



Yahoo! and Omnicom Partner to Educate Brands on the Power of Digital Storytelling

NEW YORK, March 10, 2011 /PRNewswire/ -- Omnicom Group Inc. (NYSE: OMC) and Yahoo! Inc. (Nasdaq: YHOO) are working together to educate brands about the power of digital storytelling in creating more engaging online experiences.

As part of a new deal, Yahoo! will appoint a Creative Ambassador through which Omnicom's agencies and clients will have access to innovative products and technologies. In addition, Omnicom agencies and brands will have the ability to access a digital educational program created by Omnicom and Yahoo! to help fuel the creation of brand ideas that transcend all media and platforms.

Yahoo! will also provide Omnicom agencies and clients access to Yahoo! Web Analytics as part of a data exchange that will help evolve the value of digital media while respecting consumer privacy rights.

"Yahoo! is the premier digital media company where one can layer insights on premium and bidded inventory at scale," noted Jonathan Nelson, CEO of Omnicom Digital. "Yahoo! is well known for its ability to bring digital storytelling to brands. Less well known is its interest in education — something it has in common with Omnicom — which is a cornerstone of this partnership and will be of great value to clients and agencies."

Yahoo! will also use audience insights and activity to work with Omnicom in research, planning, and measurement to understand how consumers engage with digital media and the impact of different types of messages on these consumers.

"This program reaffirms our commitment to the industry and to educating our partners about the creative potential of the Web," said Frank Weishaupt, Yahoo! VP North American Region Ad Marketplaces. "We look forward to bringing our experience and insights to the Omnicom roster of agencies and clients."

About Yahoo!

Yahoo! (Nasdaq: YHOO) is the premier digital media company, creating deeply personal digital experiences that keep more than half a billion people connected to what matters most to them, across devices and around the globe. That's how we deliver your world, your way. And Yahoo!'s unique combination of Science + Art + Scale connects advertisers to the consumers who build their businesses. For more information, visit the pressroom (pressroom.yahoo.com) or the company's blog, Yodel Anecdotal (yodel.yahoo.com).

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About Omnicom Group Inc.

Omnicom Group Inc. (NYSE-OMC) (www.omnicomgroup.com) is a leading global marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, digital and interactive marketing, direct and promotional marketing, public relations, and other specialty communications services to over 5,000 clients in more than 100 countries.

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