



INSIGHTS • IDEAS • RESULTS

## OMD Credo

The flood of information is rising. The level of perception is falling. The battle for ratings has long since given way to the battle for ideas!

6000 brands advertised in one year – 2,000,000 TV commercials annually – 3,000 advertising stimuli daily.

It is becoming increasingly difficult to reach fragmented consumer segments. Converging media platforms demand networked campaign strategies. Consolidating media groups exercise an ever-greater dominance of the market.

Alternative communication concepts are in demand. And creative media consultancy. OMD thinks up ideas designed to surprise. And that sell!



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### INSIGHTS

In-depth knowledge of our clients' brands and consumers give us an information lead compared to competitors.

### IDEAS

This involves showcasing exceptional ideas, emotionalising products and distinguishing them from those of the competition. This calls not only for creativity but much more than that, it calls for effectiveness channelled towards the ultimate aim.

### RESULTS

Our campaign results make a decisive contribution to the success of your business and sales. OMD makes your return-on-investment something you can experience.



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## Our process

**We have developed OMD CHECKMATE to cope with the huge challenges of today's communications market**

OMD CHECKMATE is an intellectually rigorous and well-designed process that enables us to better understand our clients' markets, to design distinctive and individual campaign strategies and to build up these strategies using flexible and creative solutions and to generate unique results.

In contrast to other processes, OMD Checkmate unites the science of media planning with unconventional solutions from other – non-classical – media channels to ensure that you are always a crucial step ahead of your competitors.

Such solutions include proprietary research principles and the consistent introduction and follow-up of strategic fields of business, which guarantee the efficiency and all-encompassing effect of OMD Checkmate.