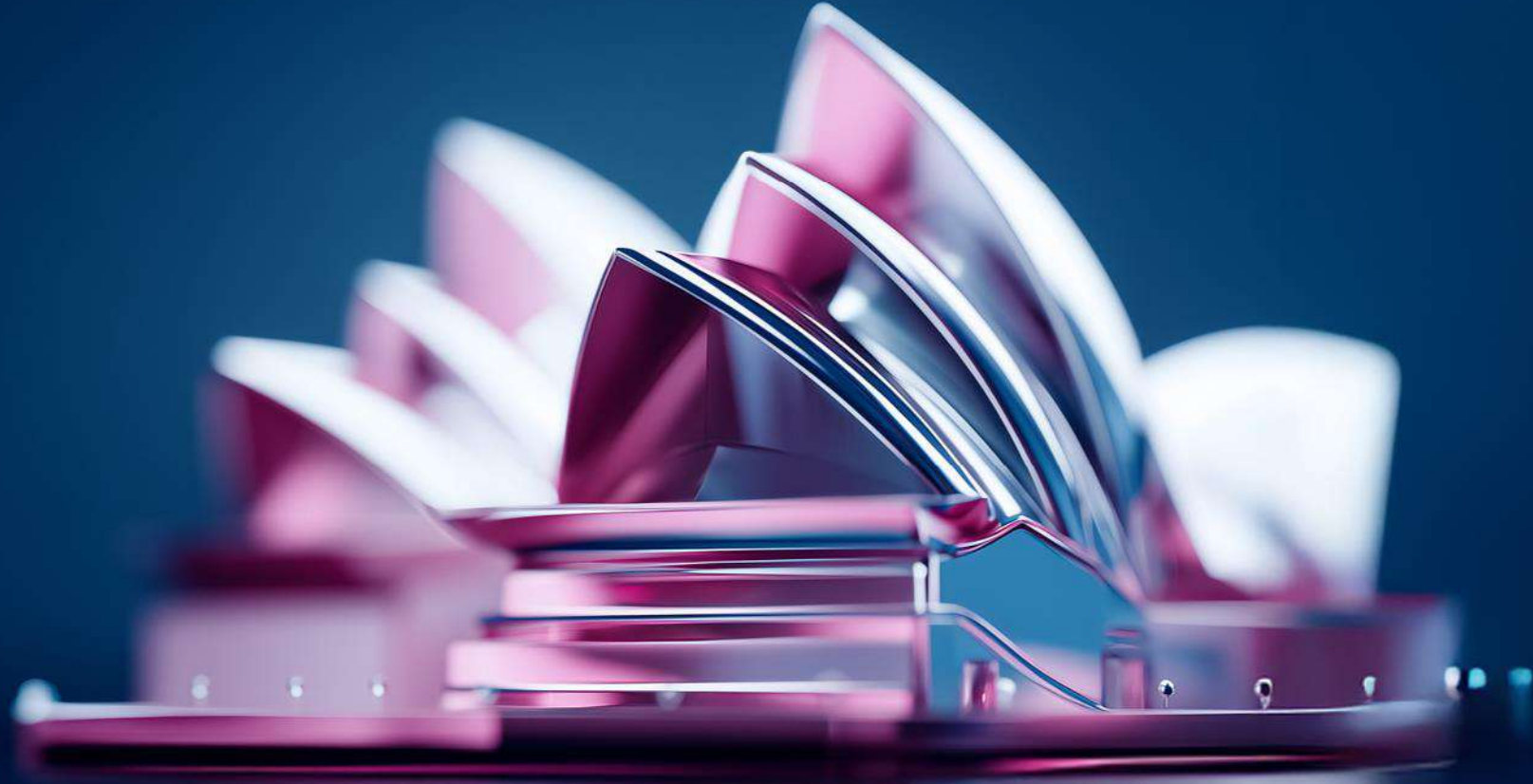


**OMNICOM MEDIA**

**A competitive edge across every dimension**



 **peoplescout**  
A TRUEBLUE COMPANY

# Introductions



**Jon Porter**  
Managing Director  
EMEA & APAC  
PeopleScout,  
TMP Worldwide  
& Affinix™



**Stephen Abbott**  
Head of RPO



**Malika Singh**  
Director, Product  
Management



**Fraser Rix**  
Account Director

## Exciting times

**“A defining moment for our industry” Omnicom completes \$20b IPG acquisition”**

**“The advertising landscape is in for a seismic shake-up”**

**“Omnicom – IPG merger to reshape global advertising”**

**“Omnicom finalises IPG acquisition with experts calling it the “natural outcome” of a changing agency model”**

# Opportunities

Turn  
uncertainty  
into  
ambition

Define the  
new  
standards of  
excellence

Stand out in  
one of ANZ's  
most  
competitive  
markets

Attract hybrid  
talent that  
breaks the  
mould

Break free  
from  
outdated  
recruitment  
models

# Challenges

Uncertainty about OM and its impact on careers

Roles evolving faster than job frameworks

Highly competitive ANZ talent market

Growing demand for hybrid skill sets

Balancing people and technology

**Traditional RPO cannot meet these challenges**



# A competitive edge through Creative RPO

Creative RPO is a strategy, not a model – combining creativity, talent advisory, and global RPO infrastructure.

Agile, insight-driven hiring built for constant change.

Deep creative, media, and tech expertise.

Enhances employer brand through award winning teams.

Fuses creativity with analytics and AI.

Blends art and science in assessment.

Future-proofs strategies with unified tech, DE&I, and flexible, market-responsive solutions.

Building on our experience.





**The solution**

# A competitive edge through a fresh brand

## Process

- Data-led insights
- Authenticity through blended perspectives
- Clear EVP and narrative
- Activation across the candidate journey
- Measurement and continuous improvement

## Benefits to Omnicom

- Clarity and confidence in the market
- Authentic, impactful messaging
- Creative campaign activation
- Continuous optimisation
- Stronger attraction and retention

GM OMNICOM MEDIA

### Make the magic work

OMNICOM MEDIA

**Planning Manager.** Join Omnicom and you'll be part of an agenda-setting media giant. You'll connect platforms, moments and messages into plans that work – and work together. You know the landscape. When to zoom out, when to get precise, and how to make every channel earn its place. **Apply now.**

Hitachi Rail STS



DIAGEO

Linklaters



OMNICOM MEDIA

# A competitive edge through future proofing talent

## Finding talent today

- The most networked and knowledgeable media RPO team in ANZ
- 'Always-on' pipelines of talent
- Multi-channel attraction plans guided by live market insight
- Like-for-like skill set and experience

## Finding talent tomorrow

- Dedicated Insight & Intelligence team
- Persona development
- Access to cutting-edge insight platforms
- Unparalleled ability to source for the skills of tomorrow

# A competitive edge through future proofing talent



**Planning Manager  
2025**

**Age: 26**

**Experience level:**  
4 years working at  
a media agency  
in Sydney

**Qualifications:**  
2:1 degree in  
Communications

## **About:**

Zara has a degree in Communications and spent most of her career working in small media agencies. She began as a junior planner and has worked her way up. She's focused on execution and client delivery. She's curious about how technology will start to impact her role and welcomes opportunities to work more efficiently.

## **Career motivations:**

She's motivated by skill growth, expanding responsibility and preparing for leadership. Her goal is to become an Account Director or Lead Planner for one of the top agencies. She's open to gaining further qualifications in the future and proactively engages in relevant training courses and networking events.

## **Key Soft skills:**

- Highly collaborative, loves building relationships.
- Confident presenter, articulates complex information clearly to influence senior stakeholders.
- Adaptable, resilient and comfortable adopting new technology.
- Self-starter, highly motivated and results driven.
- Naturally curious and analytically minded.

## **Key Technical skills:**

- Integrated media planning.
- Sound knowledge of media landscape.
- Campaign measurement and optimisation.
- Can quickly grasp client's business needs and identify solutions.
- Experience with creative ideation.

## **Hobbies, interests & tech use:**

- Enjoys being creative and regularly goes to pottery classes.
- Is an avid listener of podcasts, particularly ones surrounding current affairs.
- Enjoys sports and fitness and regularly plays badminton.
- Active on a variety of social media channels and has a good size following.
- She follows industry news closely to stay on top of media and tech trends.

# A competitive edge through future proofing talent



**Strategic Media & AI  
Orchestration Lead  
2030**

**Age: 31**

**Experience level:** 8 years working in integrated media agencies

**Qualifications:**

2:1 degree in Marketing;  
Masters in Predictive Modelling

**About:**

Matthew gained a degree in marketing and then went on to do a masters in Predictive Modelling after witnessing how AI was reshaping the industry. He's naturally curious and analytical and is skilled at bringing data to life with stories. He understands that media value is measured by quality and depth of attention, not just reach or CPMs.

**Career motivations:**

Motivated by innovation and measurable impact. He's focused on generating results in a strategic way. He wants a leadership role that will allow him to shape agency direction. His ultimate goal is to become Head of Strategy or Chief Media Strategist at a top agency.

**Key Soft skills:**

- Strategic thinker and confident working autonomously.
- Data-driven storyteller with ability to influence executives.
- Innovation and experimentation mindset. Loves to try and fail.
- Early adopter of new tools, platforms and AI developments. Likes to get stuck in and understand how they can strengthen his approach to problem solving.
- Analytical, comfortable interpreting complex data.

**Key Technical skills:**

- AI-enhanced strategic planning (e.g. scenario modelling, predictive targeting).
- Multi-platform ecosystem fluency (CTV, AR/VR, Retail, Digital, Immersive).
- Outcome accountability and ethical planning.

**Hobbies, interests & tech use:**

- Often reads Substack, Medium and other tech blogs and follows industry news and trends closely.
- Loves running to keep fit, compete in races and is training for a marathon.
- Listens to comedy and history podcasts daily.
- Enjoys cooking and follows food bloggers on social media to get tips for healthy cooking.
- Has social media profiles and follows activity, but rarely posts anything himself.

# A competitive edge by reimagining assessment

Future  
proofed  
hiring



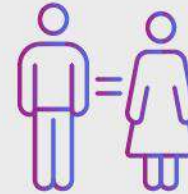
Hiring for  
potential



Enhanced  
candidate  
experience



Diverse  
talent  
pools



Inclusive,  
evidence  
based  
decisions



# How it comes together

## Leadership styles

Curious/Care - this is the differentiator

	<b>Builders</b>	<b>Transformers</b>	<b>Growth Drivers</b>	<b>Culture Multipliers</b>
<b>How they show up</b>	Creates teams and capability from scratch, brings structure to chaos, scales fast, attracts strong talent.	Fixes broken systems, modernises ways of working, leads change, breaks silos, shifts culture.	Commercially ruthless (in a good way), ties digital to revenue, scales performance, owns outcomes, builds high-output teams.	Creates followership, develops leaders underneath them, retains talent, lifts performance through people.
<b>Where they usually sit</b>	Scale-ups, new divisions inside big companies, high-growth product firms, consulting build practices, challenger brands	Consulting firms, large corporates mid-transformation, banks, telcos, retailers, legacy media evolving digitally.	Ecommerce, SaaS, marketplaces, retail media networks, performance-led organisations, product companies.	High-performing product companies, strong consulting teams, elite agency pockets, values-driven scale-ups.
<b>Summary</b>	<b>Builders scale</b>	<b>Transformers modernise</b>	<b>Growth Drivers monetise.</b>	<b>Culture Multipliers multiply talent.</b>
<b>What drives them</b>	<b>Autonomy (not core)</b> , impact, building something meaningful, growth	Identify complex problems, influence, long-term change	Commercial wins, accountability, fast results	Developing people, creating strong teams, long-term impact
<b>What attracts them</b>	Greenfield opportunity, ability to shape strategy & team, visible impact	Mandate for change, senior sponsorship, transformation scope - is there a better way to do this?	P&L ownership, growth mandate, clear targets & upside	Ability to build and lead big teams, values-driven culture
<b>How we find them</b>	Search for "built from scratch", "scaled function", growth-stage companies, referrals from founders/scale-up leaders	Transformation program leads, consulting alumni, change leaders in corporates	Leaders with revenue metrics on CVs, growth orgs, performance teams	Track teams with strong retention/promotions, referrals, internal talent networks
<b>Biggest Strength</b>	Scaling capability fast	Driving change & modernisation	Commercial impact	Retention & performance
<b>Biggest Weakness</b>	Less corporate polish	Can be slower to execute	Short-term focus	Sometimes less commercially aggressive
<b>Best Stage of Business</b>	Growth / expansion	Change / integration	Revenue acceleration	Stability + scaling
<b>Risk if hire wrong</b>	Chaos if unsupported	Change fatigue	Burnout culture	Lack of pace
<b>Within OM</b>	<b>Strategy Director level - thinker</b>	<b>GM/Senior Director level -</b>	<b>MDs sweetspot</b>	<b>ELT/Exco level</b>
<b>Sourcing Signal/CV Language</b>	"Built", "scaled", "transformed", "grew revenue", "developed leaders"			
<b>Career Pattern</b>	Growth Moves > Sideways Moves			
<b>Team size Growth</b>	5 - 20 - 50 (green flag)			
<b>Outcome metrics</b>	Revenue, Capability built, transformation delivered			
<b>Reputation</b>	People follow them between companies			

This way we're intentionally building specific leadership capability into OMG rather than saying "we're looking for digital leaders"

# A competitive edge through technology

A cloud-based, mobile-first TA suite, relevant and responsive to industry shifts and market trends, which provides customers competitive hiring strategies today and everyday.



# AI enabled transformation

Scout AI- working better, faster, smarter better, faster, smarter

Optimised job descriptions

Market intelligence

Personalised comms

Smart searching & talent discovery

Interview support

Candidate fit insights

Skills-based assessment

Competitive mapping



Job descriptions



Interview guides



Sourcing intelligence



TA enablement



Candidate communication



# Gen AI & Agentic AI

## ScoutAI - GenAI

Creating business differentiation with a unique staff augmentation offering that is not just focused on building recruiter efficiency but automating complex workflows.

- Proprietary embedded set of AWS Bedrock based AI tools used to supercharge recruiter productivity and enhance the candidate experience
- Allows recruiters to act as talent strategists, focusing relationship building and data-led decision making

### Recruiting Agent

- Smart sourcing.
- Talent rediscovery.
- Job ad creation.
- Interview question generation.
- Candidate summary and skills match.
- Comms development.

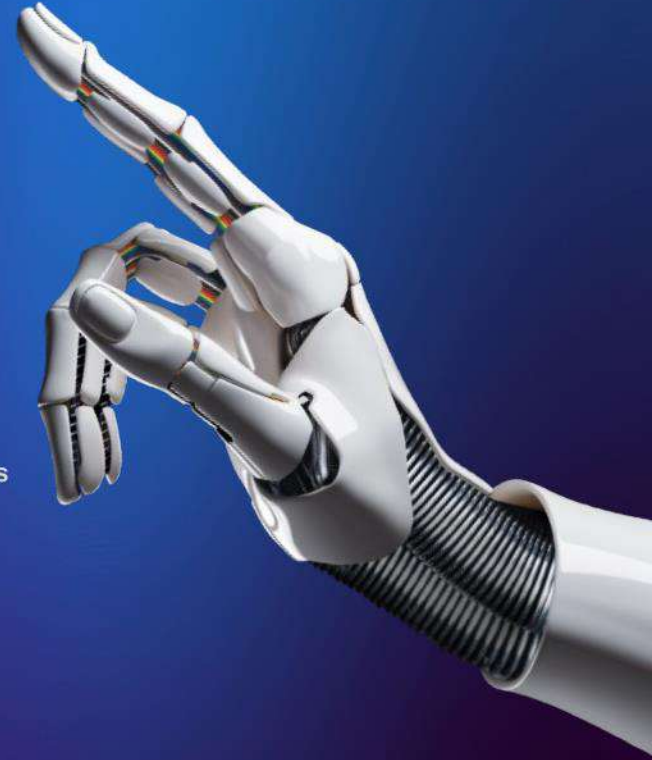
### Candidate-Facing Career Site Agent

- Job matching.
- Conversational AI apply.
- Job Search & Discovery.
- Resume-based matching.

## Agentic AI

Creating business differentiation with a unique staff augmentation offering that is not just focused on building recruiter efficiency but automating complex workflows.

- Agentic recruiter.
- Autonomous outreach – candidates/ applicants.
- Conversational AI engagement, apply and screen.
- Offer letter facilitation.
- Background/pre-employment check execution.



A hand is shown holding a glowing, liquid-like object that appears to be made of a translucent, shimmering material. The object is highly reflective, showing vibrant colors of blue, purple, and pink. The background is a dark, gradient blue. The text "How does it feel" is overlaid in the center in a white, sans-serif font.

**How does it feel**

# A competitive edge through an unrivalled candidate experience

Partner with OM to resolve role approval challenges

Customised, candidate-focused processes

Faster, predictable timelines with streamlined steps

Accurate job details and timely updates

Personalised engagement with OM-branded content

Fair, consistent screening and meaningful interactions

Automated self-service interview tools

Seamless offer-to-onboarding support

Ongoing connection through talent communities

# A competitive edge through an unrivalled hiring experience

Capabilities and Assessment Training

Workshops and toolkits

Hiring Manager briefs and changing talent landscapes

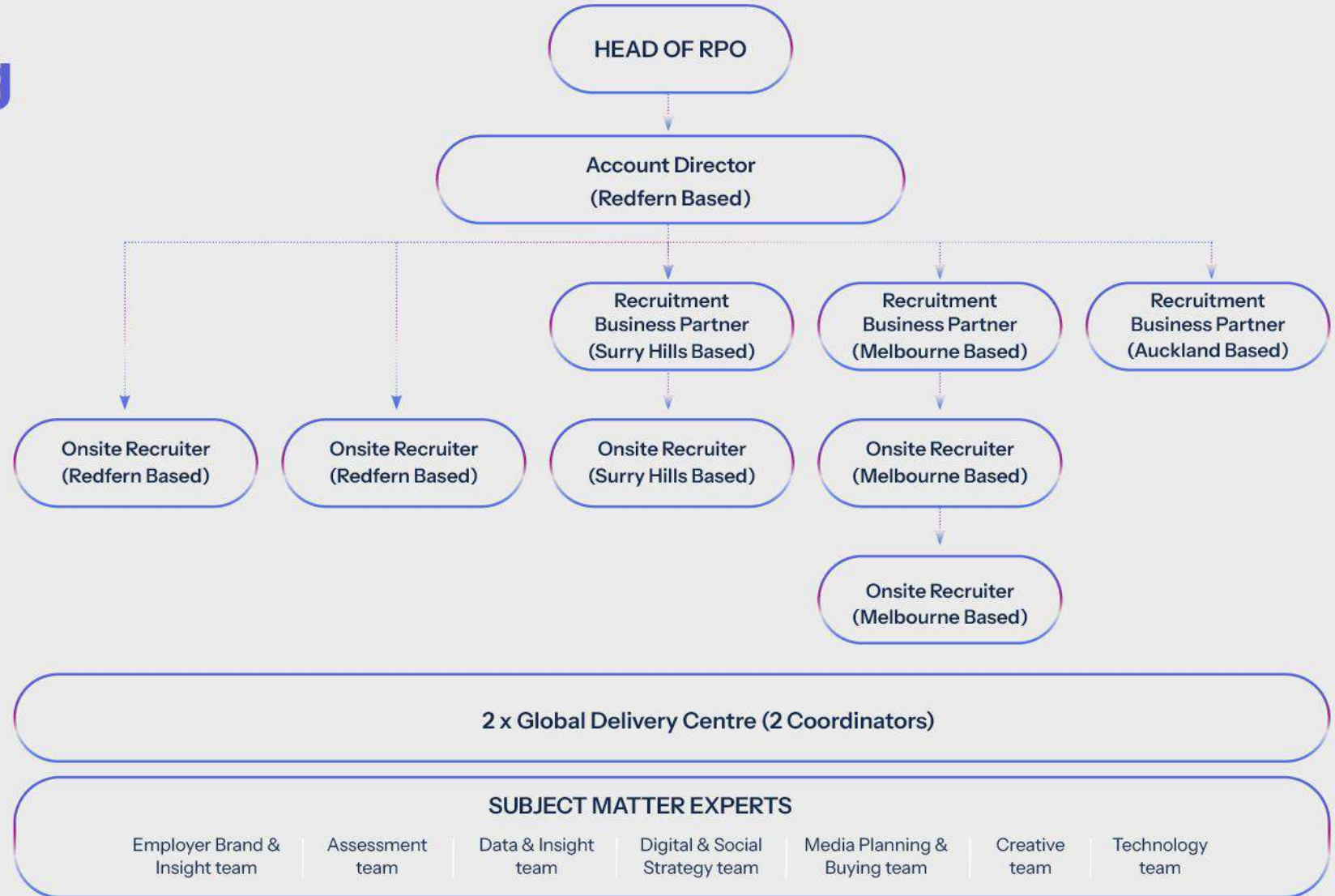
Market intelligence and competitor strategy

Candidate experience / expectations



# Delivery

# A competitive edge by increasing expertise in recruitment and talent advisory



# A competitive edge by enhancing not replacing

Minimal disruption



Immediate value



Operational confidence



Full alignment from start



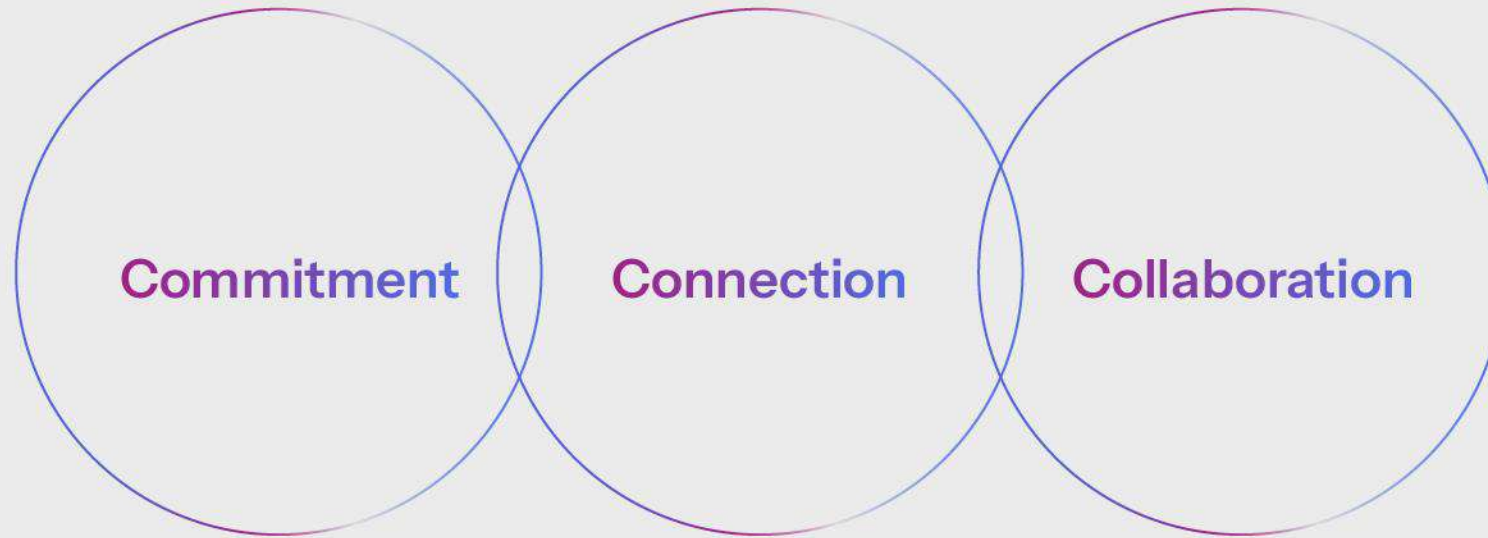
Quick stabilisation





**In summary**

# A competitive edge by embedding your values



Thank you

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