the industry's best talent and delivered at scale through a globally consistent, yet flexible, process and platform.

Fast forward to today and we are in the midst of one of the worst pandemics & economic recessions the world has seen, facing unmatched and rapidly changing conditions.

What is the new normal today is already out of date tomorrow, so we are having to constantly adapt and find new ways to work and function across the globe.

As international governments are grappling with the question of how to reopen their countries, marketers are trying to understand what this new normal will look like? When will it arrive? How will it change over time? How should brands respond to it or even know where to start doing so? It's a dynamic situation with each market likely to recover at different speeds.

While these questions seem daunting, this is an inflection point for businesses and consumers alike. A moment when advertisers will quickly find out whether they've created an ecosystem that is agile enough to weather the storm. Businesses will need to continuously adapt to rapidly changing consumer needs, shifting economic conditions, and changing consumption habits.

These have already manifested themselves in the huge spike in e-retailer reach, and unforgiving consumer expectations of how to show up in a crisis.

"61 percent say how well a brand responds to the crisis will have a huge impact on likelihood to buy from that company in the future"



campaign^{US}
24th March 2020

A turbocharged version of human cultural evolution is happening right now. Changes that experts have anticipated for years are now happening at breakneck speed: Consumers are truly in charge! They throw tradition and routines overboard and do what it takes to cope with their new realities. To succeed in this new world, marketplace intelligence via powerful data is a must-have in any brand's toolkit. It always was. But never has the need for accurate, relevant data been underscored more aggressively.

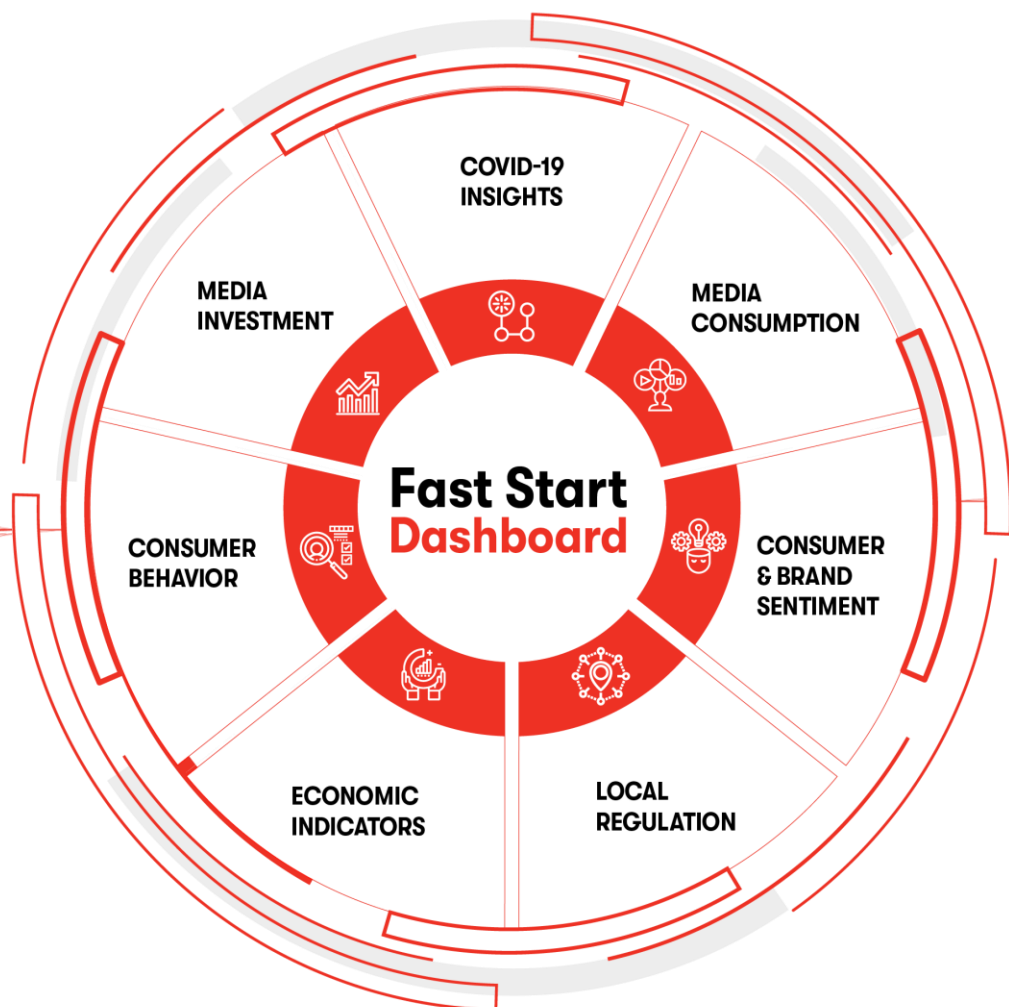
OMD was built for this. Our holistic marketing operating system Omni, and our guiding end-to-end process OMD Design, were developed to empower teams around the world to both anticipate and respond to change. We have deepened our rapid response capabilities for COVID-19 by developing a proprietary Fast Start Dashboard and Act Fast Framework. The purpose of these two components is to effectively guide individual markets on the best actions they should take considering the different conditions in each market, in order to recover as quickly as possible.

**Read on to see how we
Learn Fast & Act Fast**

A Fast Start to the ‘new normal’

The current environment demands a set of capabilities; technology, tools, and guiding process that together ensure everyone in an organization moves from point to point, and in a well-orchestrated, clearly coordinated, and consistent manner.

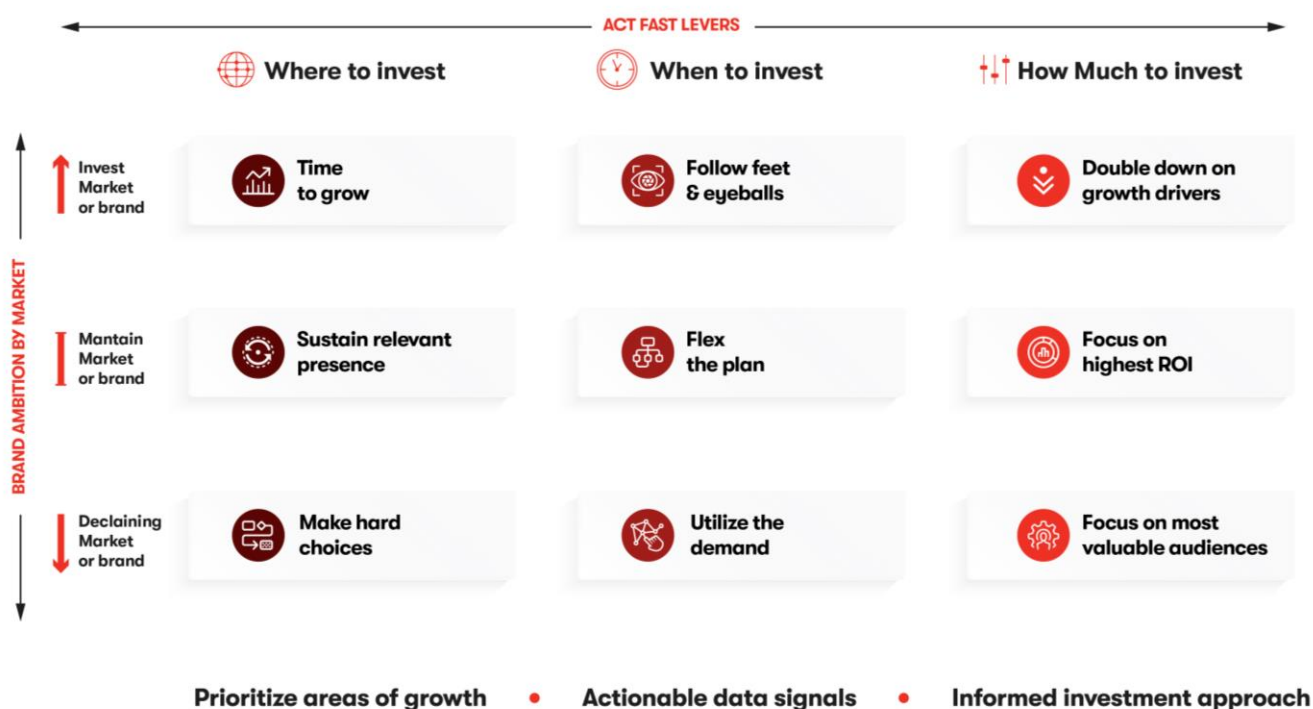
For organizational clarity and unity are critical in times of crisis and consequently now is the time to **Learn Fast & Act Fast**. To do this we capture the critical data points needed to navigate the complex decisions we face in the weeks and months ahead, making agile optimizations along the way.



The ability to Act Fast

Examining how consumers are moving through the rising, flattening, and receding stages of the pandemic curve allows teams to calibrate their actions accordingly; and has led to the rapid development of our **Act Fast Framework** which provides guidance for all markets around the world as to the type of decisions they need to make.

Enabling them to Act Fast when navigating the complex decisions needed when considering Media Investment, Media Consumption, Consumer Sentiment, Brand Perception and Covid-19 related trends. Moreover, we have the flexibility to incorporate new data streams into our decisioning, so that we can guide our clients on the most important decisions they need to make in any situation.



The Fast Start Dashboard and Act Fast Framework are tangible examples of OMD's ability to enable Better decisions, faster.

While our current technology, data, and process are already well-positioned to do that, we're now able to close new data gaps, strategically adapt to meet these new challenges, and accelerate businesses recovery to drive competitive advantage.

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