

# Project Oslo: Executive Summary 20th March, Operating Model

**Hey Sainsbury's.** We are delighted to share with you this exec summary of our Operating Model approach. Here, we have summarised how we have addressed the key challenges outlined in your brief, and how our proposed model will operate across the different speeds of your business. Thanks for reading!

## Why, what & who

### Our vision

A single marketing and communications team with incredible momentum, making agency and brand silos a thing of the past

### Trust and Transformation

- **Trust** – experience, muscle memory and pace
- **Transformation** – the power of marketing + commerce, with digital-first innovation at every stage

### Our proven experience

“Uber moves at a fast pace, we've been impressed with PHD's speed and agility, which along with the quality of their talent, technology (as embodied in their Omni marketing orchestration system), strategic thinking and commitment to being a true partner”

David Mogensen, VP Marketing Uber (awarded 2023)



## The benefits our model will give you

Brand plans that live throughout all parts of the business	End to end Measurement Framework for agile optimisations	Investment in our collection and use of 1PD	Leveraging AI and machine learning to deliver efficiencies at speed
Fewer activities and duplication, more joined up and with greater impact	Accelerated digital connectivity for our customers	Work that gets the nation talking and retains our role at the heart of Britain	Innovation that delivers effectiveness and efficiencies

## The Fundamental 5 will lead excellence and drive thought leadership

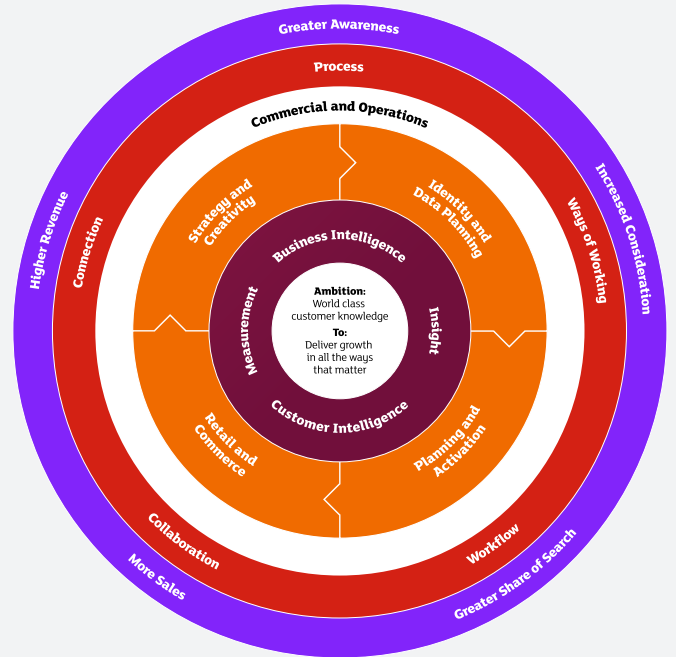
<p><b>Bex Burchnell</b> MD Sainsbury's Argos Group, Leadership &amp; Planning</p>	<p><b>Eva Grimmett</b> Strategy and connected intelligence</p>	<p><b>Mark Leith</b> Retail and commerce</p>	<p><b>Sophie Strong</b> Digital performance and activation</p>	<p><b>Lizzie Andrews</b> Client leadership managing partner</p>
---	--	--	--	---

## Our ambition is to have World Class Customer Knowledge in service of delivering growth in all the ways that matter to your business

### By building a team that:

	From	To	Capability
Understands where customer growth will come from, and spends every £ with purpose	Siloed measurement	End to end intelligence	<b>Connected intelligence</b>
Has an empirical understanding who our customers are at identity level	Limited 1PD use/ understanding	Data fuelling all marketing	<b>Identity and data planning</b>
Prioritises building special, personal and meaningful relationships with customers and Britain at large	Plans that work but don't bang	Ideas that sit at the heart of culture	<b>Strategy and creativity</b>
Is able to anticipate customer needs	Brand media plans	Full funnel plans	<b>Planning and activation</b>
Creates seamless and joyful retail experiences	Disconnected experiences	Connected customers and brands	<b>Retail and commerce</b>
Is set up to deliver savings and value to give back to customers	Disconnected processes and teams	One central team	<b>Commercial and operations</b>

### Your Flywheel Operating Model



Your operating model will be enabled by Omni tools  
**Omni Studio, Omni Assist, Culture Q, Audience Explorer, Geo Explorer, MSO, PlanIt, Taxonomy**



### Leadership Team

Radha Davies, Heni Hazbay, Ali Reed, Bex Burchnell, James Murphy and Matthew Linnet

### Plus Fundamental Five

### Core Team

SAG Campaign And Digital Leads  
Adam Richards, Laura Boothby, Aisha Jakhura, Emma Bisley, Simone Cesco, Alex Naisby

**Evolved day-to-day team including in-house search and affiliates support**  
Led by Nicola Dhanjal

### Agile Omnicom Talent

Hiot Shawl – PHD Beyond  
Privacy & Ethics – Katie Eyton  
DE&I – Serhat Ekinci  
Drum – Claire Baker  
Zest & Smartly  
Heana Thakur, Lucy Hawkes, Guy Gobart

## How, when & how much

Our model is how we'll operate across your business. Connected Intelligence sits at the centre guiding everything that we do. Operations and commercials wraps around all of the capabilities removing friction. The capabilities within the flywheel operate at different speeds across your brands.

## Connected Intelligence at the Centre

In order to understand and quantify success, an effectiveness framework enables us to categorise three different but interconnected types of intelligence solutions

### Unlocking Long Term Growth

Consumer Intelligence

### Defining the Right KPIs

Measurement: Connecting Attitudes & Behaviours to Outcomes

### Maximising Media Impact

Business Intelligence

Speed 1

#### Out Think

Building Brands that Deliver Led by Strategy & Creative capabilities  
Mid term | 1-6 months

- Media strategy
- Category entry points
- Signals planning
- Media acceleration
- Rhythm of culture
- In-house consultancy

Speed 2

#### Out Pace

Activating work that pays back Led by Planning & Activation  
Short term | 1 day to 3 months

- Media Planning
- Media Buying / Activation
- Retail media
- Reporting/Analytics

Speed 3

#### Out Grow

Marketing Transformation Led by Identity & Data  
Long term | 6 months to 3 years

- Digital Media Maturity (DMM)
- Data maturity roadmap
- Transformation fundamentals
- Implement and learn

Capability

Difference

Benefit

- Full funnel thinking
- Making every pound matter
- Ideas that get the nation talking

- Pace
- Effectiveness
- Transparency

- Compliant data
- Data maturity
- 1PD for all marketing

- Brands that outsmart the competition

- Media plans that deliver
- Consistency & efficiency
- Space for innovation

- Cross brand data management and strategy
- Connected data engine

## Delivering marketing transformation

Transformation requires a focus on the fundamentals, this maturity roadmap will accelerate your data-driven capabilities through PHD Beyond Consultancy.

PHD  
Beyond

1PD Fundamentals

On-site experience

Elevated owned media experience

Data-driven marketing approach

PRIVACY & TECH DATA FOUNDATIONS

CRO, PERSONALISED CONTENT & UX

SEO & CRM STRATEGY

CUSTOMER SEGMENTATION & EXECUTION

RETAIL GROWTH STRATEGIES

PLANNING INSIGHTS & DATA ENRICHMENT

ACTIVATION LED CUSTOMER SEGMENTATION

PROPENSITY & NBA PREDICTIVE BUYING

MEDIA PRIORITIES

## Operational Excellence

How we will remove friction and give back to your business

Workflow management | SLAs | ESG | Plan for better | Open Governance | Transition and change management support

### Our three year commercial commitments to you

**£3.15m**

pricing improvement

Deducted from annual budget

**£3m**

Omnet

Cash back

**£6m**

trading lever efficiencies

Reinvested into your plan or taken as cash back

**£891,134**

15% margin +5% at risk through PRF in year 1

### Why us?

Best pricing in the industry

Unrivalled specialist expertise dedicated to your business

Unleashing the power of Nectar

World leading Omni technology powered by AI

Award winning creativity and performance coming together

Next level Transformation Roadmap

28 years of growth, together