

Better decisions, faster.



Brand Decision Framework

In early 2019, we launched our brand promise to make Better decisions, faster for our clients and 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 and 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What is the new normal today is already out of date tomorrow, so we are having to constantly adapt and find new ways to work and function across the globe.



Flo Adamski
CEO, OMD

Better Brand Safety

Consequently **OMD is evolving the definition of Brand Safety to become Brand Responsibility**; a comprehensive approach to the impact of media investment that helps brands to understand and improve how well their values and commitments match their media activity and helps drive those commitments through the advertising marketplace.



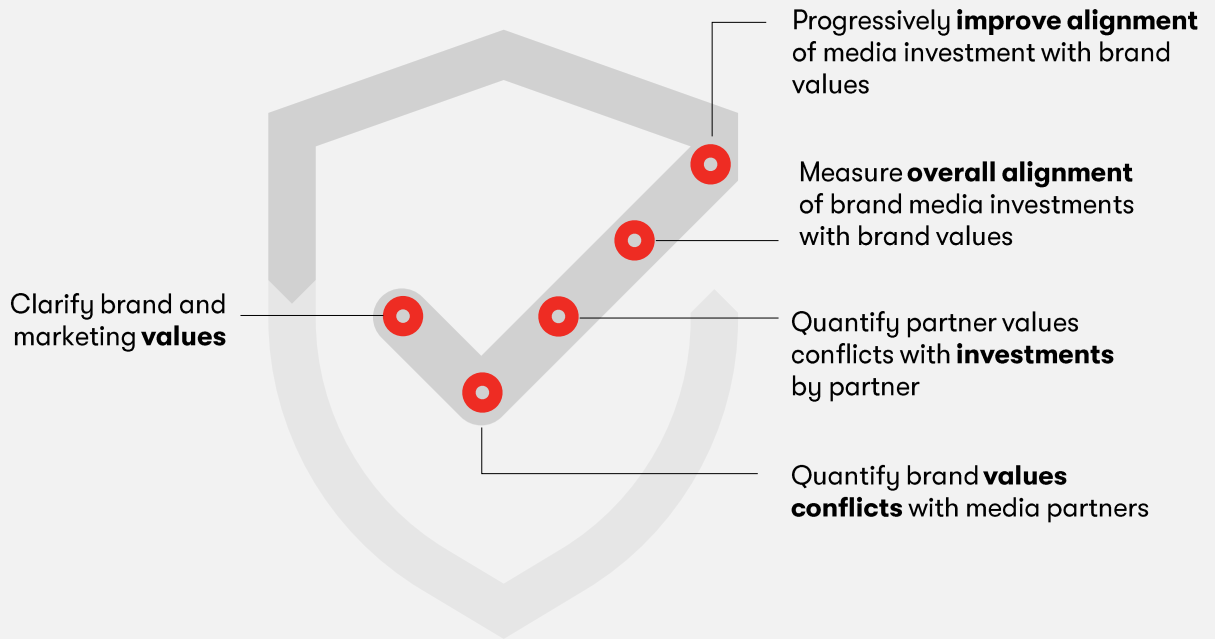
**Brand
Decision
Framework**

The Brand Decision Framework enables a new clear, data driven approach for alignment between each brand's individual corporate and marketing values and their media investments.

We are in an environment where consumers are vocal about wanting to **see concrete actions and alignment between what a brand stands for and how they behave** in the marketplace, Brand Safety defined as immediate adjacency to unsuitable content, is no longer sufficient by itself; the overall environment must be considered, including the types of content that the platform or partner as a whole offers a distribution mechanism for, the type of activity that takes place there, platform diversity, consumer trust in the platform and more.

A Solid Foundation for Responsible Media Decisions

The Brand Decision Framework:



A simple, flexible and powerful tool that helps brands achieve:

- Clearly aligned media purchase decisions with brand values
- Better brand safety decisions across the entire supply chain
- Limited “Negative Reach” and context driven damage to brands
- Improves, over time, the amount of high-quality brand inventory available for purchase

If you'd like to know more about the Brand Decision Framework and Better Brand Safety, please contact:
Israel.Mirsky@omd.com

Better decisions, faster.

