

# Omnicom group

[Business](#), [Marketing](#)



Omnicom Group Omnicom Group Omnicom Group is an advertising agency network, and owns a number of the leading marketing, advertising as well as media services corporations (McPhail, 2010). The key strengths, market leadership position and leading international advertising brands assist the company to sustain, even though reliance on a few key worldwide organizations and limited liquidity remain areas of great concern to the business. Diverse portfolio What makes Omnicom Group different from other advertising agencies is that it has unique and highly diversified service offerings ranging from conventional media adverts to specialty communications. Generally, these diversified offerings help the organization alleviate the risks associated with reliance on just one segment of the business. Majorly, its service portfolios comprise conventional media advertising which entails media services and advertising, customer relationship management (CRM) services and marketing services which entail public relations services, specialty communication services (Wood, 2008). Furthermore, via its group companies, Omnicom provides these offerings from various places worldwide. Leading Market Positioning Omnicom group leads in virtually all the segments it operates. For instance, OMD is not only innovative, but also stands out as a leading media communications organization, with more than one hundred offices in about eighty countries globally. Likewise, Prometheus Media Services (PHD) stands out as a key player in the United Kingdom media services industry. PHD has strongly established itself in the accountable and ROI media segment. Omnicom group also owns other media companies such as Icon International, Full Circle Entertainment and OMG Outdoor Media Group. The

company also has highly Diversified Agency Services, in more than one hundred countries and with more than seven hundred offices in more than seventy countries where it specializes in service marketing. What is more, in international advertising domain, the company owns and manages some of the key national advertising brands such as Goodby, Zimmerman advertising, Arnell, Martin/Williams, and Silverstein & Partners. Majorly, these corporations serve leading organizations such as Hoover, Mercedes Benz America, and Anheuser-Busch. Strong Advertising Brands Based on the fact that the company was formed under different mergers involving world leading advertising, corporate communications and marketing agencies, it has a competitive edge over other players. For instance, the three brands falling under the Omnicom group: DDB Worldwide, TBWA Worldwide and BBDO Worldwide form a very strong portfolio of advertising companies. The three global brands have a very strong brand presence particularly in marketing, corporate communications and advertising industry. In fact, the three global brands are famously known to be the most creative brands worldwide. Specifically, the three brands are actually among the best ten international advertising brands. As a point of fact, BBDO has more than two hundred offices in more than seventy countries globally. In the recent years, BBDO sustained position as the second largest international agency network. On the other hand, DDB Worldwide boasts of over one hundred offices with operations in more than one hundred countries internationally. Likewise, TBWA boasts of over two hundred offices with operations more than seventy countries globally. These conglomerates therefore have secured themselves a niche in the advertising, marketing and communications industry that

cannot easily be taken away. In fact, there companies: TBWA Worldwide, DDB Worldwide and BBDO Worldwide have won over fifty awards, including the Grand Prix award which is known to be the highest award in an advertising agency can be awarded in the advertising industry. Clients Its clientele comprise leading international companies such as Sony PlayStation, McDonald's, Apple, Volkswagen, Adidas, Singapore Airlines and Nissan. These leading international brands are amongst the organization's clients that have made or helped reinforce the position of the company in the global advertising industry. In short, the company provides strategic media planning and advertising, buying, promotional and direct marketing, interactive and digital marketing and public relations to more than five thousand clients in over one hundred countries globally. Perception Omnicom Group as a marketing communications company is a force to reckon with in the global advertising and marketing industry. This is based on the fact that the company is well positioned both in terms of brands and segmentation. Unlike other companies, Omnicom Group has a big advantage in the international market thanks to the mergers. These mergers have helped the company to venture into markets that would have been challenging if it were just one brand. They help the company in doing research, and other marketing strategies that can easily help with strategic positioning. Furthermore, with a wide collection of creative advertising portfolio, the company emphasizes the philosophy of hard work indicating that at the company, the Work entails every aspect of innovative content that can easily touch the end user and enhance the brand. In short, as a marketing communications agency, the company stands out as either a

monopoly or conglomerate whose marketing strategies have only won clients who are also global players, but its endeavors also deliver on great services and value. To the extreme end, however, I am tempted to believe that it can easily drive other agencies out of operations due its solidified presence in virtually all countries across the globe. References McPhail, T. (2010). Global communication: theories, stakeholders, and trends. Chichester: Wiley-Blackwell. Wood, R. (2008). Into the value zone: gaining and sustaining competitive advantage. Lanham: University Press of America. Omnicom Group website