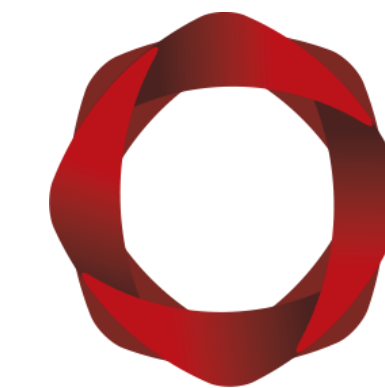


READY FOR OMNI?



ДЕНЬ
БРЕНДА



Nestlé

Good Food, Good Life

Alexey
Khodyachikh

OMNI IS ALL ABOUT ORCHESTRATION LEADING TO INVESTMENTS

METRICS
aligned & holistic

AUDIENCE
truly engaged
cross platform

MEASURES
solid & transparent

REMUNIRATION
based on PERFORMANCE

**...BUT OMNI
SEEMS TO
BE A MYTH
SO WE CAN'T
INVEST**

DATA

CONTENT

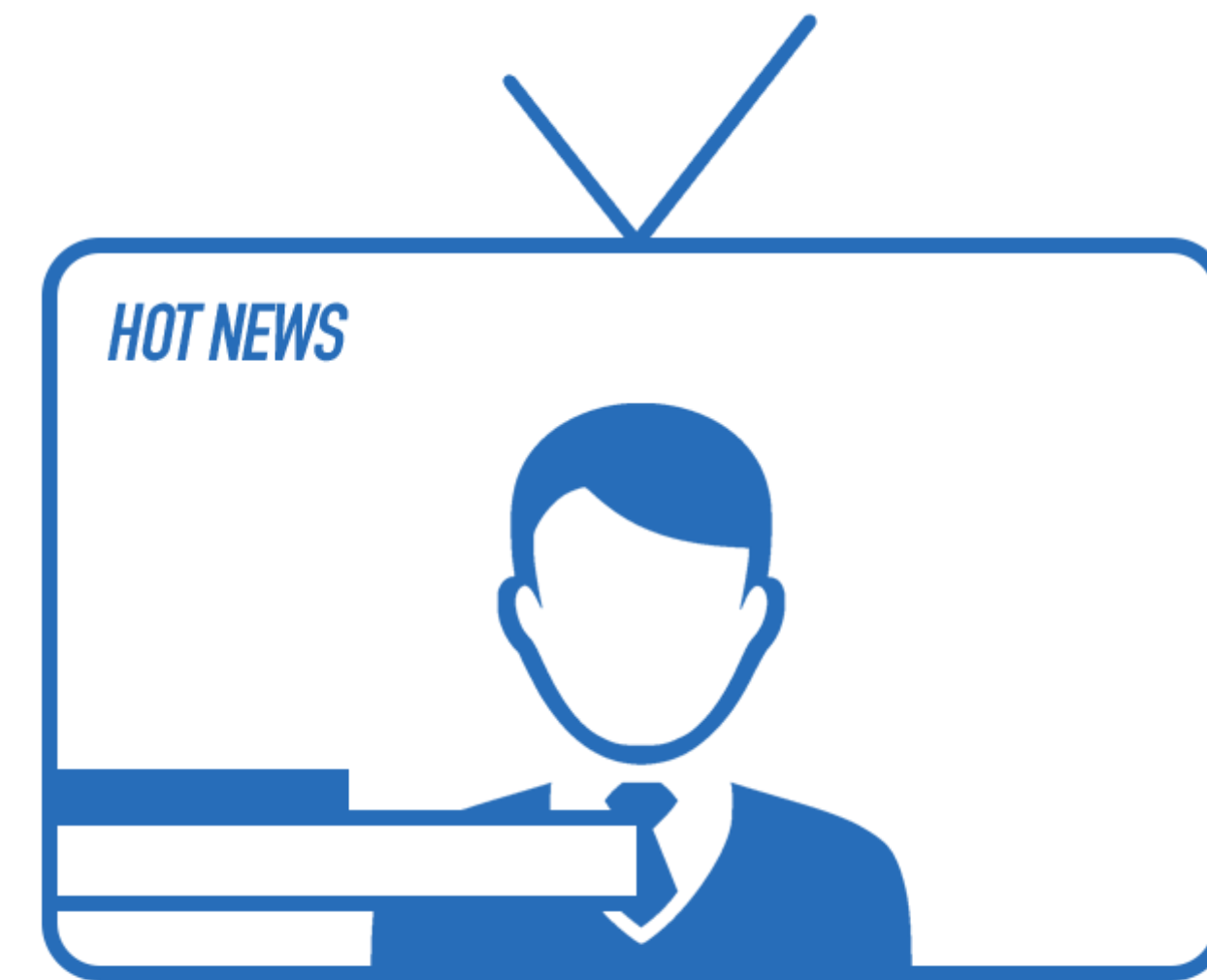
ROI DEALS

WHY OMNI DOESN'T WORK

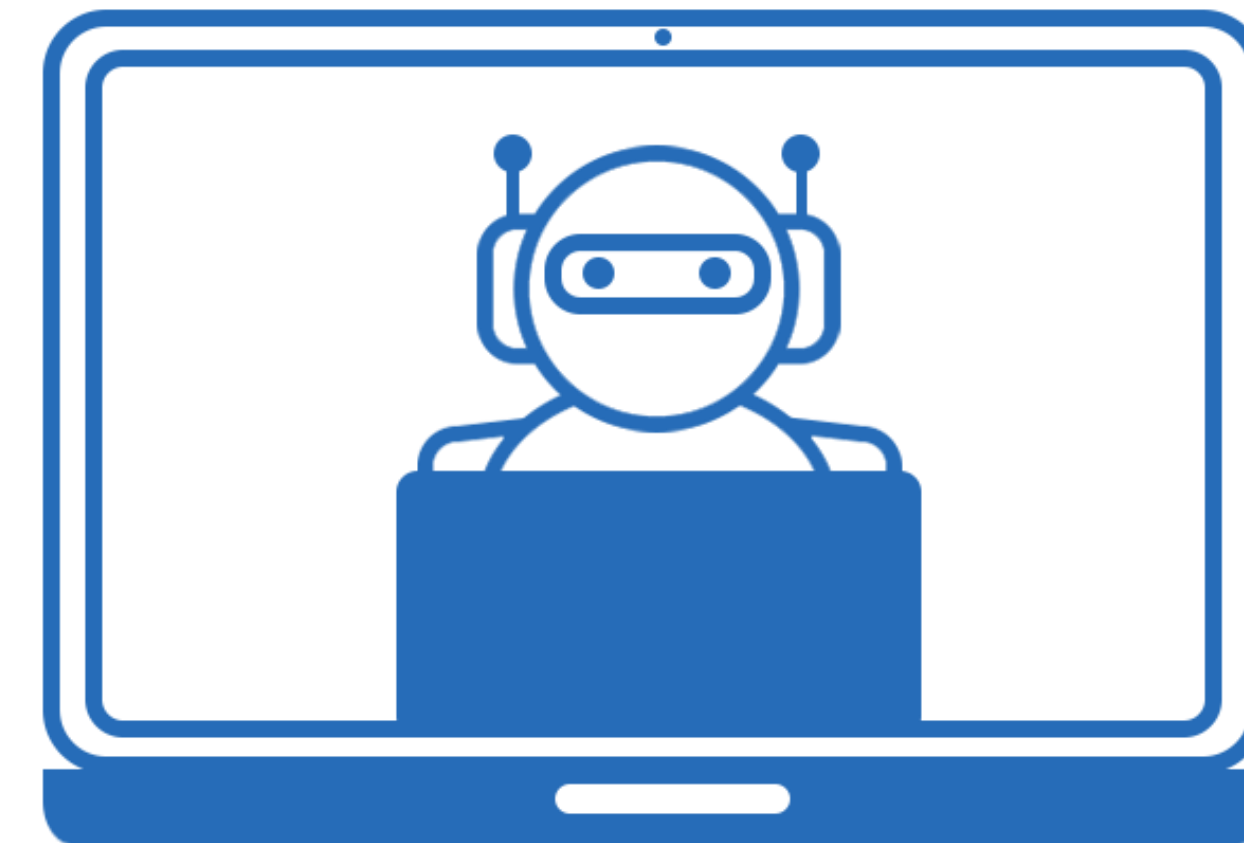


Good Food, Good Life

DATA & MEASUREMENTS ARE TOO FAR FROM ALIGNMENT



FADING GRPs

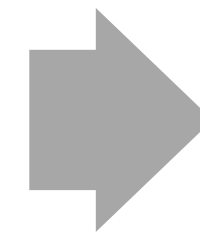
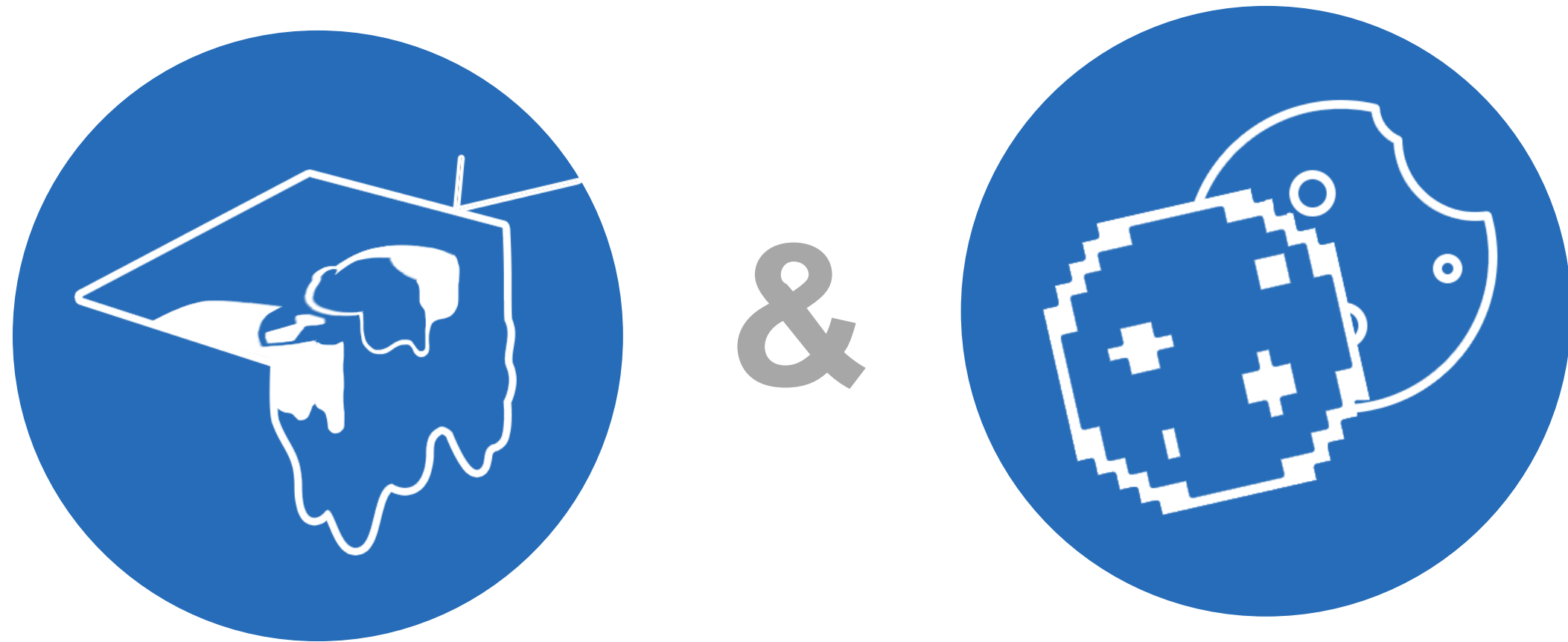


PROTO GRPs

CONTENT IS NOT TRULY CROSS PLATFORM'ED



ROI DEALS ARE IMAGENARY, NOT REAL



WHAT IS
THE RIGHT
WAY?

IN
DE
INFLATION

OUR INVESTMENT CONTRACT FOR OMNI

1 TRANSPARENCY IS A **MUST**

2 GRPs & REACH ARE **REAL**

3 WE PAY BY **PERFORMANCE**

LET'S OMNI



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