



AMGEN® Omnicom

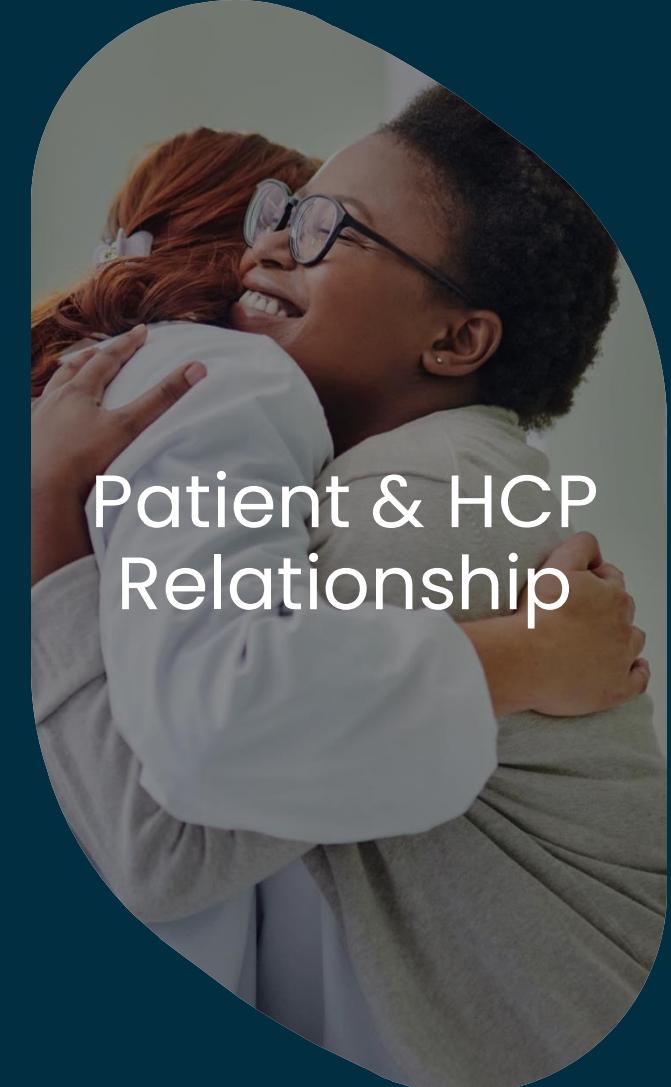
Creating What's Next for Amgen

AUGUST 2024

We Understand the Mission

**Make Marketing a Stronger
Driver of Business Growth**

A Reimagined Pharma Landscape Requires New Ways of Working



A photograph of a man and a woman in a forest. The man, wearing a cap and glasses, has a large backpack and is smiling. The woman, with braided hair, is laughing and looking towards the man. They are surrounded by tall trees and greenery.

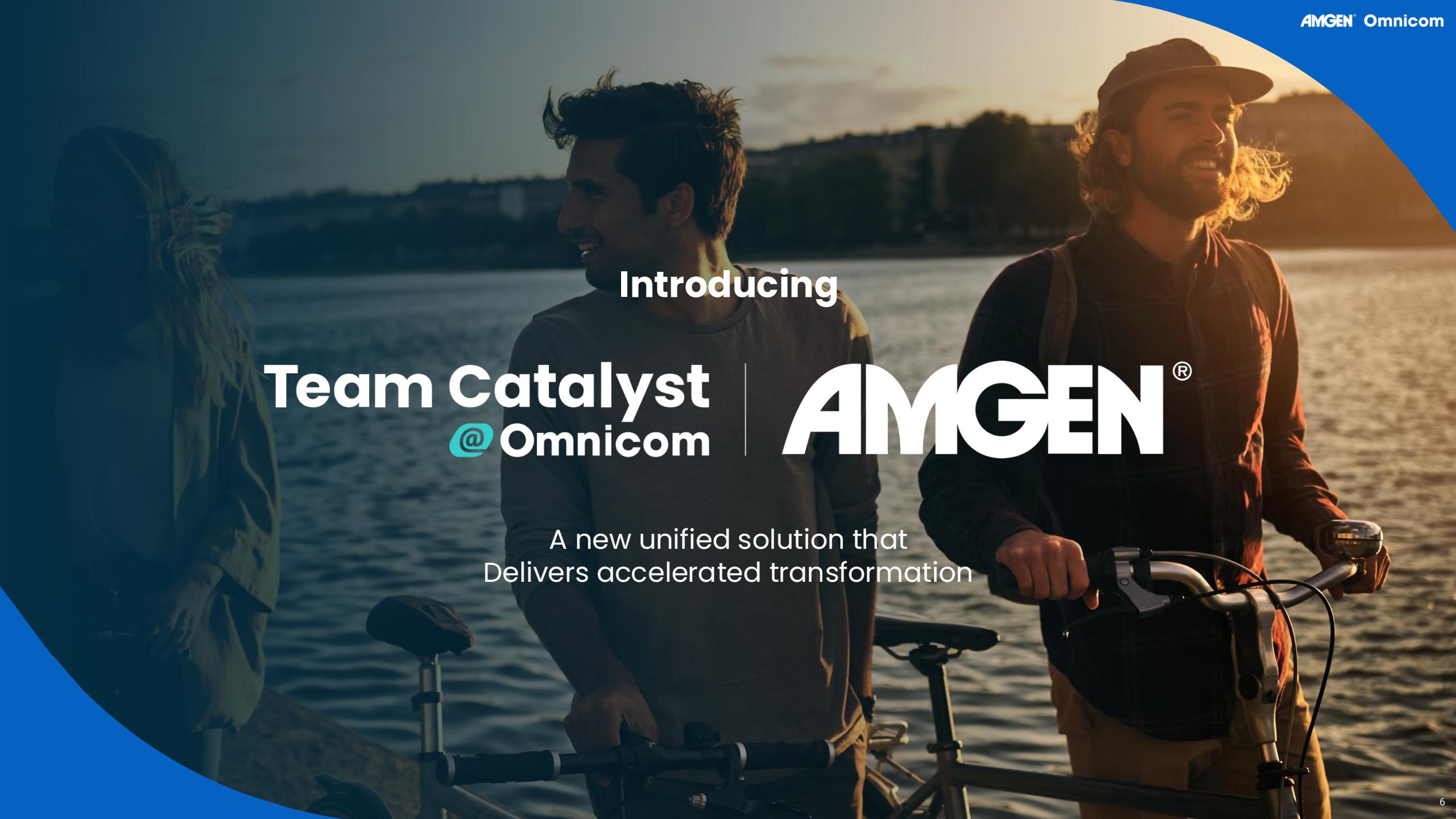
We are Inspired by Your Purpose
**Serve Patients by Creating
Therapies that have the Power to
Restore Health & Save Lives**



This Requires a Transformative Operating Model



20 years of experience across the entire marketing ecosystem: from media, to data, technology and creative

A photograph of three people on bicycles by a lake at sunset. Two men are in the foreground, smiling and looking towards the right. The man on the right has a beard and is wearing a cap. A woman is partially visible on the left. The background shows a calm lake and a hilly landscape under a warm, golden sky.

Introducing

Team Catalyst
@ Omnicom

AMGEN®

A new unified solution that
Delivers accelerated transformation

Team Catalyst @ Omnicom

No Silos

Operating with a Single
Point of Contact

1 Consolidated P&L

Connected
Platform-Based Workflow

New Data Capability



We Are Leaders in Modern Marketing Transformation

“

A data-driven powerhouse that enables marketers to transform their businesses using its rich capabilities in media, data, commerce, consumer experience and yes, creativity.”

AdAge Holding Company of the Year

The Forrester Wave Q3 2022 Global Media Management Services

	OMG	GroupM (WPP)	Havas Media Group	IPG Media Brands	Dentsu Media	Publicis Media
Intelligence & Insights	5.00	1.00	3.00	5.00	3.00	3.00
Optimization	5.00	5.00	3.00	3.00	3.00	3.00
Operations	5.00	3.00	1.00	3.00	3.00	5.00
Innovation Roadmap	5.00	3.00	1.00	1.00	3.00	5.00
Retail Media	5.00	3.00	3.00	3.00	3.00	5.00
Commerce Media	5.00	3.00	1.00	3.00	5.00	3.00

The Team to Get You There



**Melissa
Wisehart**

Team Catalyst
Leader



**Lea
Wester**

Healthcare
Transformation



**Michael
Solomon**

Media Leadership



**Katie
Klein**

Investment



**Nadalie
Dias**

Platform
Activation



**Sebastien
Hernoux**

Data & Tech



**Christina
Kim**

Marketing Analytics



**Kristen
Thomas**

Content
Orchestration



**Katie
Johnson**

Operations



I flew a single engine 4-seat aircraft across the Atlantic ocean



I once had dinner with the founder of Soul Cycle



I worked on a farm in Puerto Rico in the Summers



I was captain of the women's soccer team at the University of Miami (The "U")



I've camped in all 48 continental states before I was 18 years old



In business school, I played on the rugby team



My summer job in college was working as a temp admin at various pharmaceutical companies



I have taken over 2300 SoulCycle classes



I have circumnavigated around the entire world by boat



I was a member of Michael Jordan's entourage



I've sailed competitively on a team of 8

01.

Modern Marketing Capabilities





What Sets Us Apart: Unlocking Unique Marketing Benefits

Data Flexibility & Transparency

Superior Human &
Cultural Insights

End-to-End Creative &
Media Integration

Future Proof & Powered by AI

A Unified View of the New Healthcare Marketplace

Bringing a Total View of Customer Experience

10,000+ Patient Attributes

- Demographics
- Lifestyles/Interests/Hobbies
- Location/Visitation
- Media Consumption
- Attitudes
- Purchase Behaviors



276MM US & CA
Individual IDs

135MM HH

2M+ HCP Profiles

1,000+ HCP Attributes

- HCP/Firmo-graphics
- Prescribing Behaviors
- Health System Affiliation
- Medical Insurance Coverage
- Channel / Message Affinity

Inventory Graph

8 Trillion
Impressions

10 Million
Ad Units

15 Million
HCP Engagements

Integration with an Industry-Leading Partner to Bring a Unified Approach for Reaching HCPs and Patients

deepintent⁺

Medical and Pharmacy Claims Data

—

HCP Audiences

—

Patient Audiences

—

Patient Modeled Audiences

—

Outcomes Optimization

HIPAA Compliant Modeled Patient Audiences



Greater Precision in Audience Targeting



Efficiencies in Media Spend



Personalized journeys for engagement and activation



Better Optimization and Outcomes for Closed Loop Measurement

An End-to-end Platform Supported by a Suite of Utilities and Applications

Context & Audience

Strategy & Planning

Activation

Measurement &
Optimization

Workflow / Orchestration + Omni Assist (Generative AI)

Audience Explorer

Audience Extensions

Q Cultural Insights

Data Science Utilities

Channel/Investment Planner

Digital Content**Video Content**

Platform Benchmarks

Taxonomy Governance

Activation AI

Flywheel Commerce Cloud

Artbot

Performance Reports

Agile MMM

Unified MTA

Geo-lift

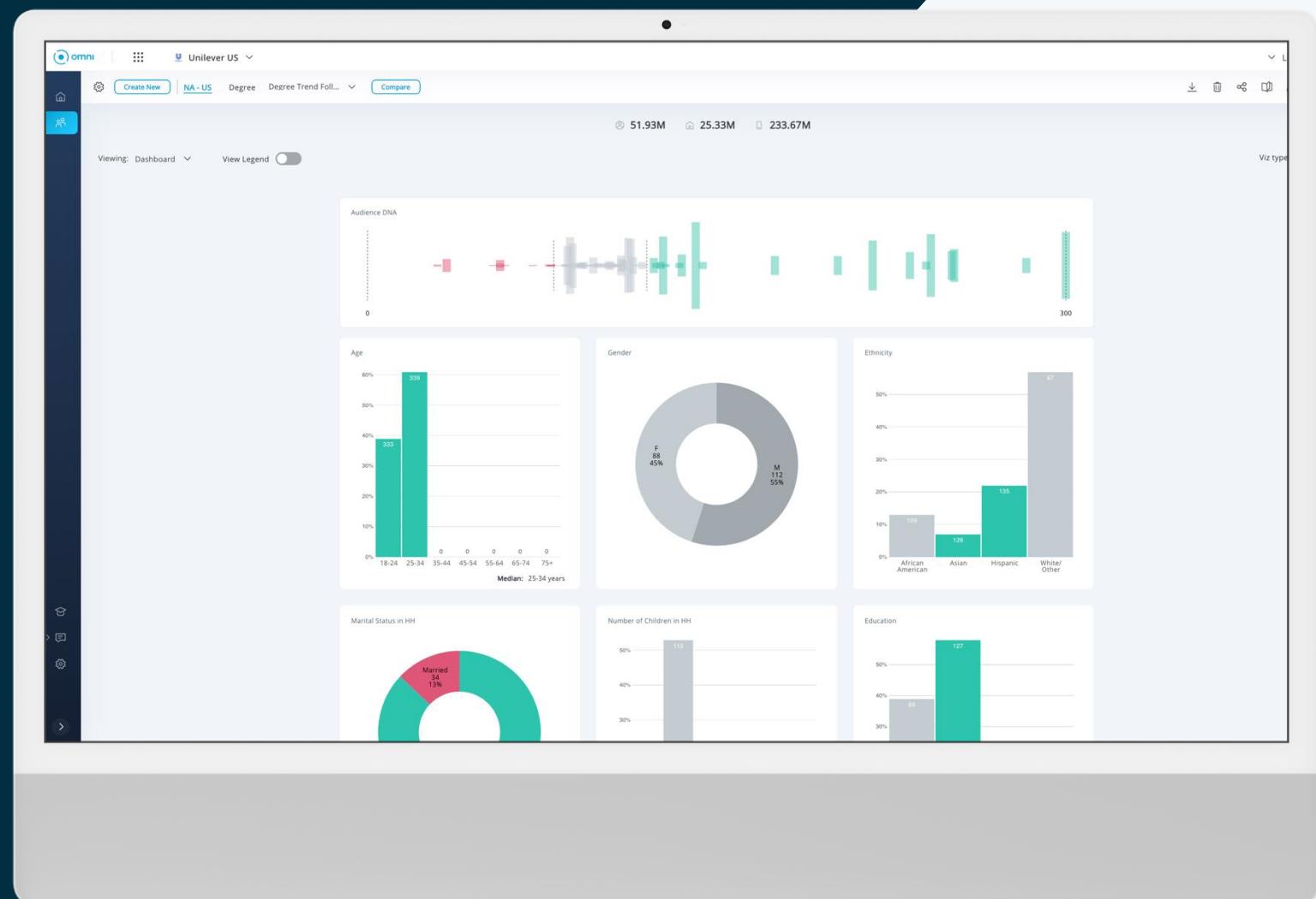
Omni Data Environment
[Identity, 2P/3P Data, Performance Data, Clean Rooms]

Deep Intent & Audience Explorer Demo

Custom Patient and HCP audience creation based on claims data

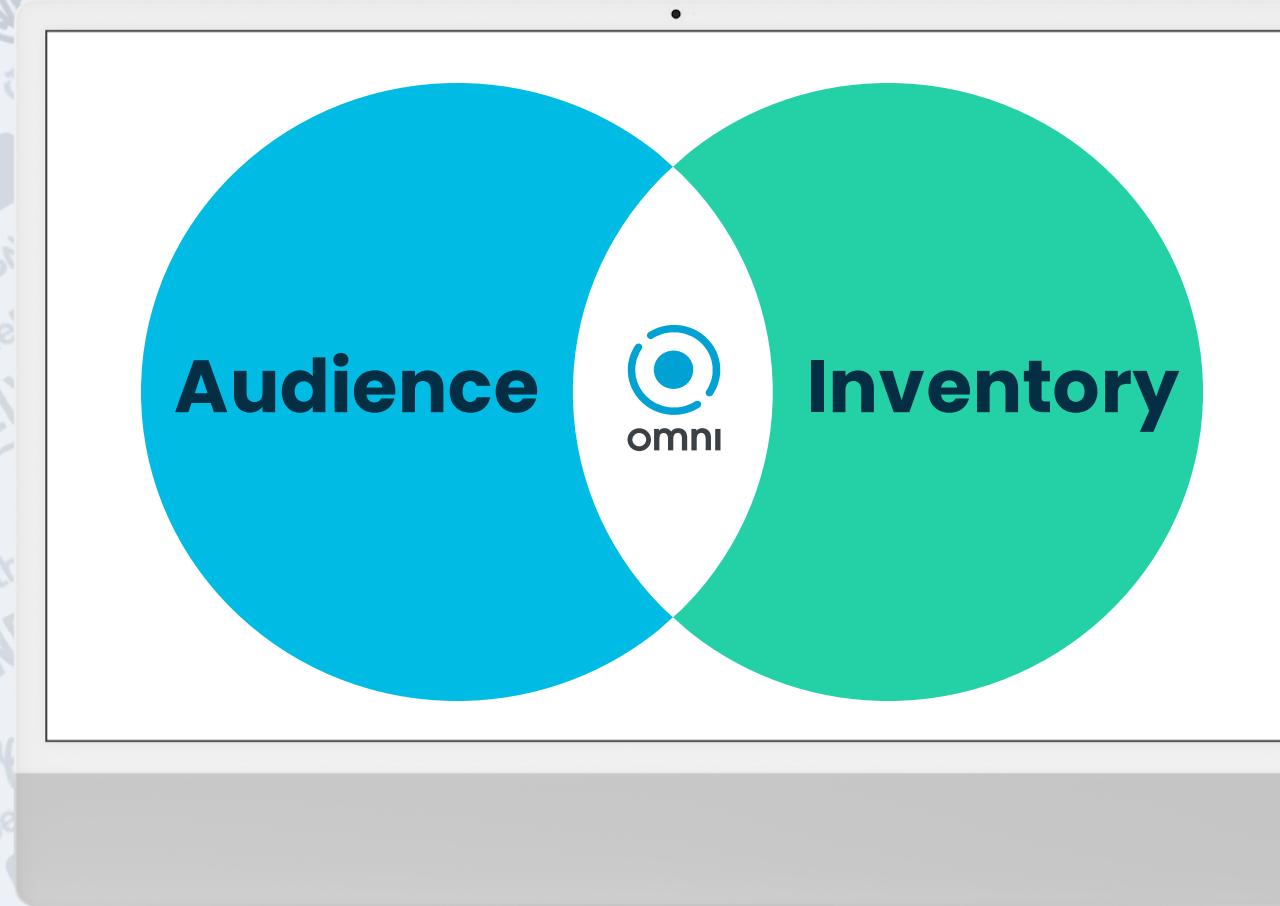
Custom HIPAA-compliant patient audiences available in Omni for insights, planning and activation

Holistic experience planning across HCP and Patients



A dark, blurred background image of a person's hand holding a smartphone, with a teal curved graphic on the left side.

A Transformed Video Landscape Requires
a New Investment Approach to
Unlock Value and Precision



Omni Enables Precision Tactics in Video to Deliver Better Outcomes

Increased Reach

Controlled Frequency

Mitigate Waste

Greater Efficiency

Understanding the Patient Journey to Enhance your Media Strategy

Diagnosed + On-Topicals

Intercepting & Educating with Systemic Treatment Information

Topical Cycling

Seeking Solutions as Cycle on Topicals

HCP Visit/Ask for Otezla

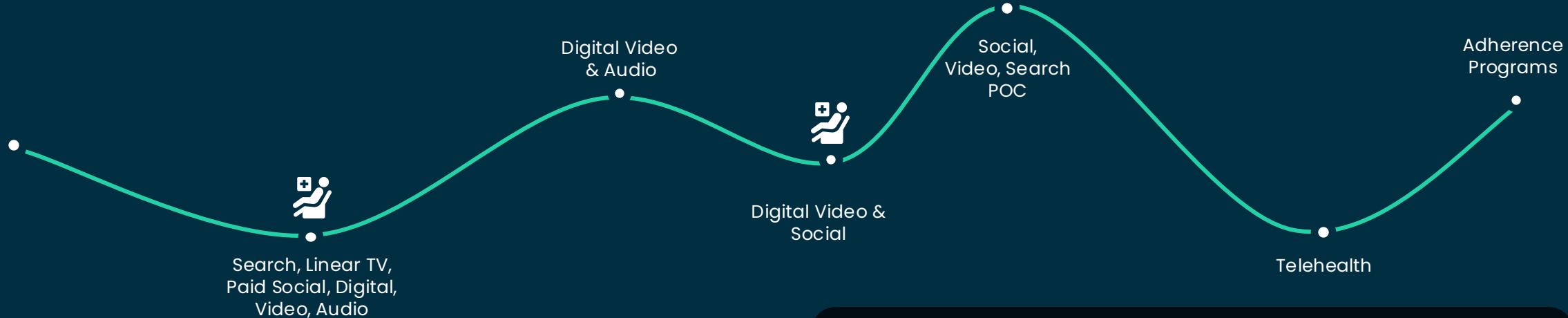
Considering If Systemic is the Right Treatment

Fulfillment & Treatment

Fulfillment & Adherence



Using Audience & Inventory to Find Patients in the Most Engagement Mindset



Precision Find Connectivity Between HCP & D2C

Manage pricing through prioritization of non-brand keywords, contextual targeting & endemic placements

What You Need: Unlock Portfolio Power

What

Audience First Planning & Activation

Coordinated Marketplace Approach

Shared Learning Agendas & Insights

Cross Portfolio Reporting & Analytics

How

Omni Engine Supercharges
HCP Planning & Activation

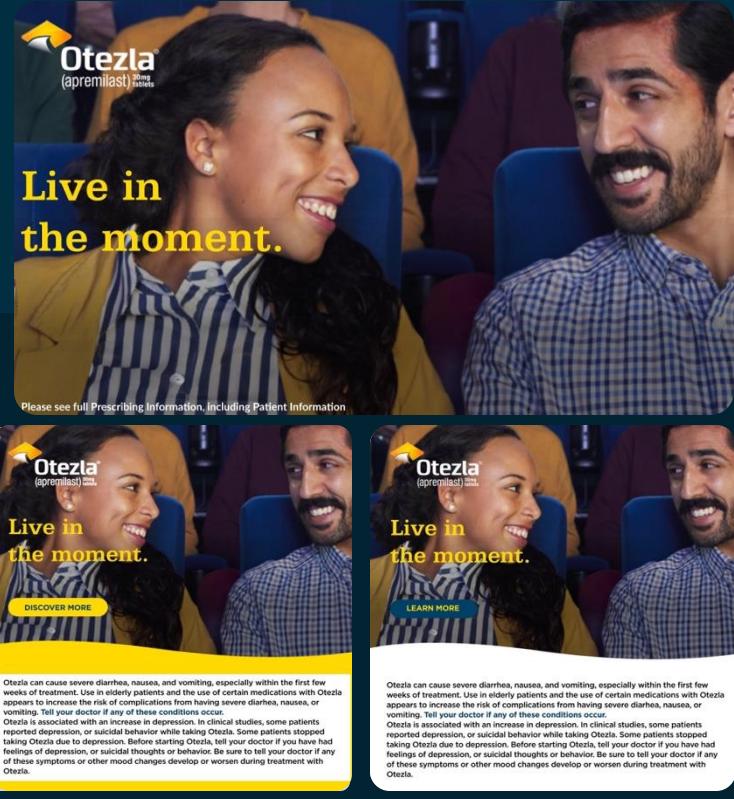
Pricing Leverage & Enhanced
Flexibility Improvement

Portfolio QBRs & Learning Summaries

Holistic Measurement Frameworks
Powered by Unified Data Taxonomy

Adaptive System Framework

Programmatic Video



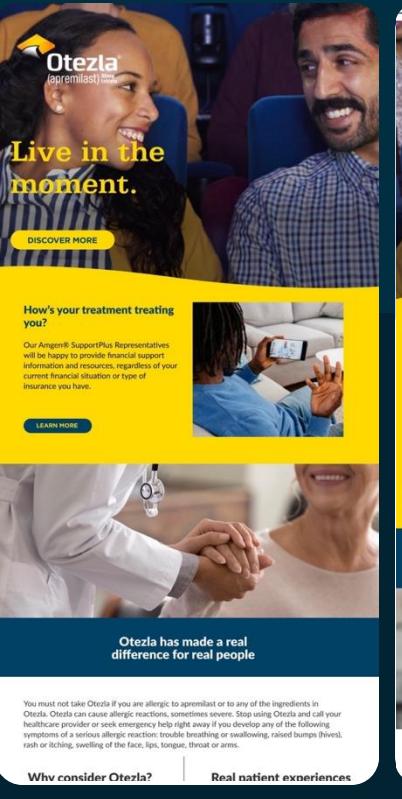
Display

Social



Display

CRM



Website

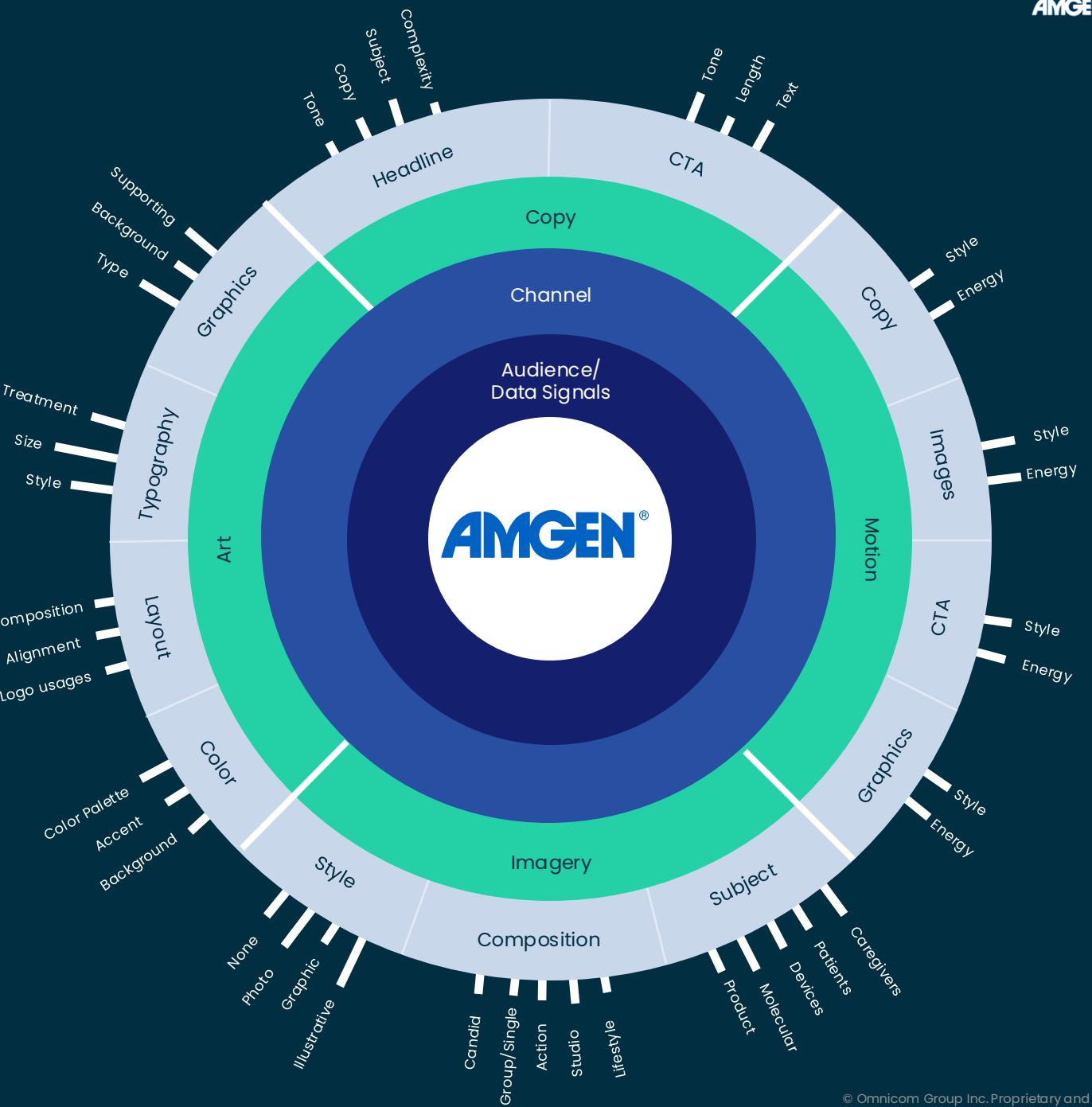


White Papers



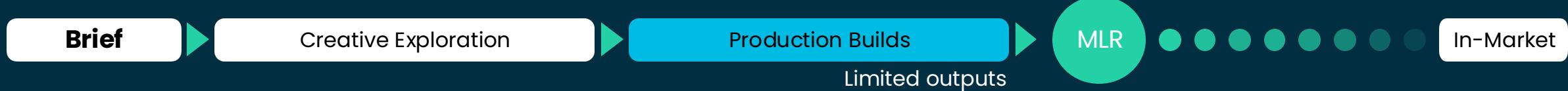
The Wheel

An atomic-level design system that enables hyper-personalization through endless test-and-learn optimization.

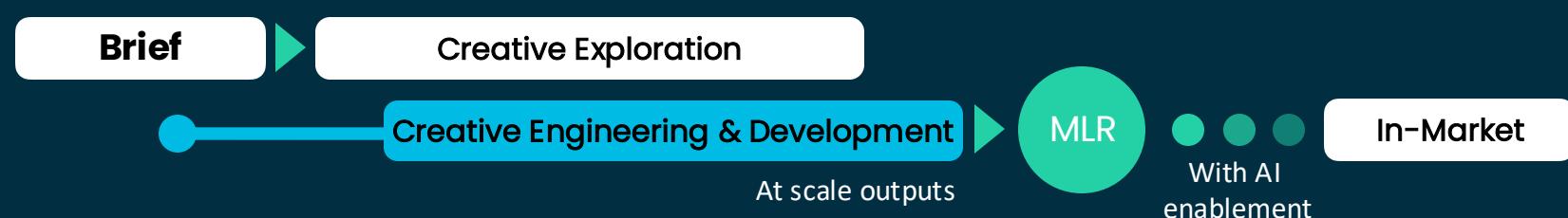


Streamlined Process

Traditionally



With Content Orchestration



Quick Prescriptive Updates



Reusability

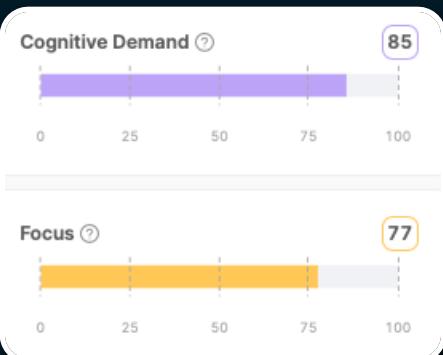
Infusion of AI Technology

Competitive Clustering

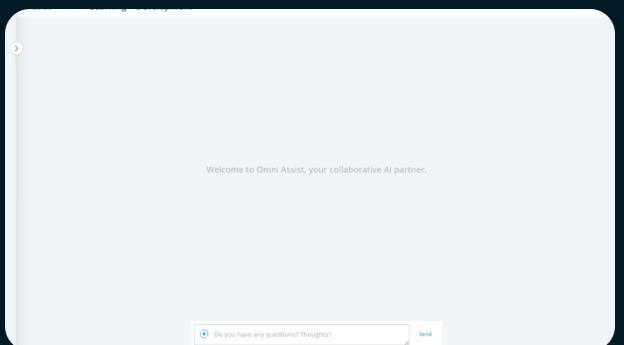
AI Summary:
"Mom zipping up child's jacket zipper"



Neuro Testing



AI Assist for Large Language Modeling



Future Facing Measurement Capabilities for Healthcare



Audience Quality

Understand propensity of audience to exhibit the condition



Real-time optimizations to visits maximizing marketing effectiveness

Automated campaigns optimizations to drive to an outcome



Lift analysis studies to demonstrate immediate marketing impact

Incrementality measurement for data export into Amgen's own reporting infrastructure

A Fully Integrated Measurement Solution

Campaign & Media Performance

Brand & Portfolio

Awareness
Consideration

Consumer/ Patient

Target Audience Reach
Content Engagement
Engagements/High-Value Actions
Cost per High-Value Action

HCP

Target HCP Reach
Content Engagement
Likelihood to Prescribe (Adoption)

Business Outcomes

Short Term

Long Term

Cost per NBRx
ROAS

Portfolio Optimization
Brand Equity Contribution

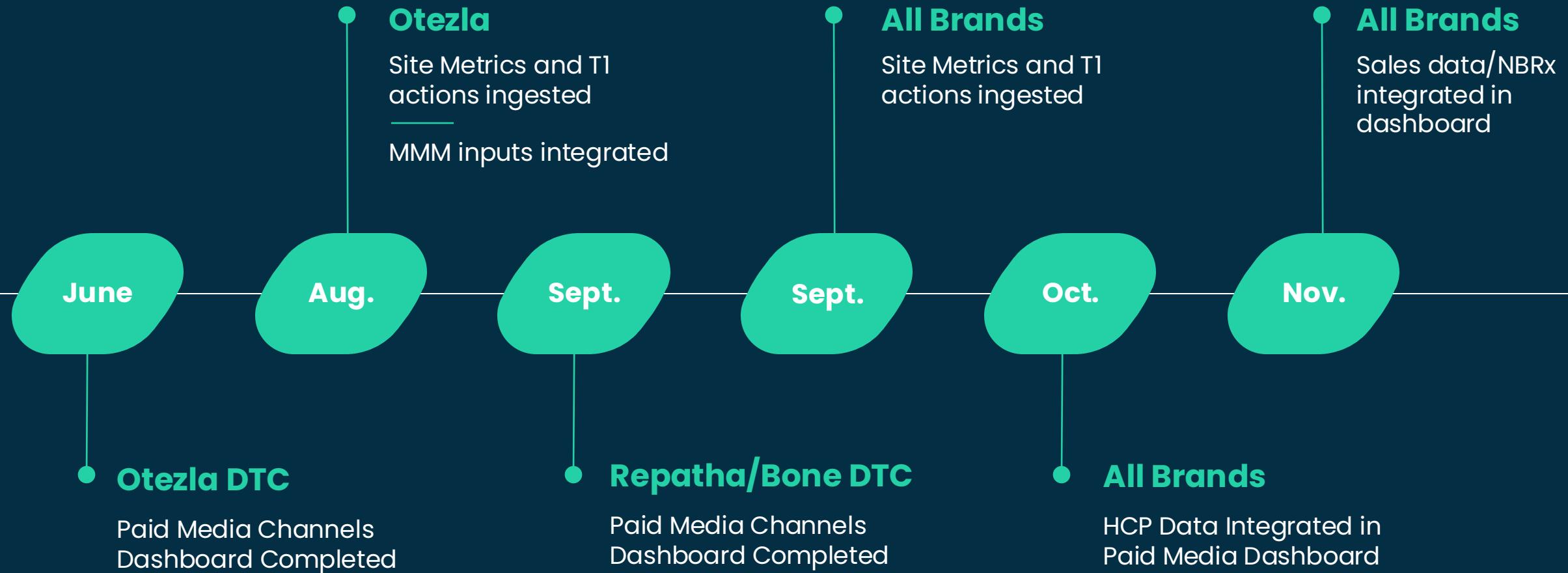
ROAS / ROI
NBRx Penetration by Audience
Adherence

Health Outcomes (by audience and geo)
Advocacy

ROAS / ROI
Cost per NBRx per HCP
Productivity by HCP

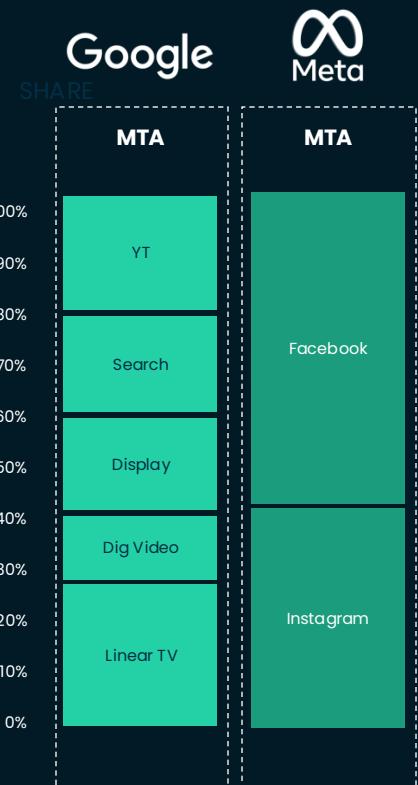
Share of Target HCPs (geo)
Advocacy

Our Roadmap for an Integrated Reporting Dashboard

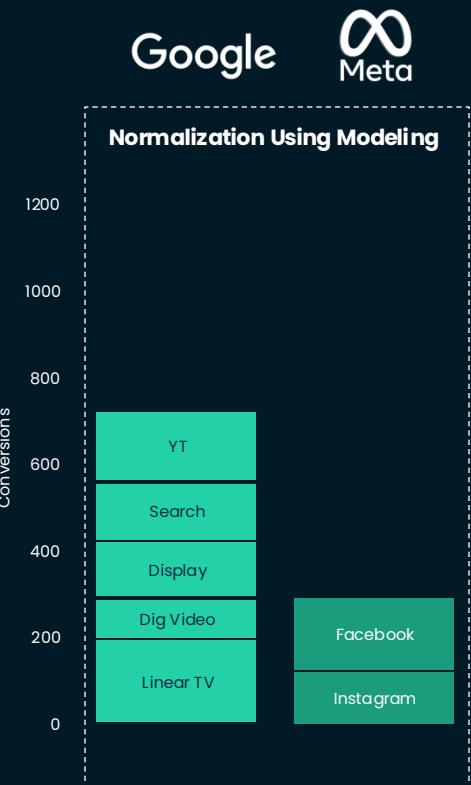


Augmenting Your MMM with Machine-Learning for Faster and Deeper Insights

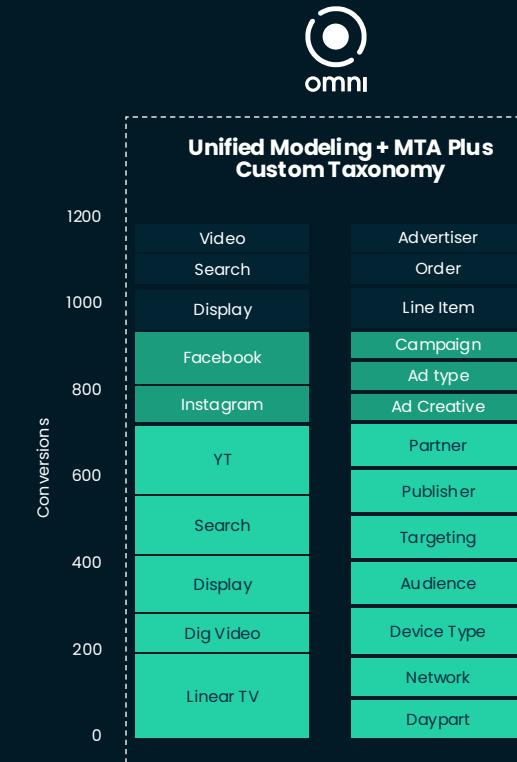
Implement In-platform Attribution to Measure The Share of Conversions Within Each Cleanroom



Modeling is Used to Normalize Results Across Cleanrooms



Unification for Holistic Cross Platform & Format Optimization



Our Commitment

Full Access to our code



2 Data Scientists gratis for 6 months to support implementation of Agile MMM in Amgen Infrastructure

How Our Capabilities Align with Your Needs from the Brief:



Balancing Scale & Precision:

Through Audience Explorer & Content Automation

Future-Proofing Amgen & Fueling Media Innovation:

Through enhanced DeepIntent partnership & first-to-market data capabilities

Transforming Investment & Optimization:

Outcomes-based planning tools like Video Content & enhanced MarSci solution

02.

Transformative Operating Model



Leveraging Learnings to Optimize Our Solution

From

Three Specialty Agencies

Reporting Point Solution

Duplication

To

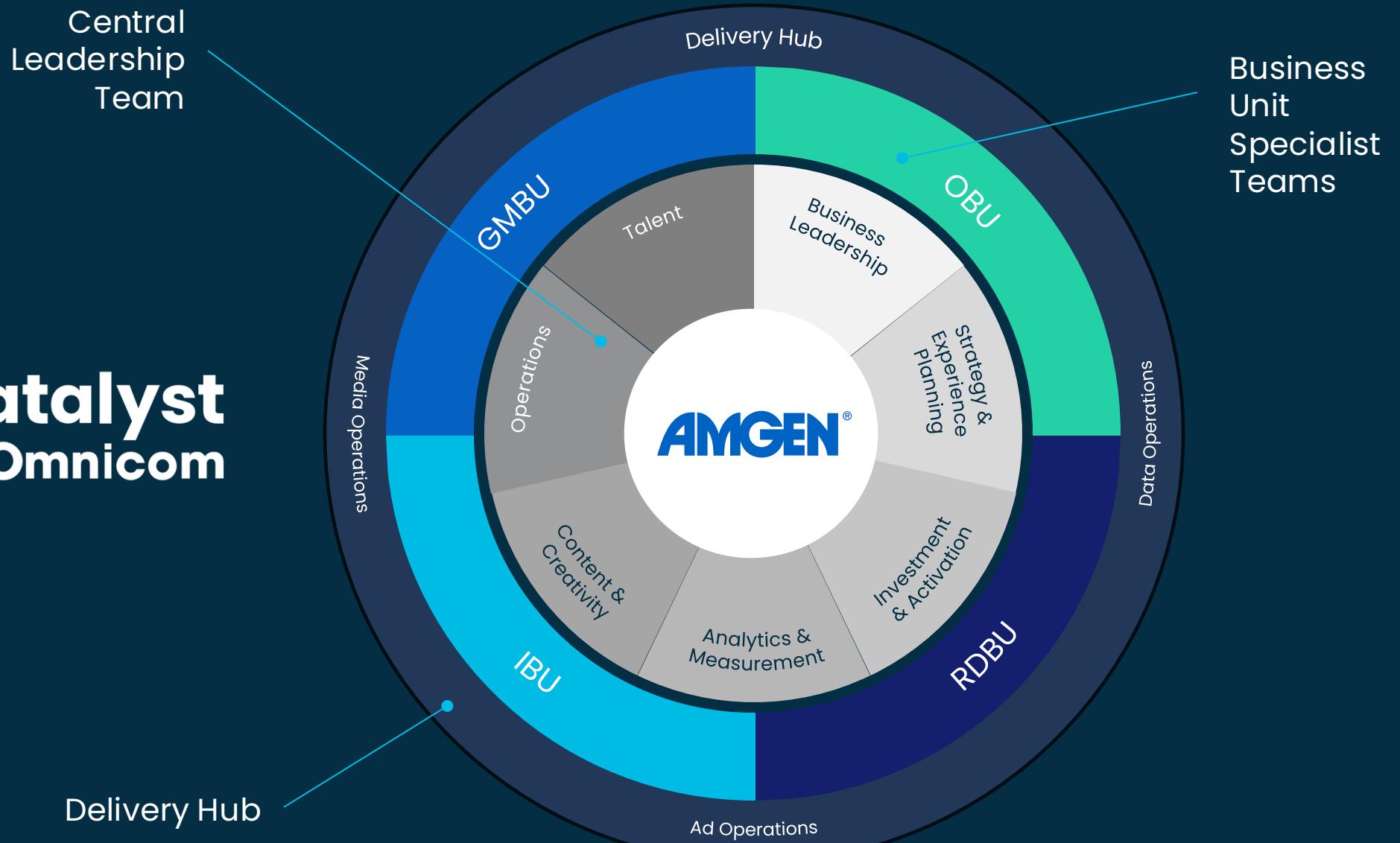
One Unified Team

Advanced MarSci Leadership & Tech

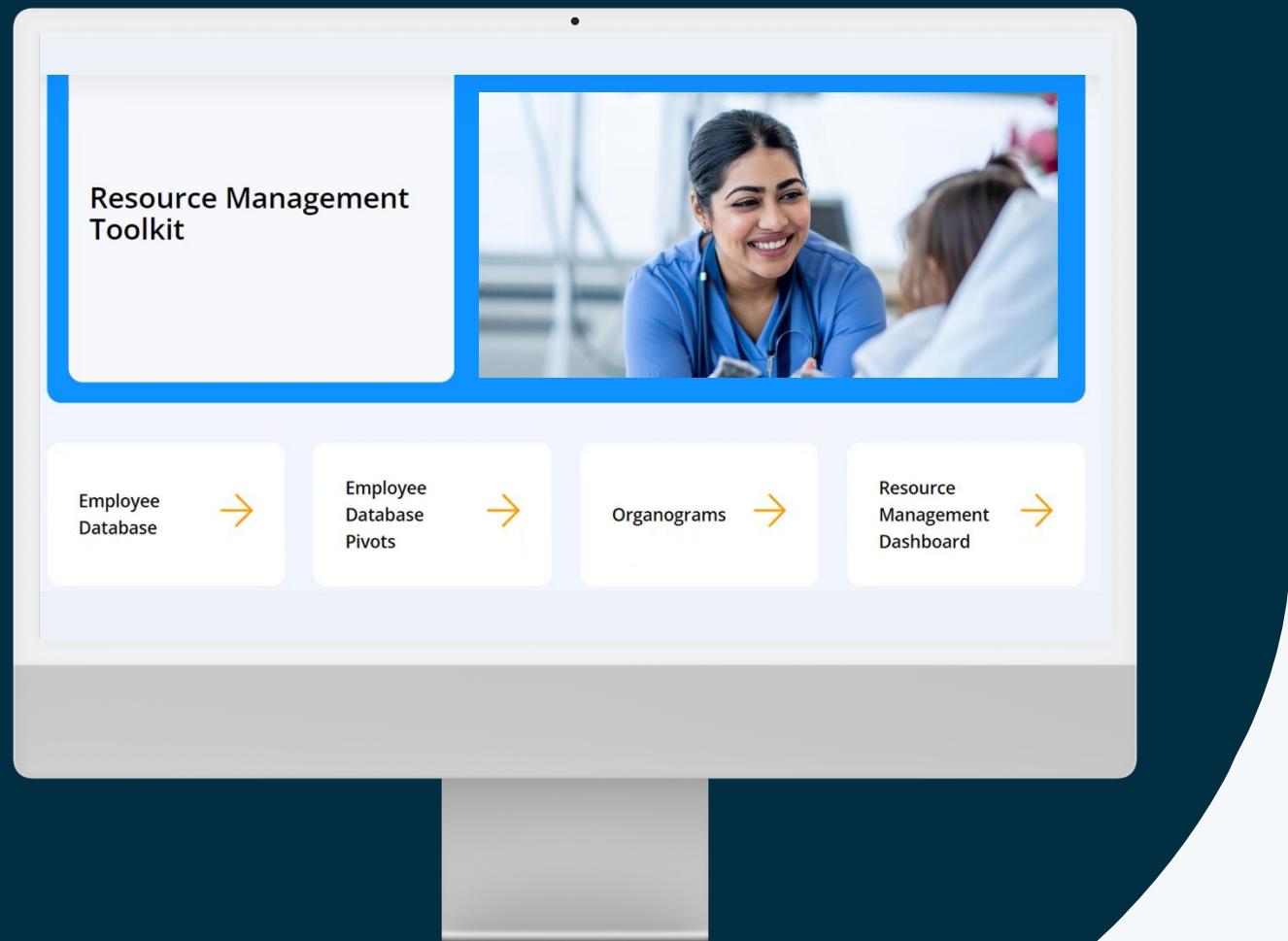
Finding Efficiencies to Elevate Outputs



Team Catalyst @ Omnicom



Our Talent Commitment to Amgen



Resource Management Toolkit

Employee Database → Employee Database Pivots → Organograms → Resource Management Dashboard →

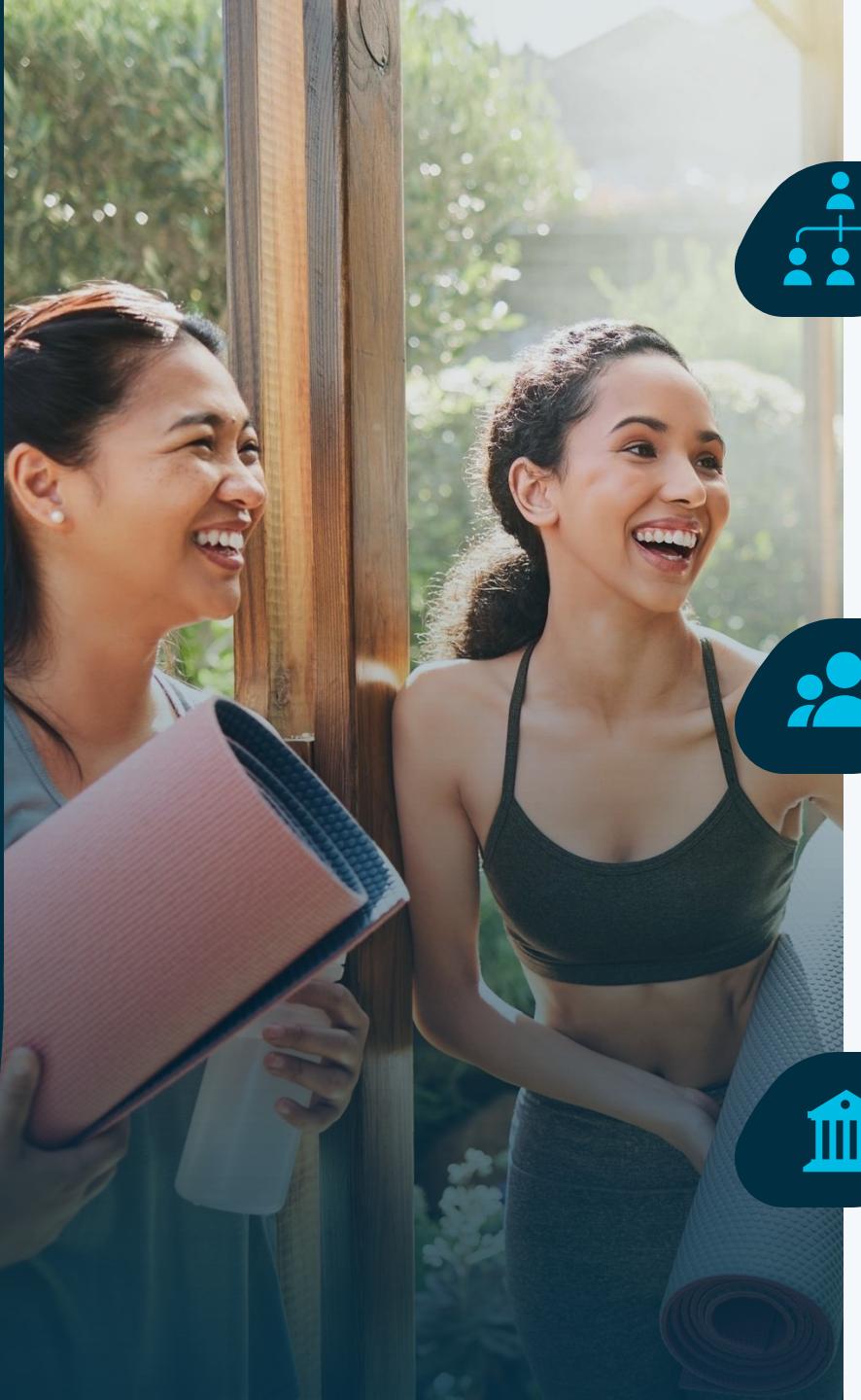


Dedicated Talent Lead



Resource Management Toolkit

Our Talent Commitment to Amgen



Training & Development



**Diverse Agency Team
& DEI Programs**

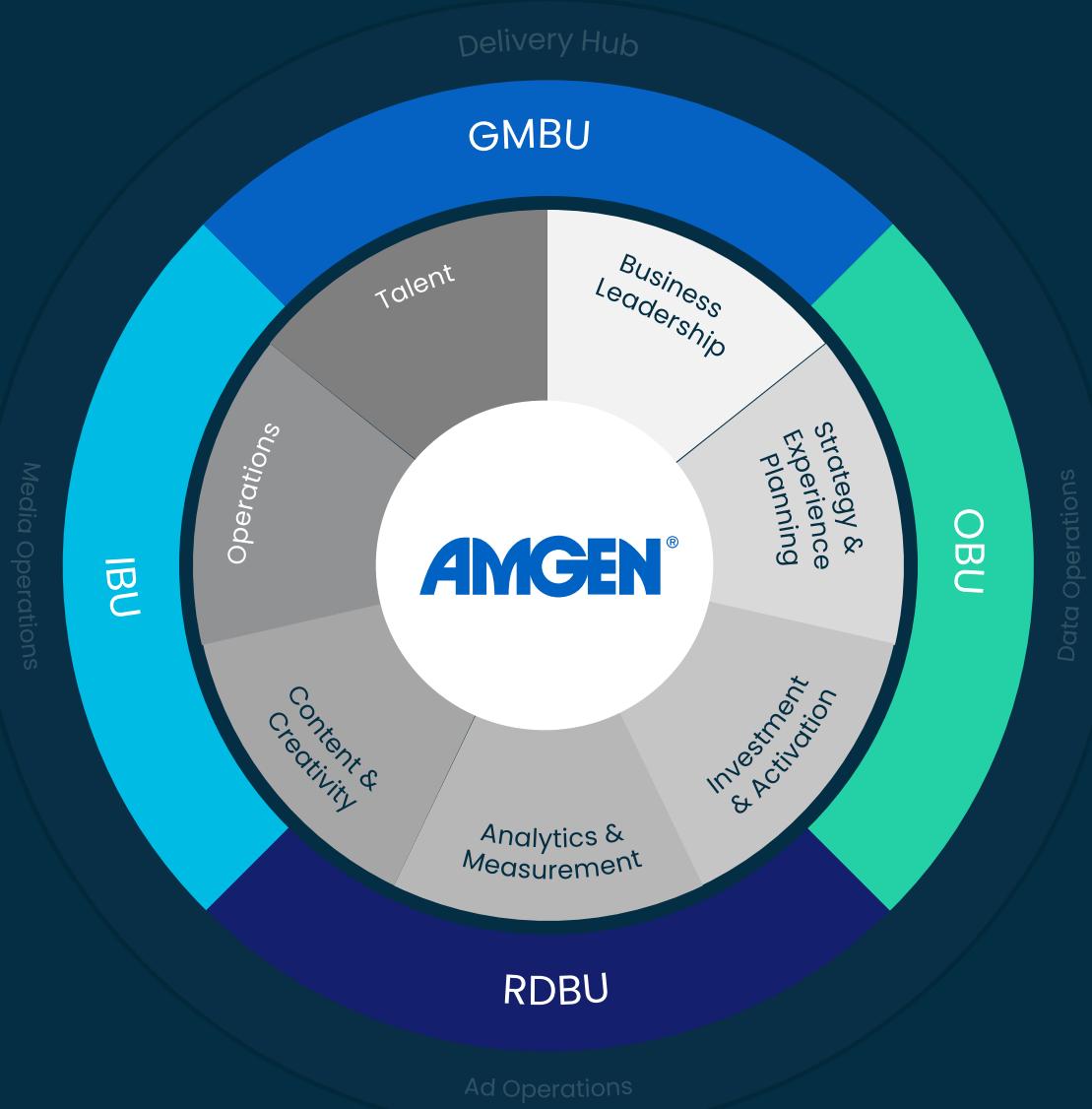


Incentive Opportunity

Central Leadership Team

- Business Leadership
- Strategy & Planning
- Investment & Activation
- Analytics & Measurement
- Data, Tech & Tools
- Operations
- Talent





Business Unit Specialist Teams

Accountable for the end-to-end campaign lifecycle, audience-led planning, activation, and analytics. HCP / DTC planning specialism connected under integrated leadership.

Central Leadership Team

Strategy & Planning | Analytics & Measurement | Data Tech & Tools | Investment & Activation | Operations | Talent

Business Leadership

IBU

Consumer Centric Strategy,
Breakthrough Mentality

RDBU

Complex Regulatory
& Treatment
Algorithm Experience

OBU

Strength In HCP And The
Emotional Journey

GMBU

Portfolio Mindset From
Niche Indications To LOE

Strategy & Experience Planning

Content Strategy

Signal Identification

Template Development

Test & Learn

Content & Creativity

Investment & Activation

Video

Digital Activation

HCP Custom, Point
of Care, & Print

Social

Search

Marketing Science

Connected Analytics

Data Science

Data Operations

Media Research

Tech Solutions

Operations

Ad Serving

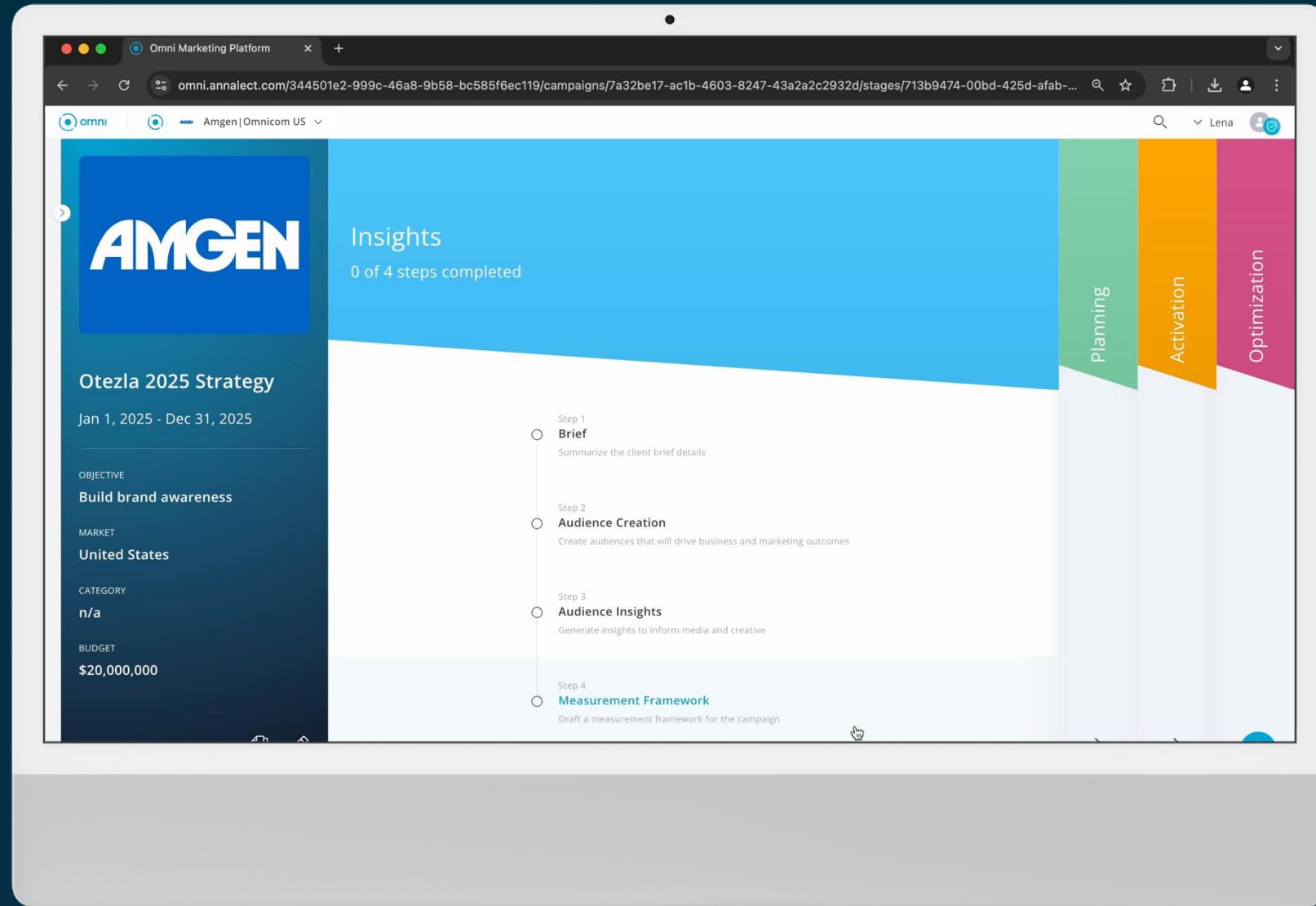
Finance

Accountability

Business Operations

Traffic

Our Operating Model is Underpinned by a Custom, Integrated Workflow



Balancing BU Specific Needs with Power of the Portfolio

COEs establish portfolio strategy, process, and best practice that is then infused into the campaign planning process across BUs



● Leveraging Portfolio Thinking

● Bespoke to each BU

A Connected Approach to Delivering on your Business

Prioritize talent over location to secure activation and measurement expertise

Deliver as a true extension of the team, fully managed, owned & operated

Deliver efficiencies of scale and create capacity release for your specialist teams



Team Catalyst

@ Omnicom

Our Transformation Promise



New Leadership
& Structure



Transformation
Team Ready Today



100% Data
Preservation



Zero Business
Disruption



Enhanced
Utilities & Data



Added
Value

Successful Client Transformations

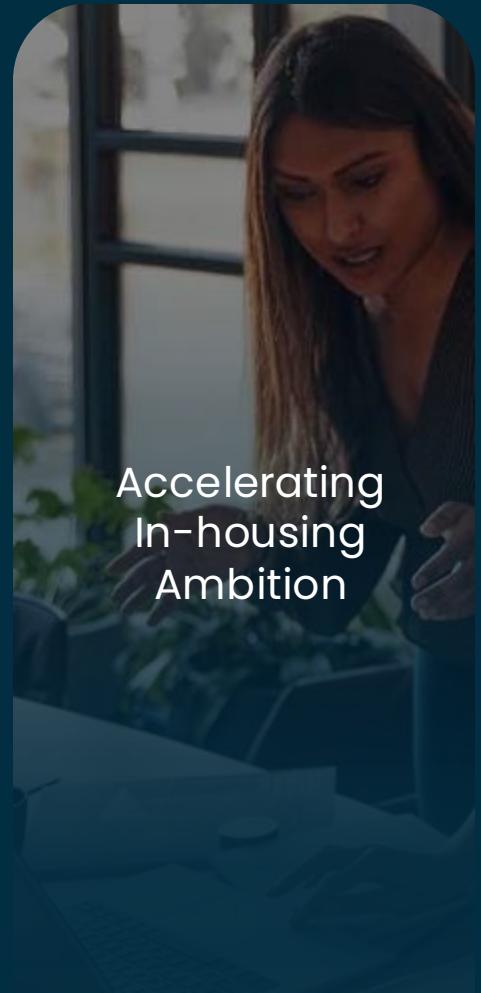


DIAGEO

VOLKSWAGEN GROUP

ONO

MERCK



Accelerating
In-housing
Ambition

Unlocking
Power of
the Portfolio

Identifying
Precision
Growth
Audiences

Modern
Commercial
Model

Transformation

Our Approach to Transformative Change

When entering a significant period of transformation, we have a framework to drive the necessary change.

Day One

60 Days

Year End

Phase 1

Foundational

Talent in Right Place

New Model/Ways of Working

Alignment to Amgen's Vision

Phase 2

Operationalize

Tech Integrations

Organizing Talent Around
Key Workstreams

Measurement for Decision

Phase 3

Elevate

Driving the Future Agenda

Proactive Thought Leadership

Enablement Around AI
and Automation

03.

Our Commitment
to Amgen



New Value Delivered to Amgen Over Three Years \$219M

Scaled Efficiencies

\$200M in Media Savings Over Three Years

10% of Budget Could be Relocated to Invest in Test and Learn, Portfolio Equity Building or Budget Reduction

Talent & Capability Investments

\$11M in Additional Value

Investing in Senior Level Transformation & Change Management Talent

Omni Technology & Cloud Intelligence

Transition and Dedicated Operations Talent

Omnicom Delivered Transformation

\$8M in Additional Service Credits & Media Inventory

50% in Media Bank to Supercharge Priority Initiatives

50% Credit in Media Services to Support Transformation



High Touch Service

Proactive and easy to work with. No silos or bureaucracy



Operationally Excellence

Fast, flawless, and efficient in the day-to-day



Sparring Partner

An informed point of view to challenge status quo and inspire what's next



I flew a single engine 4-small aircraft across the Atlantic ocean



I once had dinner with the founder of soul cycle



I worked on a farm in Puerto Rico in the Summers



I was captain of the women's soccer team at the University of Miami (The "U")



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I was a member of Michael Jordan's entourage



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