



Gap Inc. × **OMNICOM**
MEDIA GROUP



**LAUREN
GRAY**

Business Lead



**SUHAILA
HOBBA**

Media Integrator



**LAUREN
MCCRACKEN**

Strategy Lead



**KELLY
METZ**

Investment



**DAVIANNE
HARRIS**

Culture and Strategy
Lead



**BURAK
KURTUN**

Marketing Science



**ELISE
SHERMAN**

Brand Lead, Gap



**TREVA
THIMM**

Brand Lead, Old Navy



**MICHELLE
MANCERO**

Brand Lead, Banana Republic



**ANN
KIM**

Brand Lead, Athleta



**ALISSA
HANSEN**

Creative Production



**KRISTEN
THOMAS**

AdTech



**SLAVI
SAMARDZIJA**
Artificial Intelligence



**COLLIN
COUSINEAU**
Digital Activation



**MICHAEL
SONDAK**
Search Center
of Excellence



**ROB
KEARNS**
Retail Media



**AMY
ADELBUSH**
Sports Partnerships



**DIANA
BLANCONE**
Talent



**ERIN
KIENAST**
Operations



**CHRISSIE
HANSON**
CEO, USA



**RALPH
PARDO**
CEO, NA



**FLORIAN
ADAMSKI**
CEO, OMG

OUR MORNING TOGETHER

60

MINUTES

CO-CREATING
WHAT'S NEXT
FOR GAP INC.

20

MINUTES

UNLOCKING
PORTFOLIO
POWER

80

MINUTES

UNLEASHING
YOUR ICONIC
BRANDS

30

MINUTES

QUESTIONS



WE UNDERSTAND THE MISSION



OUR AMBITION FOR YOU
UNLEASH MODERN ICONS



OUR AMBITION FOR YOU

UNLEASH MODERN ICONS

CULTURAL CURRENCY
UNIQUE TO EACH BRAND

REIGNITE BRAND LOVE
TO DRIVE REVENUE



WHAT YOU NEED TO
TO BE SUCCESSFUL

**TRANSFORMATIVE
OPERATING MODEL**

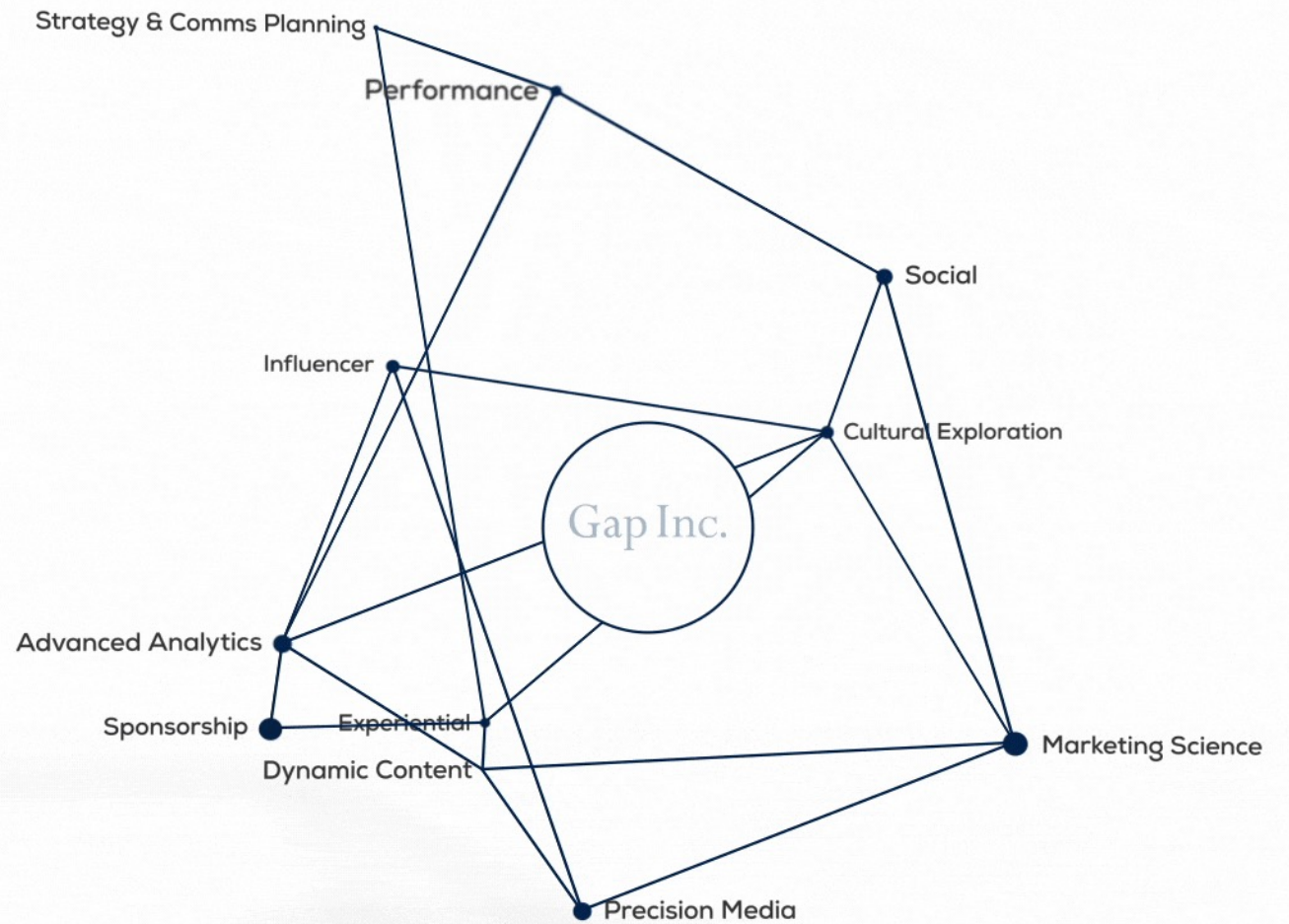
**MODERN MARKETING
CAPABILITIES**

**ELEVATE
CUSTOMER EXPERIENCES**

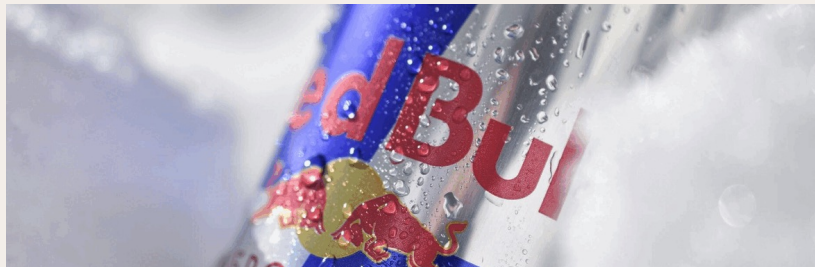
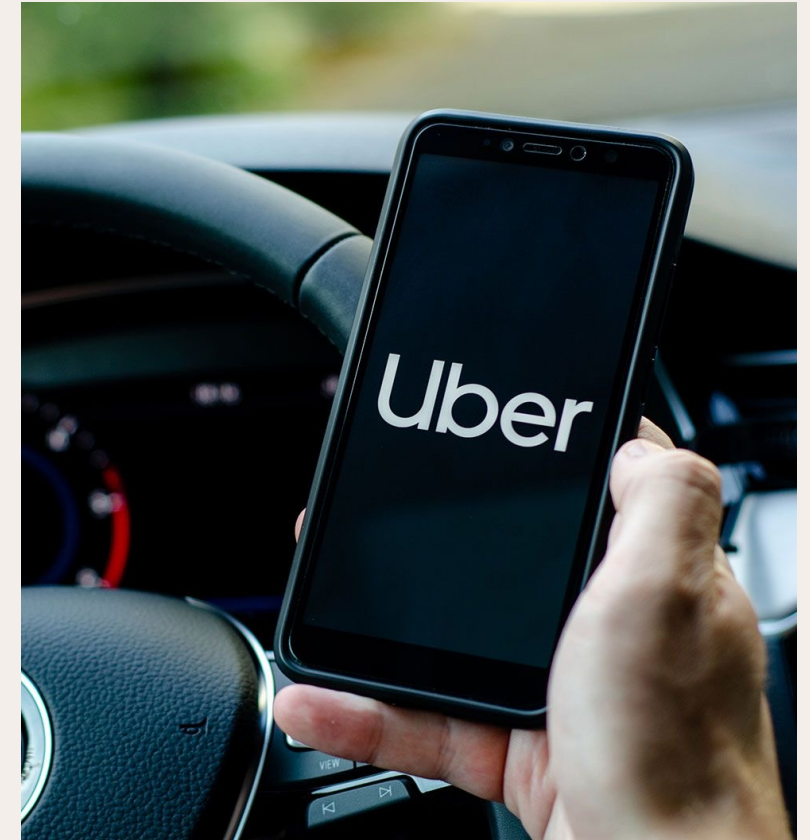
**UNLOCK
PORTFOLIO POWER**

AGENCY AS A PLATFORM

THE RIGHT
SPECIALIZATION &
THE RIGHT INTEGRATION



WE ARE A TRANSFORMATIVE PARTNER
TO WORLD CLASS BRANDS



**MOVING AT THE
SPEED OF CULTURE**

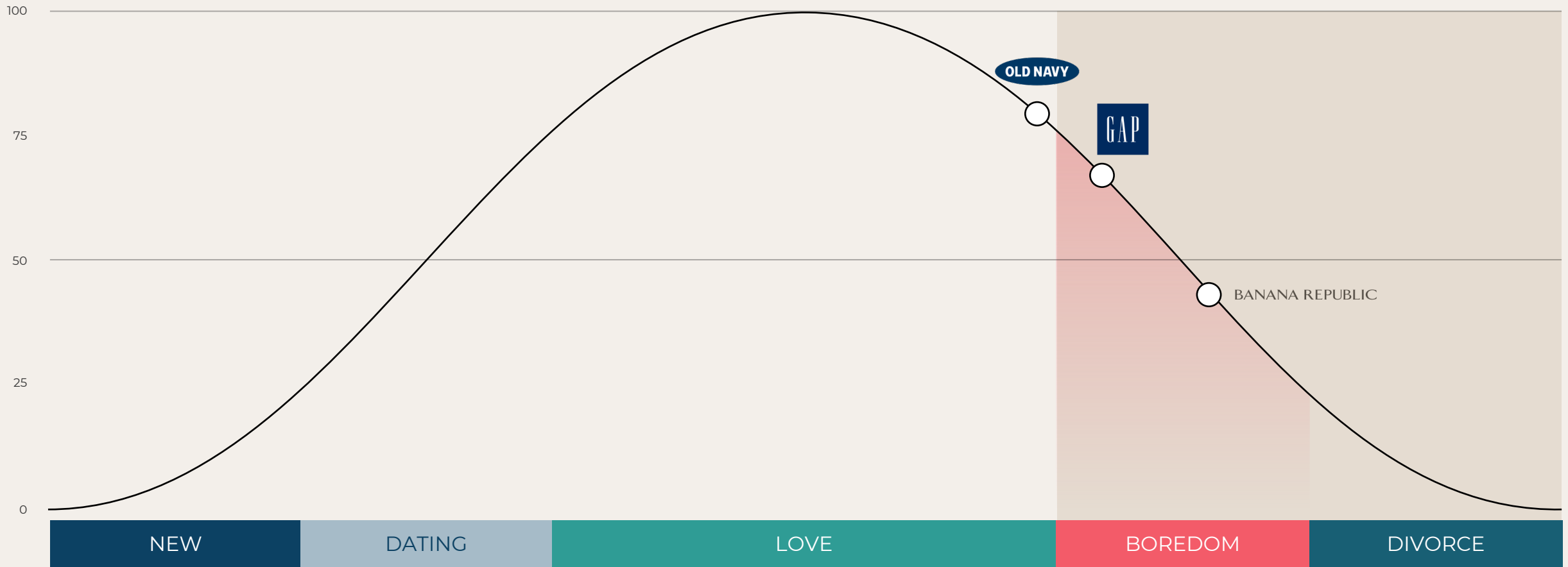
**UNLOCKING
PORTFOLIO POWER**

TRANSFORMATION

A PIVOTAL MOMENT TO DRIVE CHANGE



LOVE CURVE BY BRAND



CO-CREATING
WHAT'S NEXT FOR GAP INC.

1

**FULL FUNNEL
SUCCESS**

2

**CUSTOMER FIRST
MEDIA PLANNING**

3

**SCALED ASSET
CREATION**

4

**GAP INC. AS A
PORTFOLIO**

5

DATA & TECH

A NEW WAY TO
THINK ABOUT PERFORMANCE

**TRADITIONAL
RETAILER**

**MODERN
RETAILER**

RECALIBRATING OUR APPROACH

TRADITIONAL RETAILER

MODERN RETAILER

HIGH FOCUS
ON ROAS

GROWTH IN DRIVING
INCREMENTAL CONVERSIONS

EMPHASIS ON
DEMAND CAPTURE

BALANCED
DEMAND CREATION

LOWER FUNNEL TACTICS

FULL CUSTOMER JOURNEY

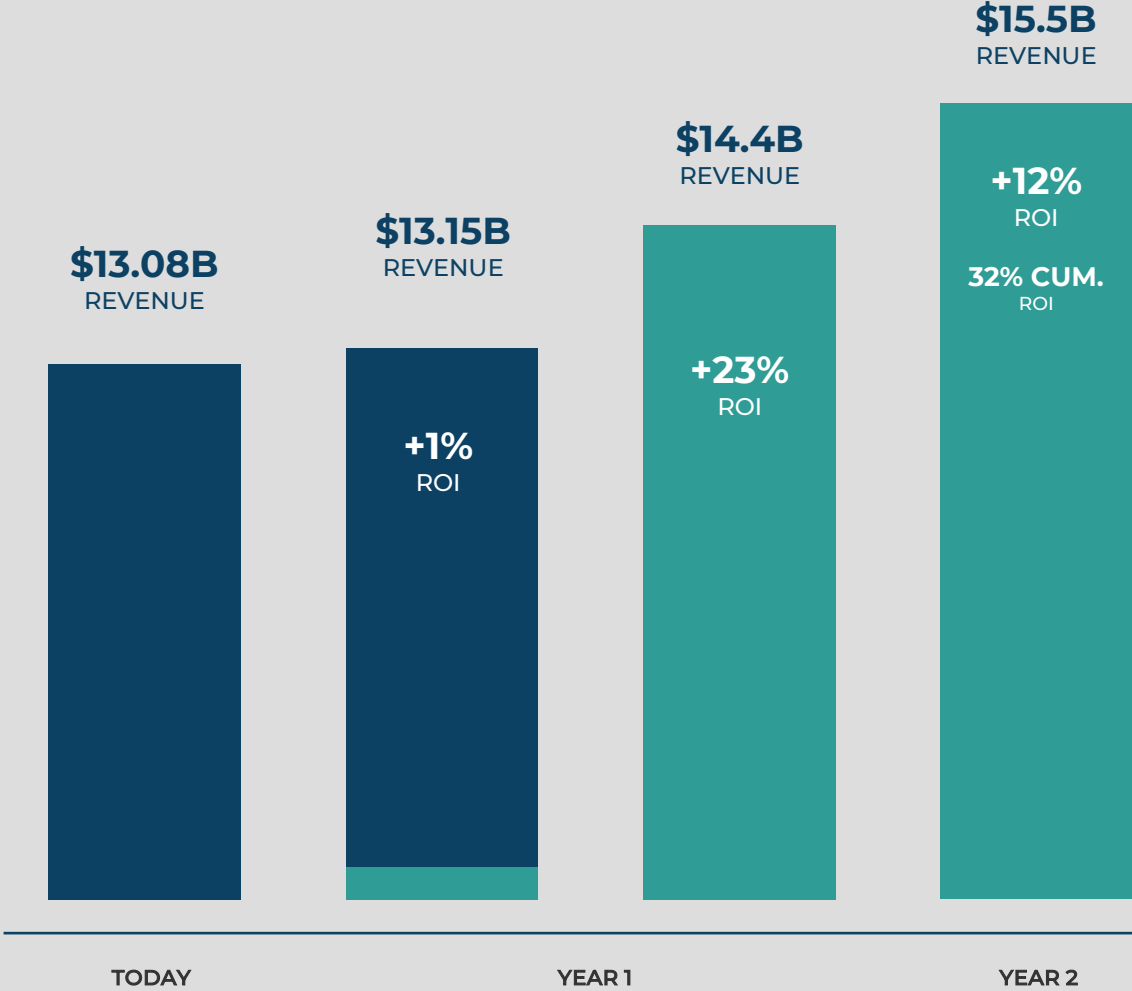
MANUAL TRIANGULATION
OF DATA

AI POWERED PRESCRIPTIVE
DECISION MAKING



A CLEAR PATH TO INCREASE REVENUE

TODAY	YEAR 1		YEAR 2
SAME PLAYBOOK AS TODAY	SHIFTING DOLLARS BETWEEN BRANDS	TRUE MARKETING TRANSFORMATION	COMPOUNDING EFFECT
BRIEF BRAND BUDGET	OPTIMIZED PORTFOLIO BUDGET	OPTIMIZED PORTFOLIO BUDGET	OPTIMIZED PORTFOLIO BUDGET
EXISTING CHANNEL & AUDIENCE MIX	EXISTING CHANNEL & AUDIENCE MIX	OPTIMIZED CHANNEL & AUDIENCE MIX	OPTIMIZED CHANNEL & AUDIENCE MIX
LOWER FUNNEL BIAS	LOWER FUNNEL BIAS	FULL FUNNEL PERFORMANCE	FULL FUNNEL PERFORMANCE
CONVERSIONS	CONVERSIONS	CONVERSIONS + BRAND LOVE	CONVERSIONS + BRAND LOVE



CO-CREATING
WHAT'S NEXT FOR GAP INC.

1

**FULL FUNNEL
SUCCESS**

2

**CUSTOMER FIRST
MEDIA PLANNING**

3

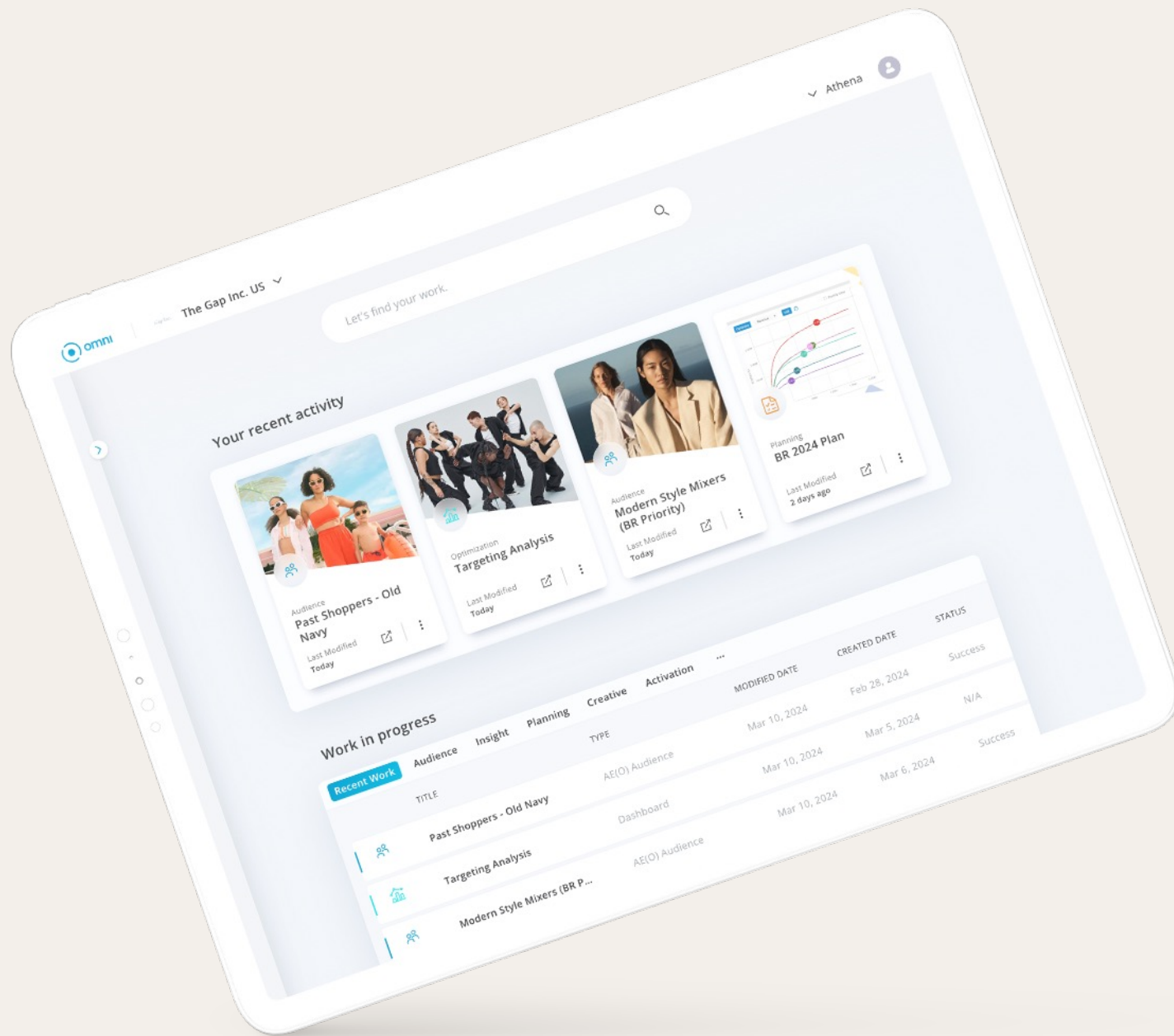
**SCALED ASSET
CREATION**

4

**GAP INC. AS A
PORTFOLIO**

5

DATA & TECH



A CUSTOM GAP INC. FULL FUNNEL PERFORMANCE ENGINE

POWERED BY  **omni**

50+ DATA PARTNERS

242MM INDIVIDUALS / **135M** HHS

10,000+ DATA ATTRIBUTES

2T MONTHLY BID OPPORTUNITIES

50K+ USERS / **400+** BRANDS

OMNICOM MEDIA GROUP HAS THE STRONGEST CURRENT OFFERING

	dentsu	groupm	HAVAS Media Network	IPG MB	OMG	PUBLICIS MEDIA
RETAIL MEDIA	3	3	3	3	5	5
COMMERCE MEDIA	5	2	1	3	5	3
INTELLIGENCE AND INSIGHTS	3	1	3	5	5	3
OPTIMIZATION	3	5	3	3	5	3
OPERATIONS	3	3	1	3	5	5
INNOVATION ROADMAP	3	3	1	1	5	5

“IT LEADS IN RETAIL MEDIA, AUDIENCE INTELLIGENCE CAPABILITIES, OPERATIONS AUTOMATION AND THEIR INNOVATION ROADMAP

FORRESTER®

OMNI SEAMLESSLY INTEGRATES WITH YOUR EXISTING MARKETING & AD TECHNOLOGY



Together with Omnicom we strive for nothing less but building the world's best automotive data asset to ultimately deliver the best luxury customer experience. This includes and is supported by the Omni platform which builds on Mercedes' own marketing tech stack and investments.

BETTINA FETZER
MERCEDES

DELIVERING
POWERFUL ADVANTAGES

**CULTURAL,
AUDIENCE, &
COMMERCE
INTELLIGENCE**

**1P DATA
ENRICHMENT**

**CUSTOMER BASED
MEDIA PLANNING**

**MINIMIZING WASTE
BY CONNECTING
AUDIENCES TO
INVENTORY**

**OPTIMIZED
CONTENT
DELIVERY FOR
AUDIENCE, MEDIA,
AND COMMERCE**

**UNIFIED
MEASUREMENT TO
PREDICT IMPACT
OF BRAND LOVE
ON SALES**

ALL IN SERVICE OF AUGMENTING AND ACCELERATING YOUR TECH INVESTMENTS

END-TO-END SUITE OF APPLICATIONS

CULTURAL, AUDIENCE, & COMMERCE INTELLIGENCE

1P DATA ENRICHMENT

CUSTOMER BASED MEDIA PLANNING

MINIMIZING WASTE BY CONNECTING AUDIENCES TO INVENTORY

OPTIMIZED CONTENT DELIVERY FOR AUDIENCE, MEDIA, AND COMMERCE

UNIFIED MEASUREMENT TO PREDICT IMPACT OF BRAND LOVE ON SALES

AUDIENCE EXPLORER

CHANNEL | INVESTMENT PLANNER

TAXONOMY GOVERNANCE

PERFORMANCE REPORTS

AUDIENCE EXTENSIONS

DIGITAL CONTENT

ACTIVATION AI

AGILE MMM

Q CULTURAL INSIGHTS

VIDEO CONTENT

FLYWHEEL COMMERCE CLOUD

UNIFIED MTA

DATA SCIENCE UTILITIES

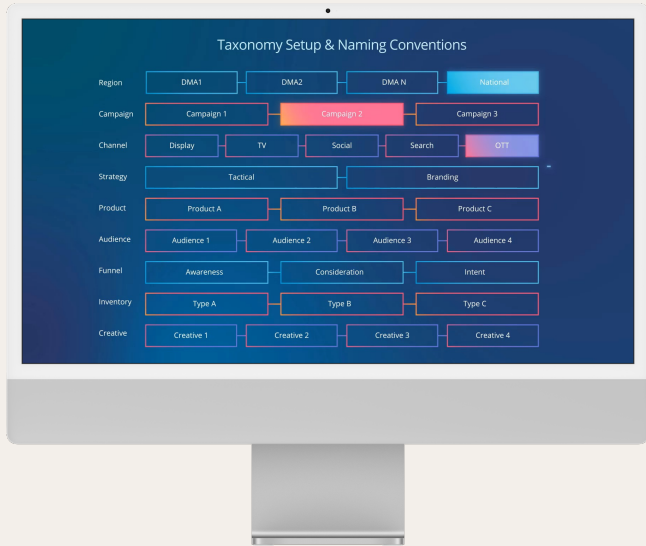
PLATFORM EXTENSIONS

ARTBOT

GEO-LIFT

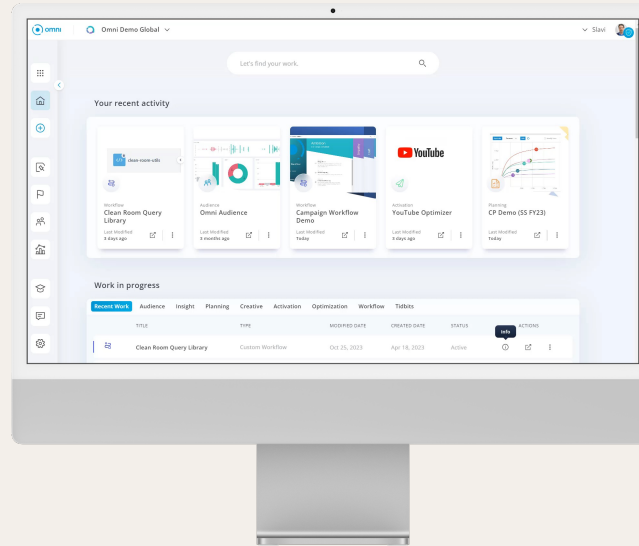
OMNI ASSIST (GENAI)

END-TO-END MEASUREMENT SUITE ENABLES FULL-FUNNEL OPTIMIZATION



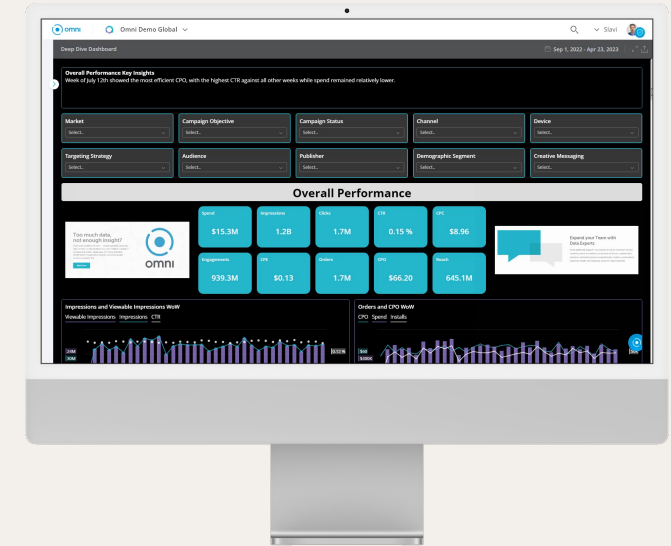
AGILE MMM

Connecting Brand and Demand
across the entire funnel



CLEAN-ROOM ANALYTICS

Clean Room Advanced Analytics / MTA
for in-platform optimizations



ALWAYS ON DASHBOARDS

Daily tactical performance connecting
audience, media, and content

CO-DEVELOPING WITH THE MARKETPLACE

CULTURAL,
AUDIENCE, &
COMMERCE
INTELLIGENCE

1P DATA
ENRICHMENT

CUSTOMER BASED
MEDIA PLANNING

MINIMIZING WASTE
BY CONNECTING
AUDIENCES TO
INVENTORY

OPTIMIZED
CONTENT
DELIVERY FOR
AUDIENCE, MEDIA,
AND COMMERCE

UNIFIED
MEASUREMENT TO
PREDICT IMPACT
OF BRAND LOVE
ON SALES

Google

Meta

amazon

CO-CREATING
WHAT'S NEXT FOR GAP INC.

1

**FULL FUNNEL
SUCCESS**

2

**CUSTOMER FIRST
MEDIA PLANNING**

3

**SCALED ASSET
CREATION**

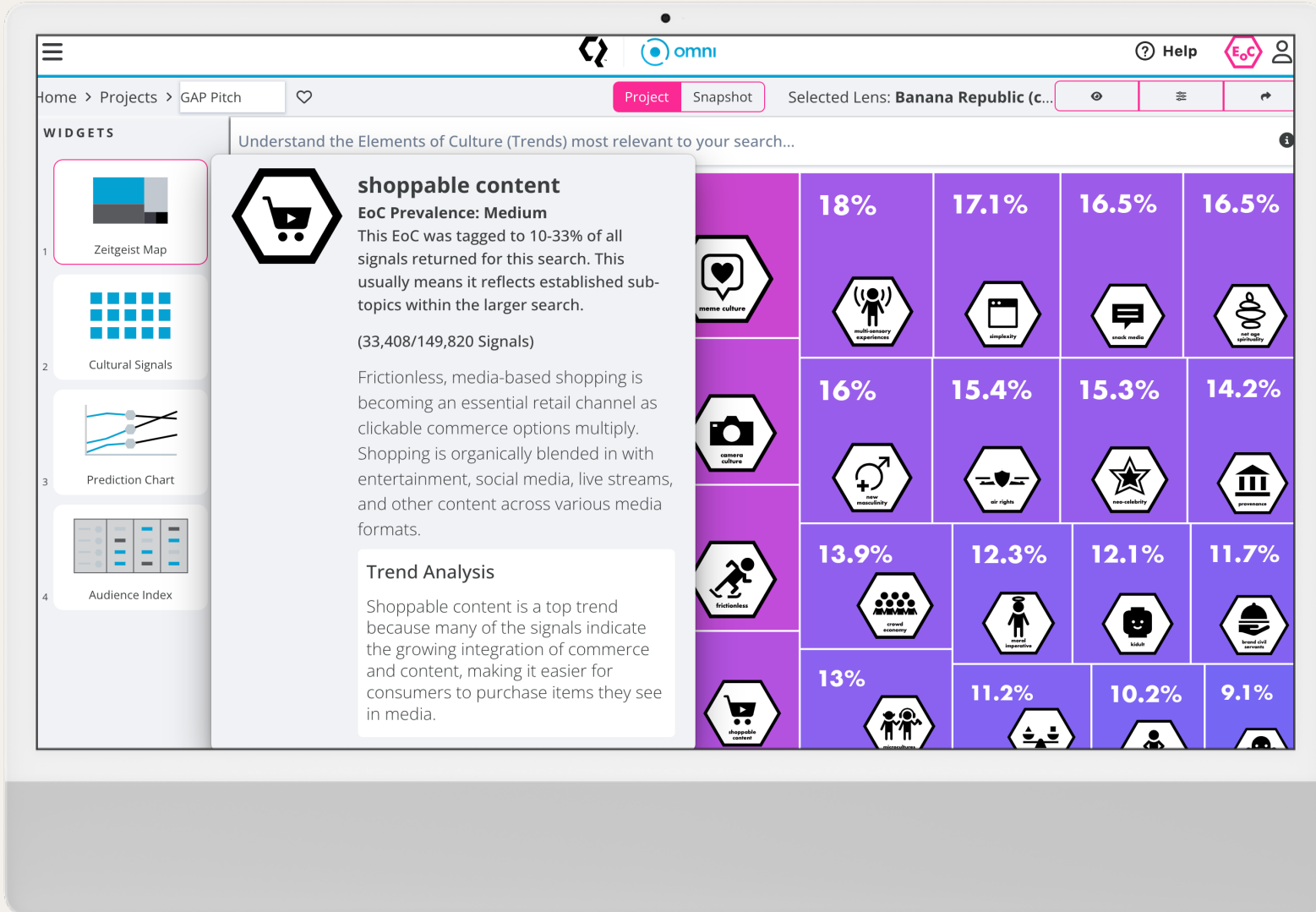
4

**GAP INC. AS A
PORTFOLIO**

5

DATA & TECH

QUANTIFYING CULTURE TO UNLOCK RELEVANCE



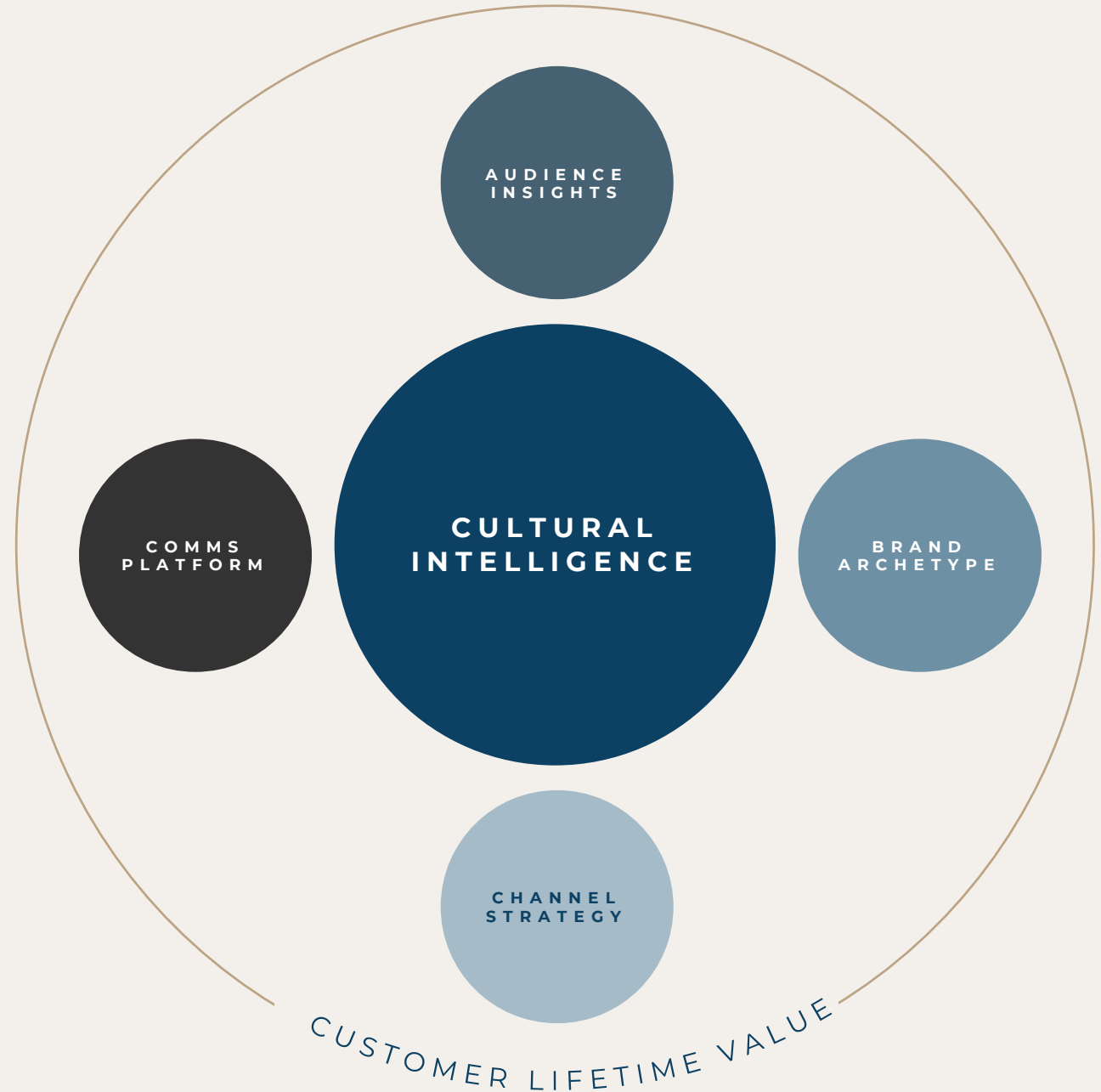
180M+ MILLION SIGNALS

CLASSIFIED INTO **MEGA** AND **MACRO** TRENDS FORMING ELEMENTS OF CULTURE

SYNTHESIZED BY GENERATIVE AI FOR SPEED TO INSIGHTS

IT ALL STARTS WITH CULTURE

CULTURAL INTELLIGENCE SERVES AS AN ANCHOR FOR OUR AUDIENCE AND MEDIA STRATEGY



**CULTURAL
SIGNALS
INFORM MEDIA
DECISIONS
AND CREATIVE
MESSAGE**

180M+

MILLION CULTURAL
SIGNALS

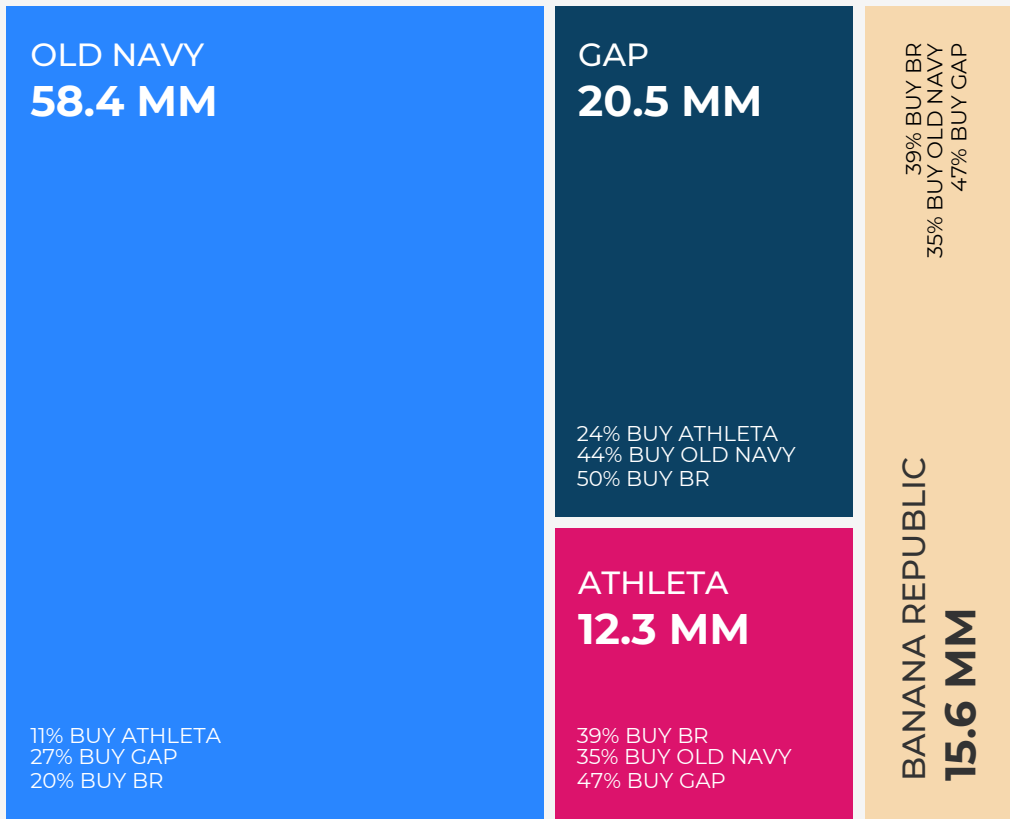
CLASSIFIED INTO MEGA
AND MACRO TRENDS
FORMING ELEMENTS
OF CULTURE

SYNTHESIZED BY
GENERATIVE AI FOR
SPEED TO INSIGHTS



TRANSACTIONAL PURCHASE DATA DEFINES, SIZES AND ENRICHES GAP INC. ACTIVE CUSTOMERS

ACTIVE **GAP INC. CUSTOMERS** LAST 12 MONTHS

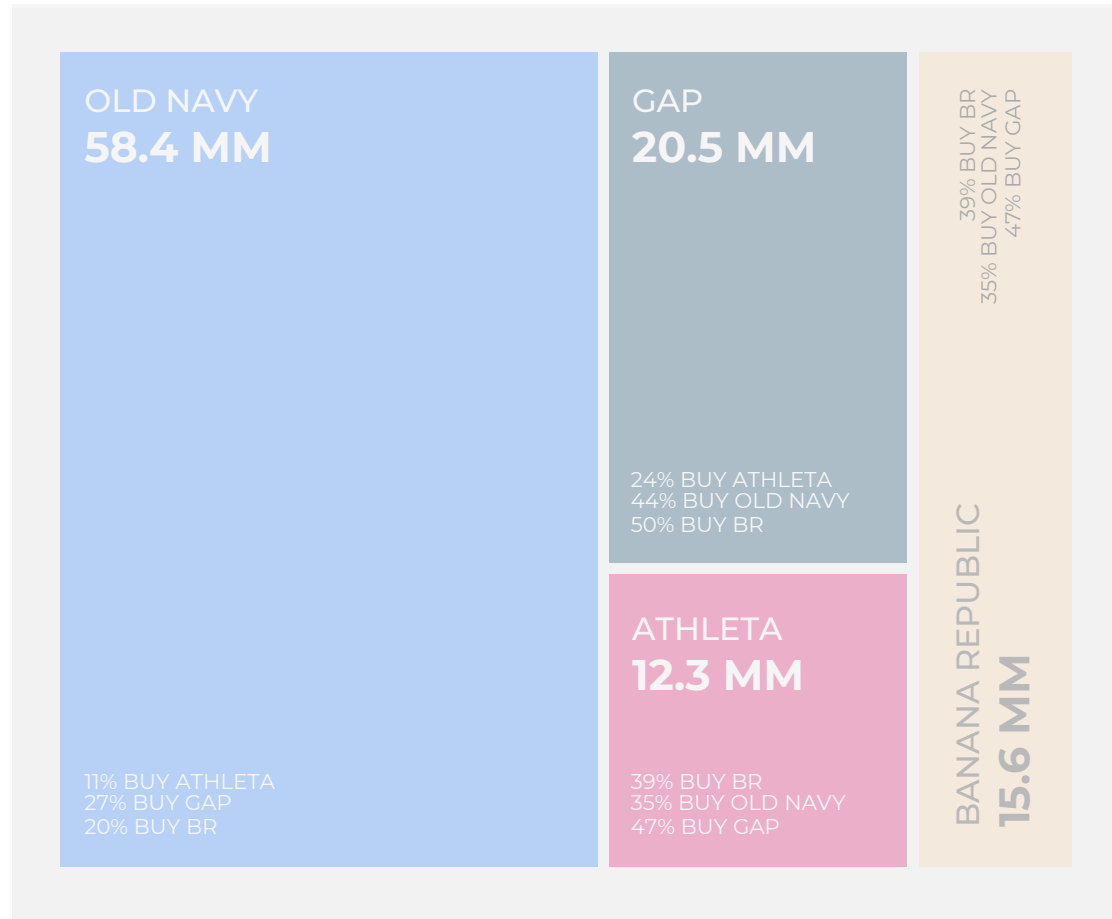


- HOW THEY SHOP
- WHO THEY ARE
- WHEN THEY DRESS
- THE BRAND

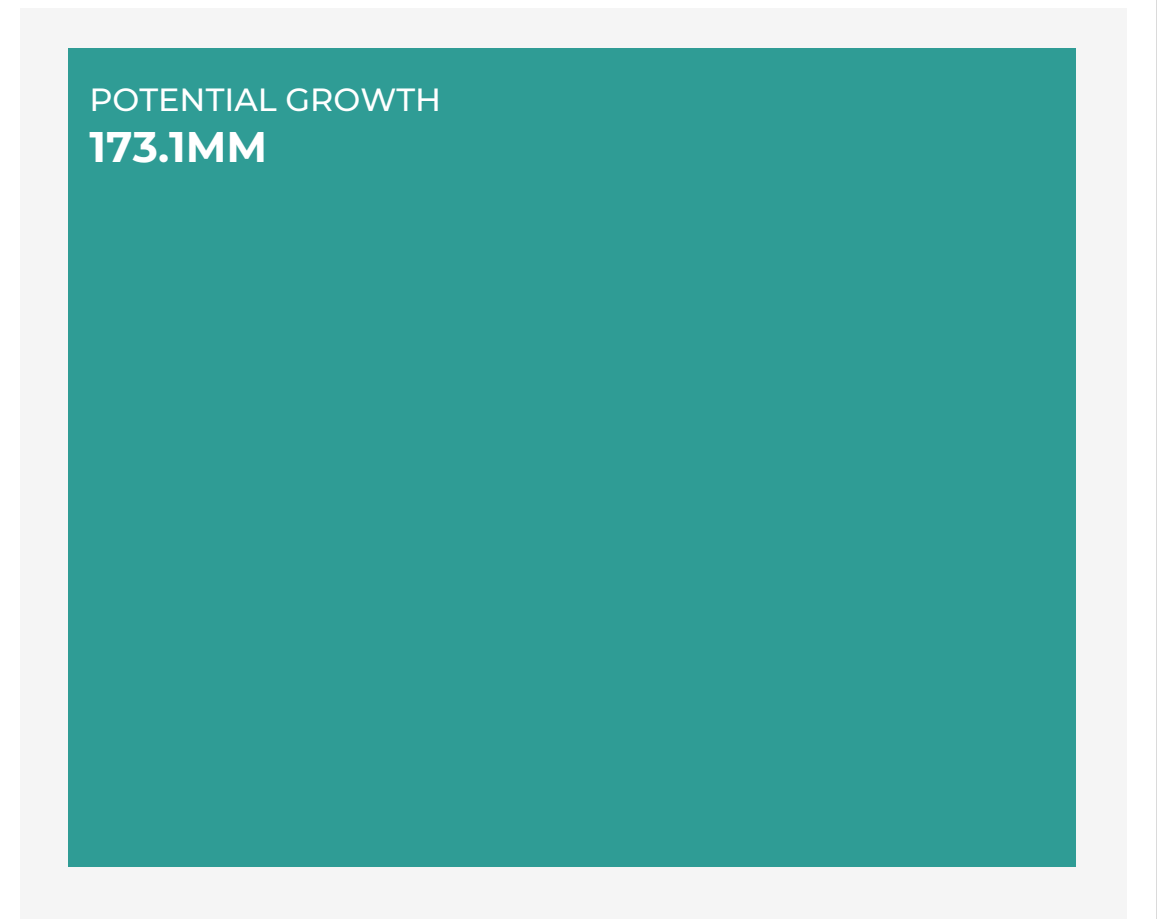
GAP	ON IMPULSE
ATHLETA	KNOWS EXACTLY WHAT THEY WANT BEFORE THEY SHOP
OLD NAVY	DIGITAL AND IRL WINDOW SHOPPING
BANANA REPUBLIC	VISITS MULTIPLE STORES BEFORE BUYING

ANALYZE NON-GAP INC. CUSTOMERS TO UNDERSTAND THE TOTAL OPPORTUNITY

ACTIVE GAP INC. CUSTOMERS LAST 12 MONTHS

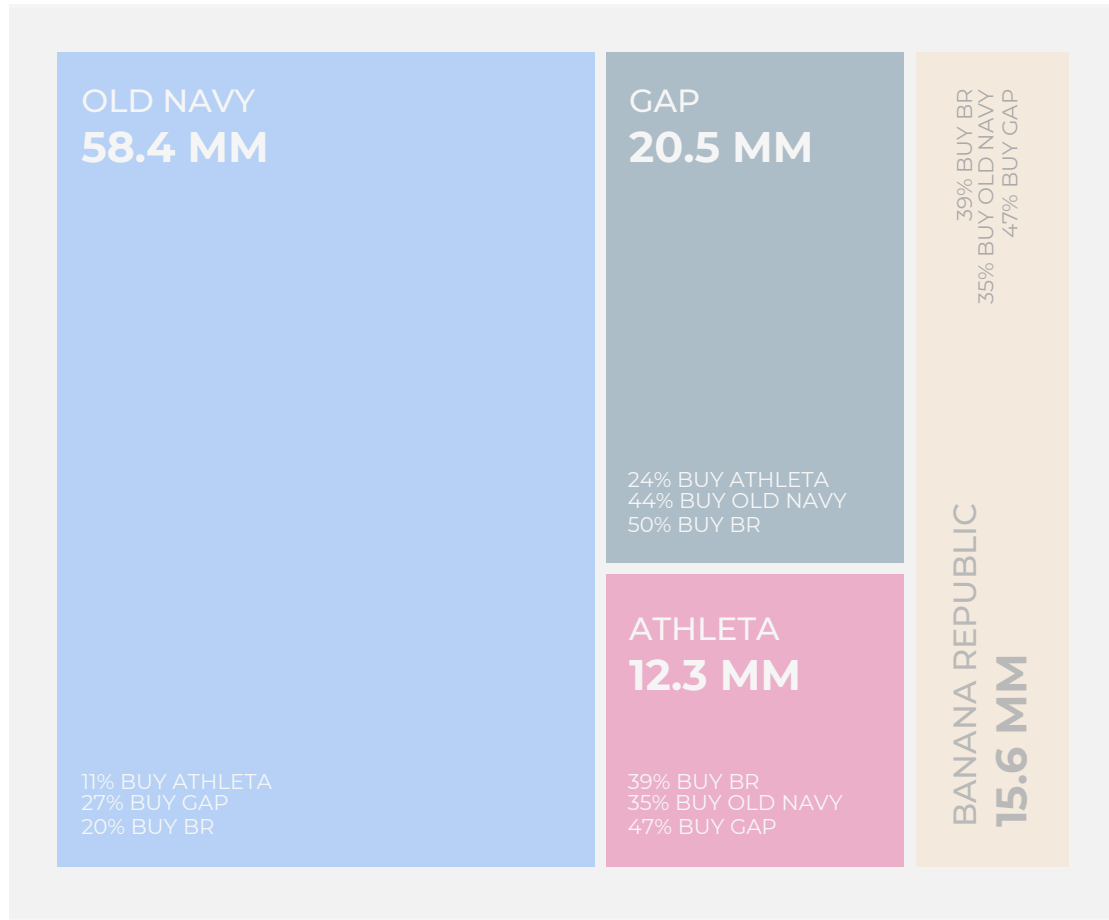


OTHER CATEGORY SHOPPERS LAST 12 MONTHS

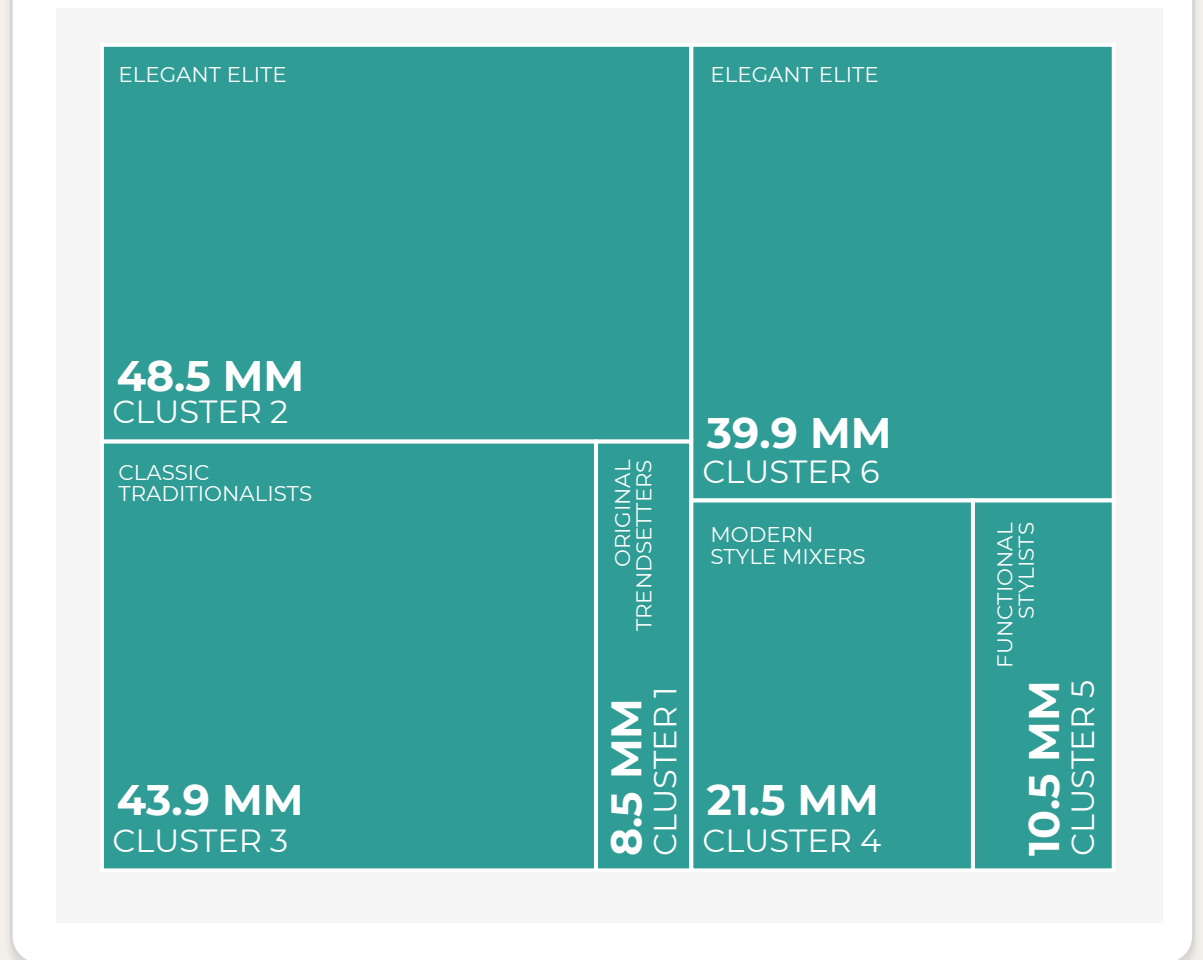


DATA DRIVEN CLUSTERING IDENTIFIES SIX GROWTH SEGMENTS

ACTIVE GAP INC. CUSTOMERS LAST 12 MONTHS



OTHER CATEGORY SHOPPERS LAST 12 MONTHS



Let's find your work.



Your recent activity



Audience
Growth: Elegant Elite

Last Modified Today



Workflow
Roblox Avatar Shop

Last Modified Yesterday



Insight
Social Intelligence

Last Modified Today



Planning
BR 2024 Plan

Last Modified 2 days ago



Insight
Near Nostalgia - Cultural Trend

Last Modified Yesterday

Work in progress

- Recent Work**
- Audience
- Insight
- Planning
- Creative
- Activation
- Optimization
- Workflow

	TITLE	TYPE	MODIFIED DATE	CREATED DATE	STATUS	ACTIONS
	Growth: Elegant Elite	AE(O) Audience	Mar 11, 2024	Feb 26, 2024	Success	
	Roblox Avatar Shop	Campaign	Mar 10, 2024	Mar 9, 2024	Active	

CLUSTER 2 ELEGANT ELITE

CLUSTER 2: ELEGANT ELITE

HIGHEST BRAND PROPENSITY

BANANA REPUBLIC

WHO THEY ARE

57% FEMALE (114I) AND 45+ (120+I)

49% \$100-200K HHI (150I)

SUBURBAN, MIDWEST & EAST

DECISION DRIVERS

VALUE, QUALITY,
TRUSTED BRAND,
EASE OF EXPERIENCE

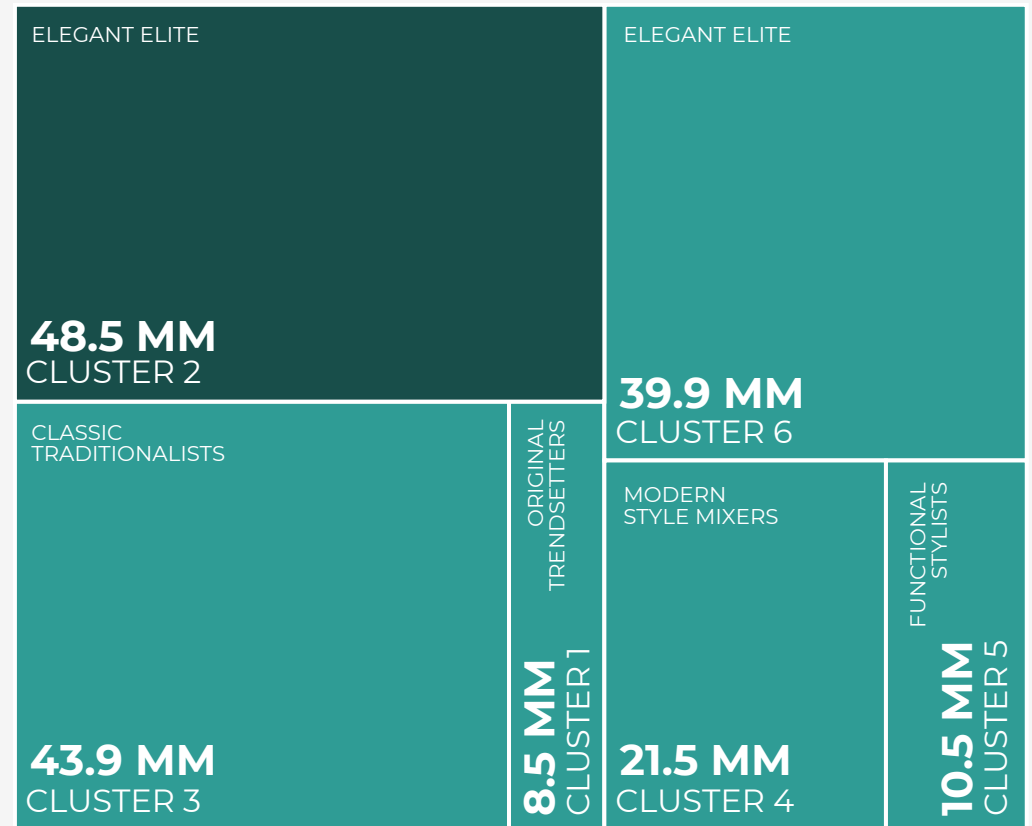
INTERESTS

TRAVEL, SELF-IMPROVEMENT,
PERSONAL FINANCE, STYLE & FASHION

TOP MEDIA CONSUMPTION

VIDEO, SOCIAL, AUDIO

OTHER CATEGORY SHOPPERS LAST 12 MONTHS



PRIORITIZING SEGMENTS BY BRAND BASED ON REVENUE & CUSTOMER VALUE



ATHLETA	AUDIENCE	ACTIVE ATHLETA	ONE STOP SHOPPERS	MODERN STYLE MIXERS	FUNCTIONAL STYLISTS
	TOTAL AUDIENCE SIZE	12,300,000	39,900,000	21,500,000	10,800,000
REVENUE (USD MM)	\$1,031	\$384	\$153	\$92	

BANANA REPUBLIC	AUDIENCE	ACTIVE BR	MODERN STYLE MIXERS	ELEGANT ELITE	ACTIVE GAP
	TOTAL AUDIENCE SIZE	15,600,000	21,500,000	48,500,000	20,500,000
REVENUE (USD MM)	\$1,088	\$314	\$275	\$160	

OLD NAVY	AUDIENCE	ACTIVE OLD NAVY	ONE STOP SHOPPERS	FUNCTIONAL STYLISTS	CLASSIC TRADITIONALISTS
	TOTAL AUDIENCE SIZE	58,400,000	39,900,000	10,800,000	43,900,000
REVENUE (USD MM)	\$5,565	\$1,402	\$539	\$498	

GAP	AUDIENCE	ACTIVE GAP	MODERN STYLE MIXERS	ORIGINAL TRENDSETTERS	ACTIVE BR
	TOTAL AUDIENCE SIZE	20,500,000	21,500,000	8,500,000	15,600,000
REVENUE (USD MM)	\$1,600	\$815	\$379	\$116	

RESULTING IN DISTINCT COMMUNICATIONS STRATEGIES BY BRAND

	GAP	ATHLETA	OLD NAVY	BANANA REPUBLIC
MEANINGFUL CULTURAL INSIGHTS	Near Nostalgia Microcultures Unperfect	Gender Gap Power Woman Blurred ID	Neo-Celebrity Microcultures Maximalism	Shoppable Content Wellness Design Algorithm Based Media
BRAND BEHAVIOR	Champion the power of the creative spirit that belongs to all of us	Embolden others to defy labels by being real, multi-faceted women	Enable the unrestrained joy of personal style and character	Challenge expectations on chic and sophisticated by rewriting the script on "luxe"
COMMUNICATIONS PLATFORM (HOW WE SHOW UP & CONNECT)	Create Cultural Connections That Move Generations	Power Whatever Moves Her	Spark Joyful Self-Expression All Year Round	Be the Best (Un)kept Luxury Secret

YOUR ASK

1

**FULL FUNNEL
SUCCESS**

2

**CUSTOMER FIRST
MEDIA PLANNING**

3

**SCALED ASSET
CREATION**

4

**GAP INC. AS A
PORTFOLIO**

5

DATA & TECH

GROUNDING FOUNDATION



SCALE WITH ELEGANCE

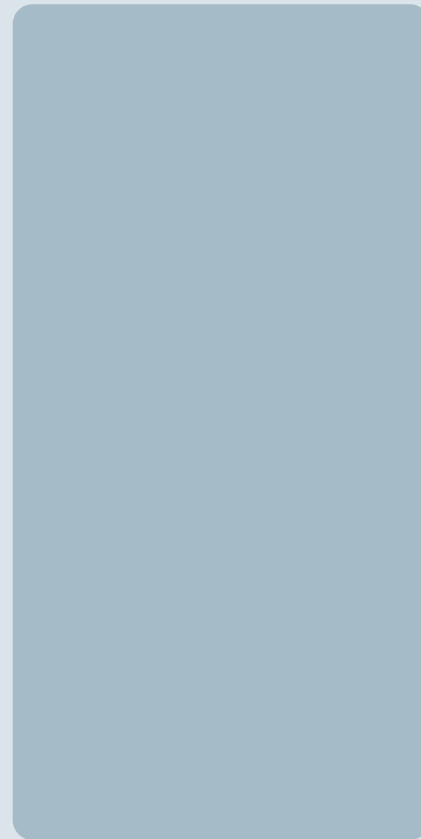
To produce design at a scale that meets brand criteria and integrity



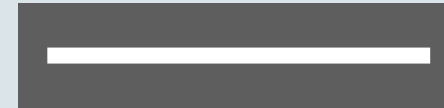
TRANSFORM BRAND THROUGH ACTIVATION

Technology enabled to meet scale of demand and velocity

ADAPTIVE. SYSTEM



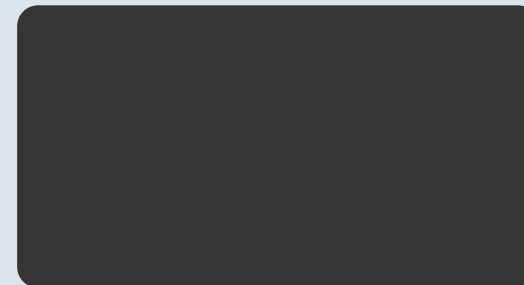
Background



Core message



Brand mark

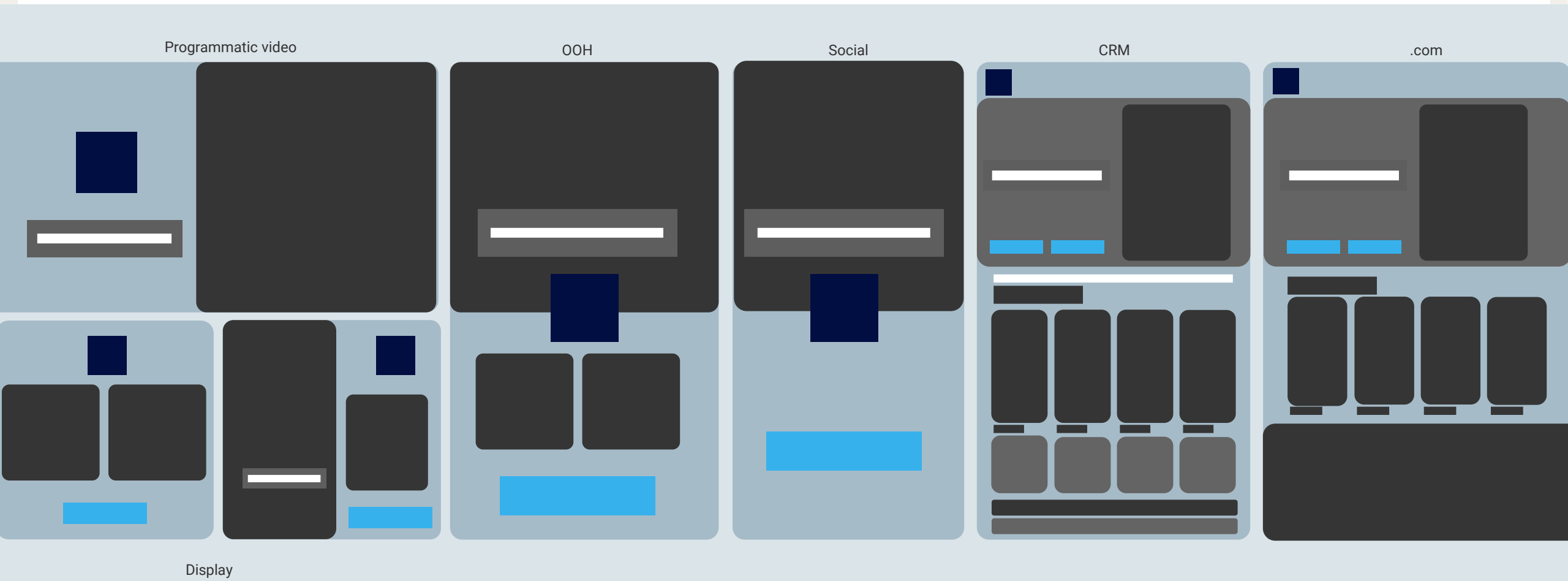


Hero assets



CTA

OMNI-CHANNEL FRAMEWORK



OMNI-CHANNEL FRAMEWORK

Programmatic video

OOH

Social

CRM

.com

OMNI-CHANNEL FRAMEWORK

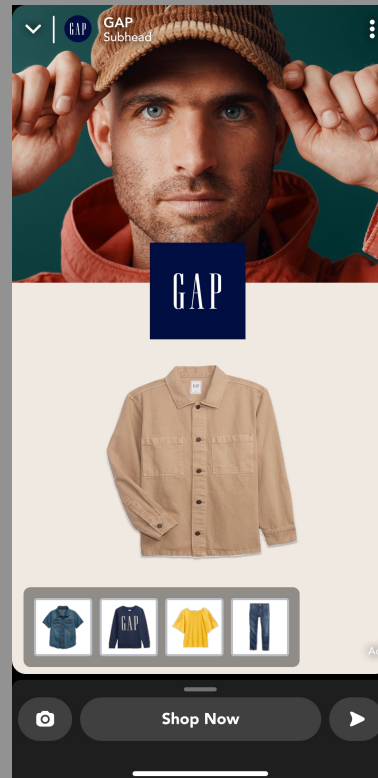
Programmatic video



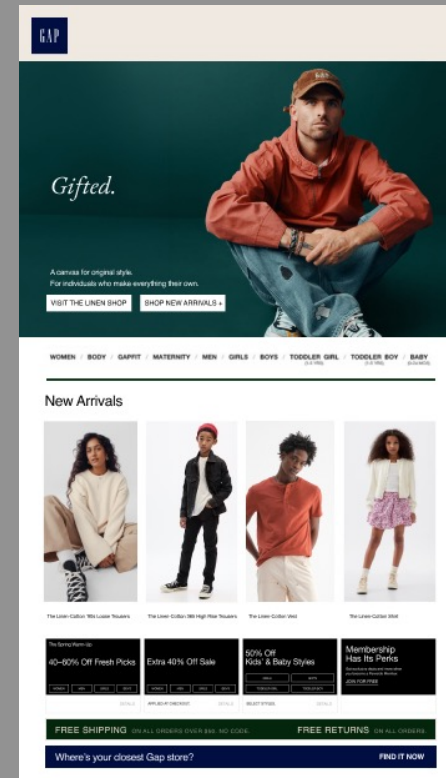
OOH



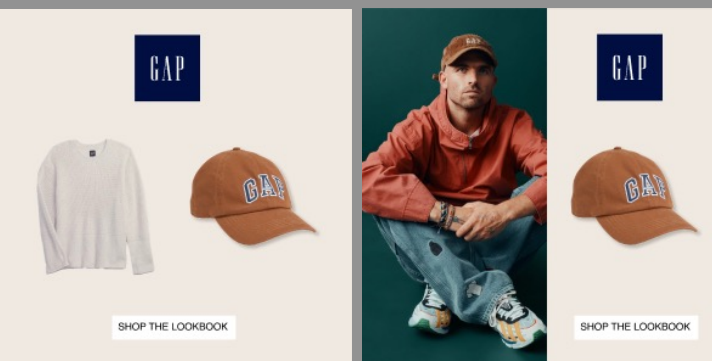
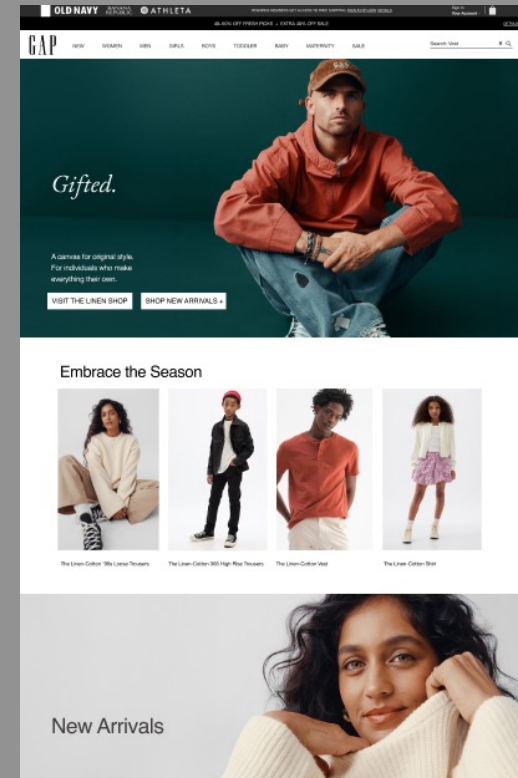
Social



CRM



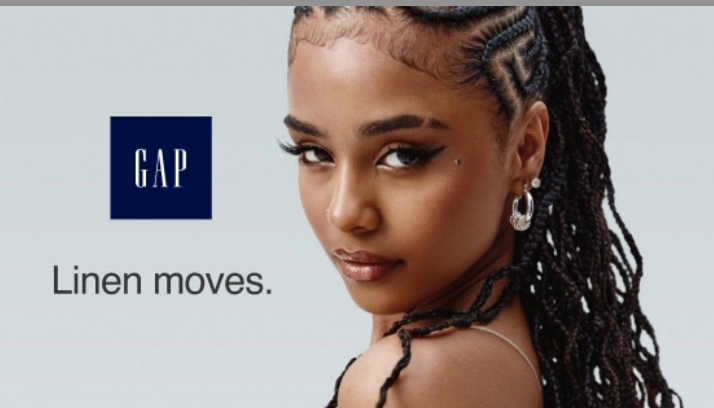
.com



Display

OMNI-CHANNEL FRAMEWORK

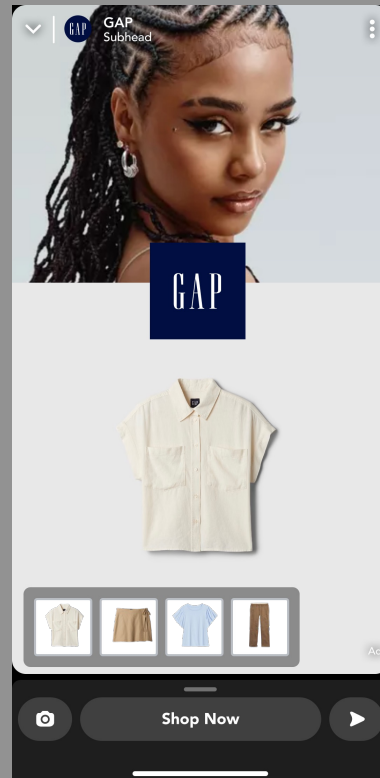
Programmatic video



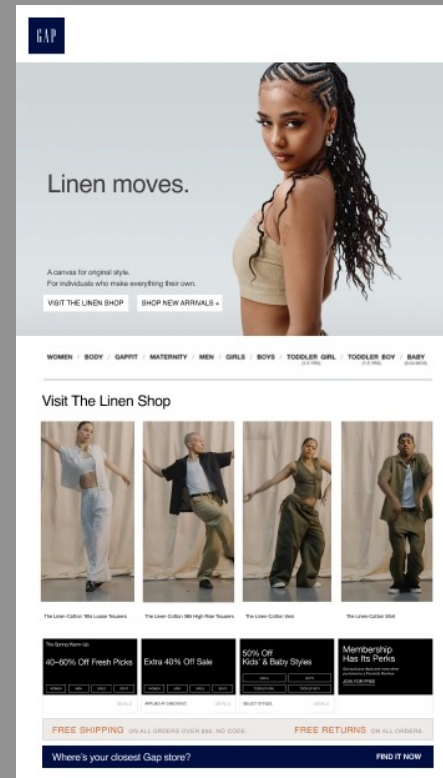
OOH



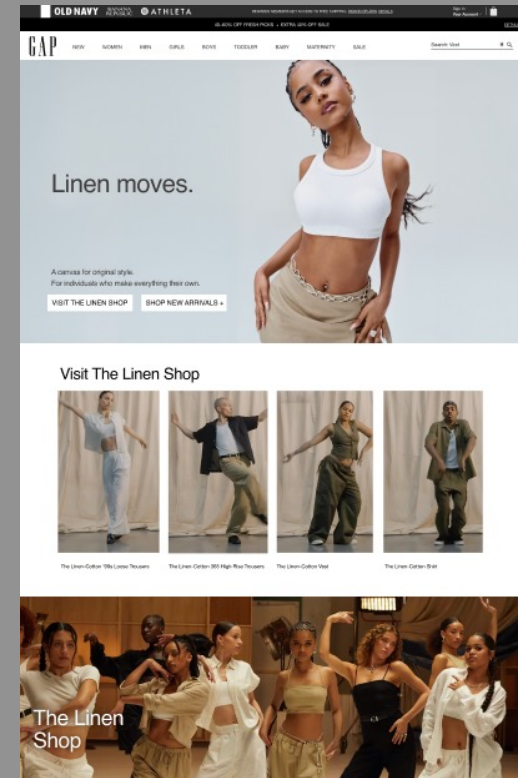
Social



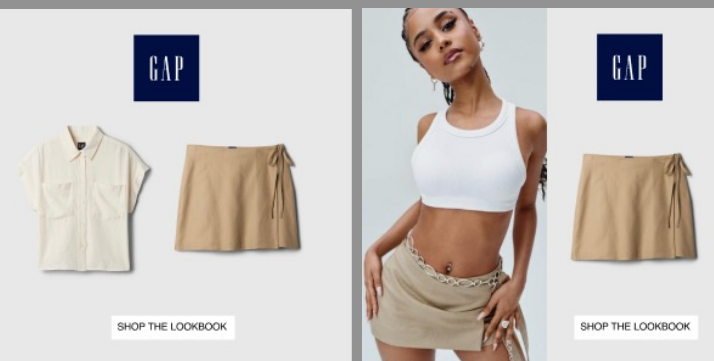
CRM



.com



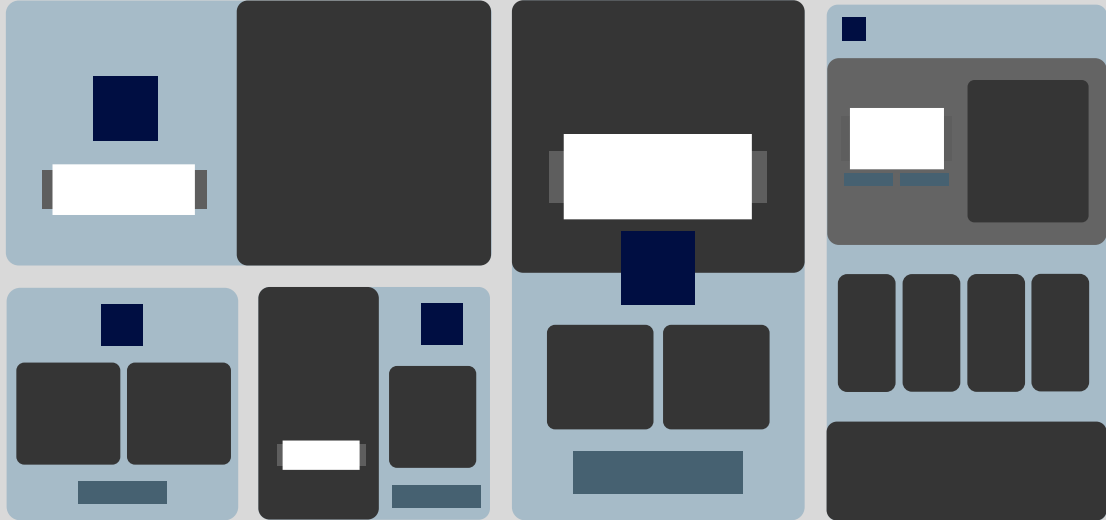
Display



SYSTEM BUILT FOR HORIZONTAL FLEXIBILITY

Portfolio

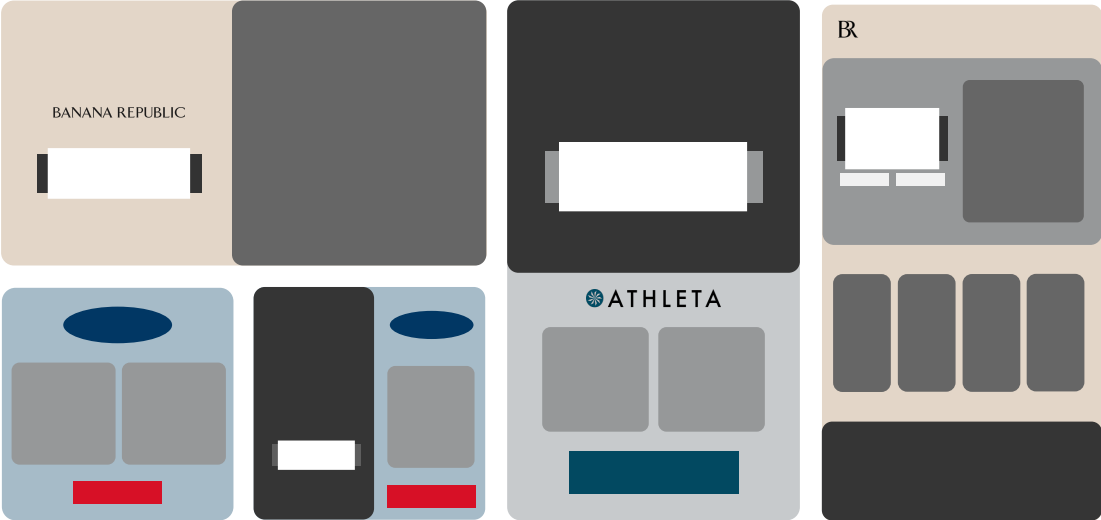
Design System that allows flexibility for audience needs, but maintains brand integrity.



Brand



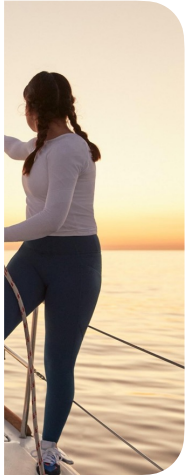
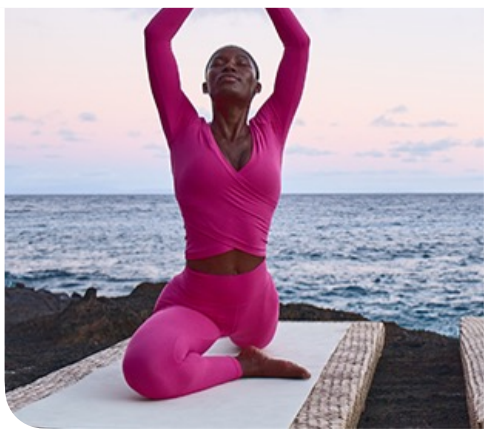
BANANA REPUBLIC



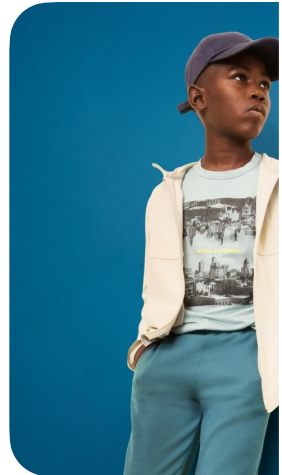


BANANA REPUBLIC

 ATHLETA



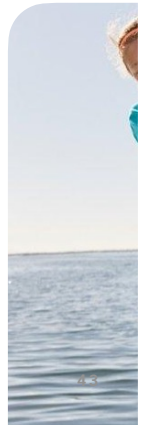
EVERY BRAND HAS
A STORY TO TELL.




 OLD NAVY



 GAP



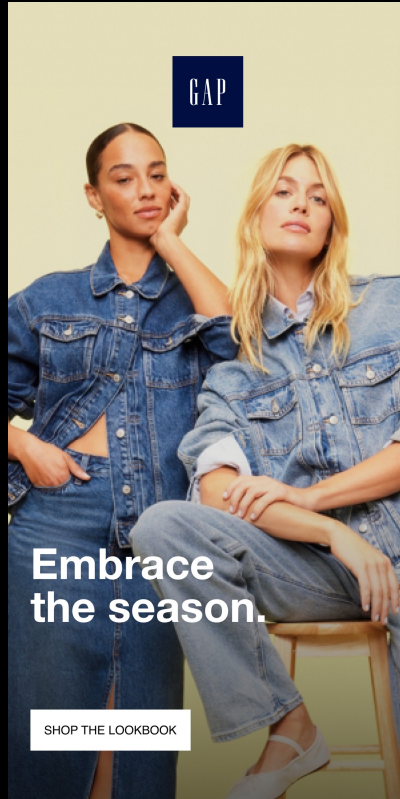
FINDING FLEXIBILITY FOR COHESION



Headline can go here.

Body copy could go here
lorem ipsum dolor sit amet.

CTA



GAP

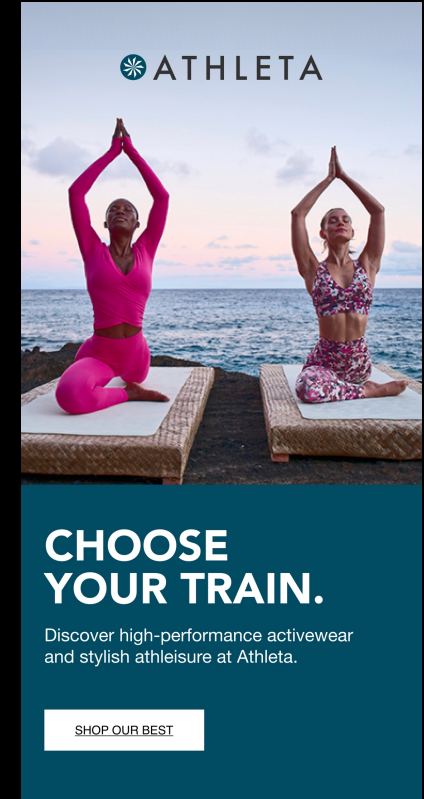
Embrace the season.

SHOP THE LOOKBOOK



BR

+ SHOP THE LOOK



ATHLETA

CHOOSE YOUR TRAIN.

Discover high-performance activewear and stylish athleisure at Athleta.

SHOP OUR BEST

Why is Apple



HERO EXPERIENCES

Hero Asset

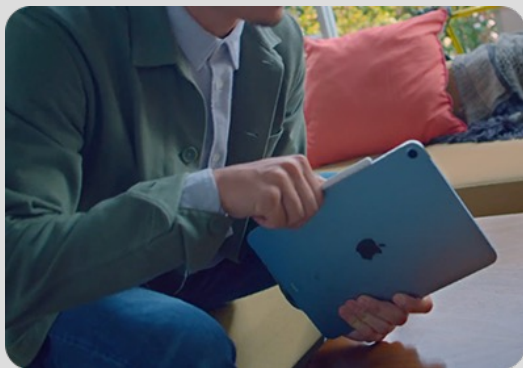


Experience (Film)



Core Message

**Full screen
ahead.**



**Delightfully
capable.
Surprisingly
affordable.**



**Surprisingly
affordable.**



Oh. So. Pro.



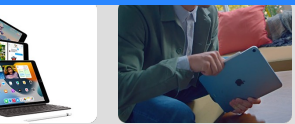
**Mega power.
Mini size.**



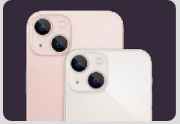
Say hello.

ASSET CREATION

Full screen lead.



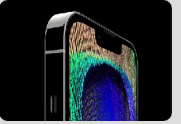
Delightfully capable. Surprisingly affordable.



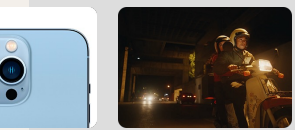
How did we get such a huge camera upgrade to fit?



It'll change the way you shoot.



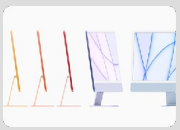
Ceramic Shield.



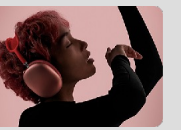
Oh. So. Pro.



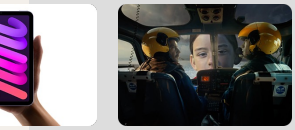
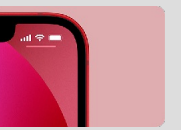
A dramatically more powerful camera system.



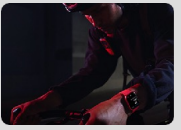
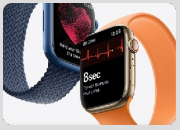
See it in your space.



Sounds like an epiphany.



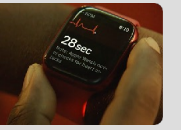
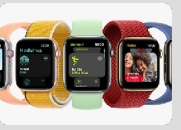
Mega power. Mini size.



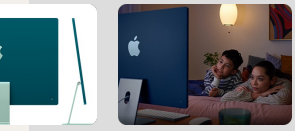
Heavy on features. Light on price.



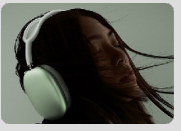
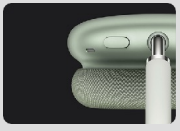
Big screen. Huge impact.



Always-On Retina display. A brighter view of you.



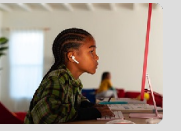
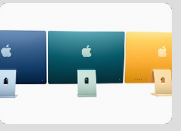
Say hello.



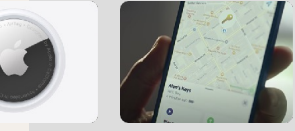
Every interaction feels new again.



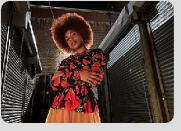
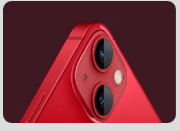
All-screen design. Stunning all round.



You've never seen a computer like this.



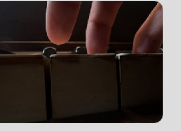
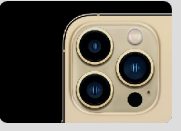
Lose your knack for losing things.



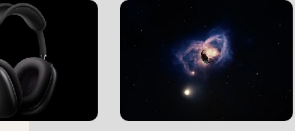
iPhone went to film school, so you don't have to.



Big screen. Huge impact.



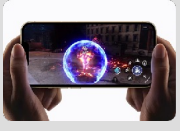
Macro video, anyone?



Elaborately simple.



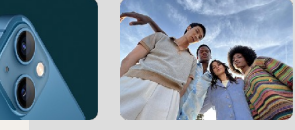
Seven vibrant colours. You do hue.



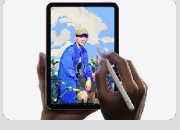
Up your game.



Abracadabra.



Your new super power.



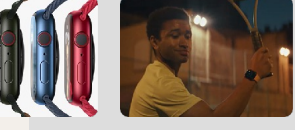
The magic of iPad. In the palm of your hand.



Five colours. Anything but monotone.



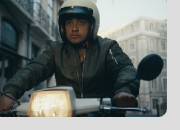
No wonder your selfies look so good.



Largest, most advanced display yet.



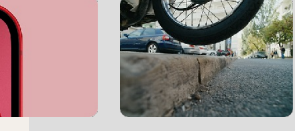
XDR. Liquid Retina to the extreme.



A camera with a style all your own.



Smooth and continuous. The edge of design.



Take a great photo without lifting a finger.



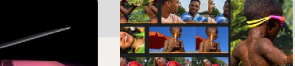
Most durable Apple Watch ever.



Designed with the earth in mind.



Pure. Pro. Power.



THE MASTER BRAND PERMEATES & LAYS THE GROUNDWORK

Foundations

Consistent application of layout ratios and structures create a recognizable balance across expressions of the master brand.

Dimension & depth

The cutting edge of both the science behind our products, as well as the impact on people's lives have significance and depth.

Refined typography

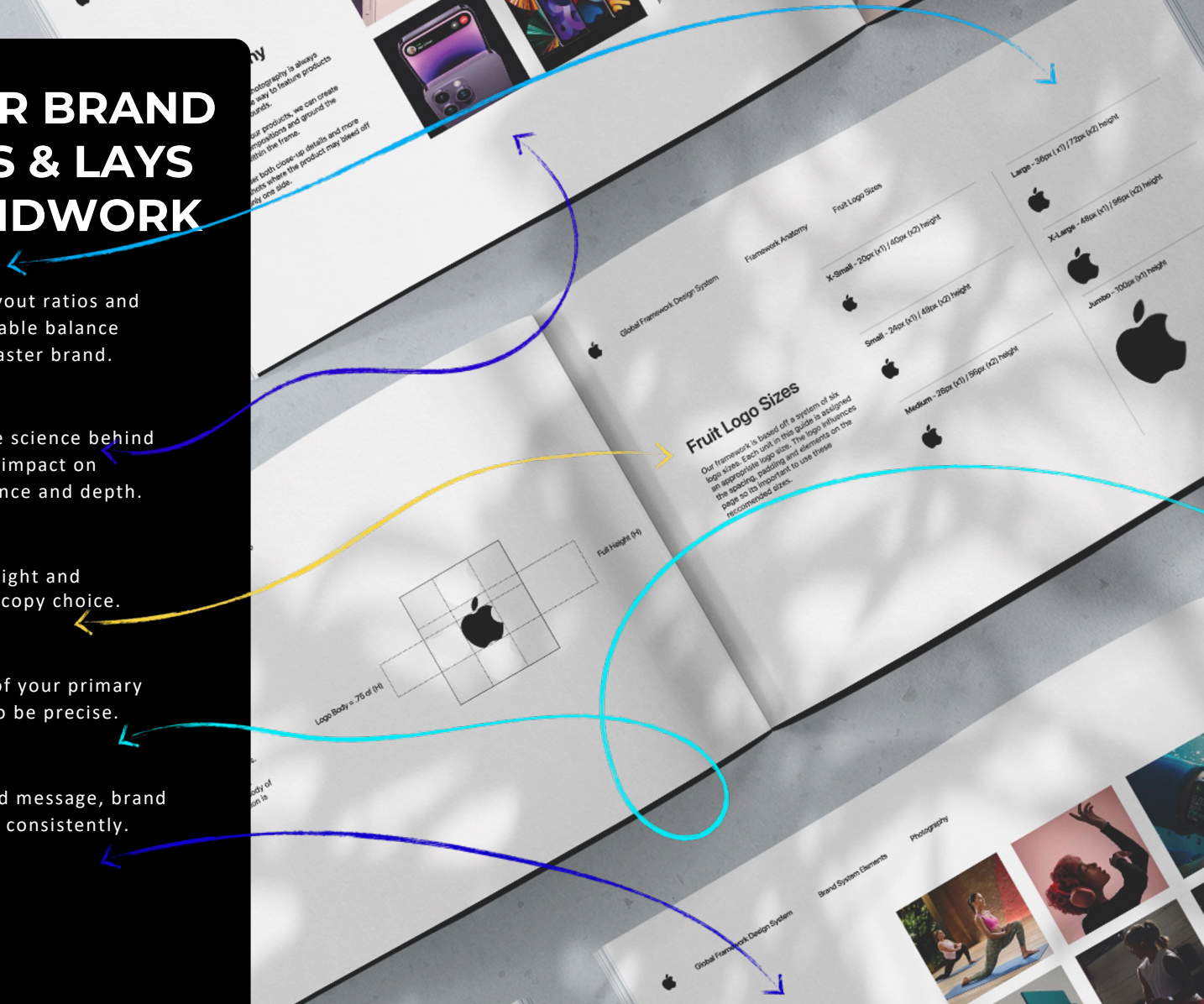
Personality-driven—type weight and typographic play determine copy choice.

Consistency in color

To leverage the ownability of your primary palette, application needs to be precise.

Drive purpose

To deliver a consistent brand message, brand messaging must be included consistently. Simple as that.



Photography is always the way to feature products. In our products, we can create visualizations and ground the product within the frame. We both close-up details and more whole where the product may bleed off the side.

Framework Anatomy

Font Logo Sizes

- X-Small - 20px (x1) / 40px (x2) height
- Small - 24px (x1) / 48px (x2) height
- Medium - 28px (x1) / 56px (x2) height
- Large - 36px (x1) / 72px (x2) height
- X-Large - 48px (x1) / 96px (x2) height
- Jumbo - 100px (x1) height

Fruit Logo Sizes

Our framework is based off a system of six logo sizes. Each unit in this guide is assigned an appropriate logo size. The logo influences the spacing, padding and elements on the page so its important to use these recommended sizes.

Full height (H)

Logo Body = 75% of (H)

Full height (H)

Logo Body = 75% of (H)

Brand System Elements

Photography

Full-frame Photography/Video

Full-frame photography is used to highlight products in styled audio shots, to create our products in use, and to show why we work best with people. It's why we work best with people. It's why we work best with people. It's why we work best with people.





RE:

THE BEST F **KING THING
I'VE EVER SEEN.

- APPLE AD TEAM CLIENTS

Content Refresh

Without system
14 markets in

5 days



With system
19 markets in

3 hours

1,333%

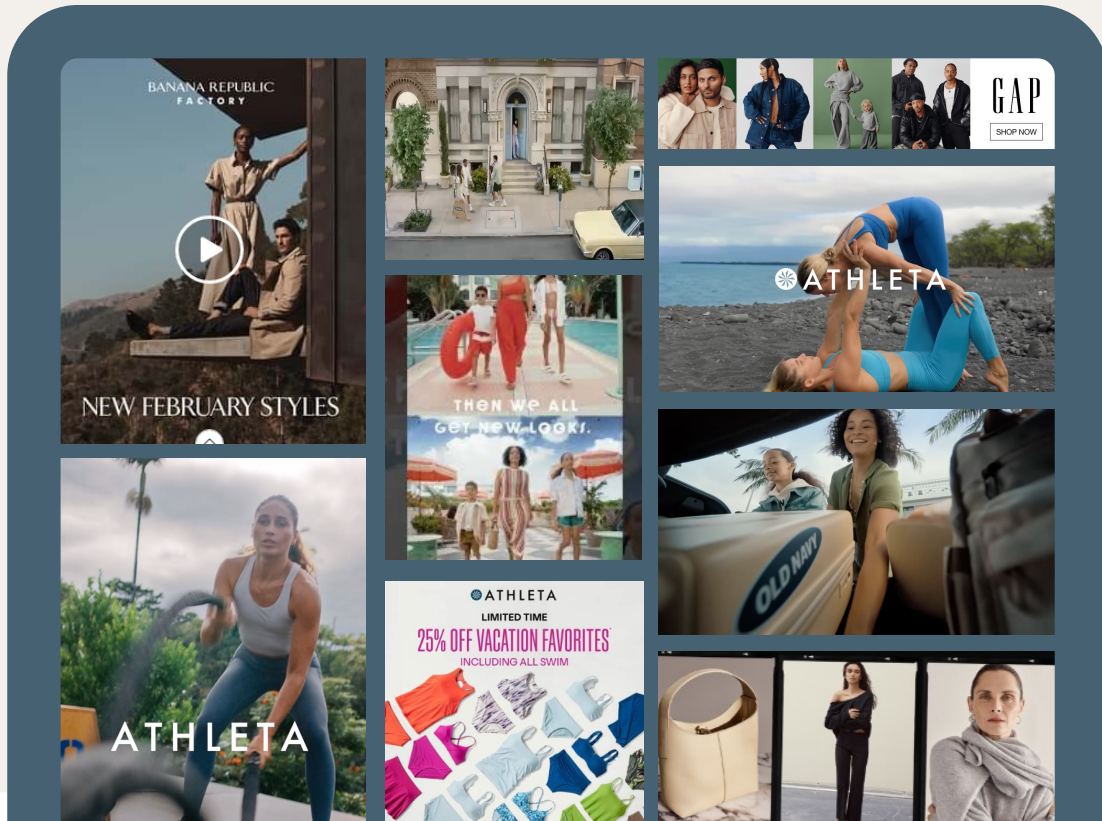
Velocity
Increase

CONTENT TRANSFORMATION

FROM
FRAGMENTED



TO
CONNECTED



CONTENT TRANSFORMATION

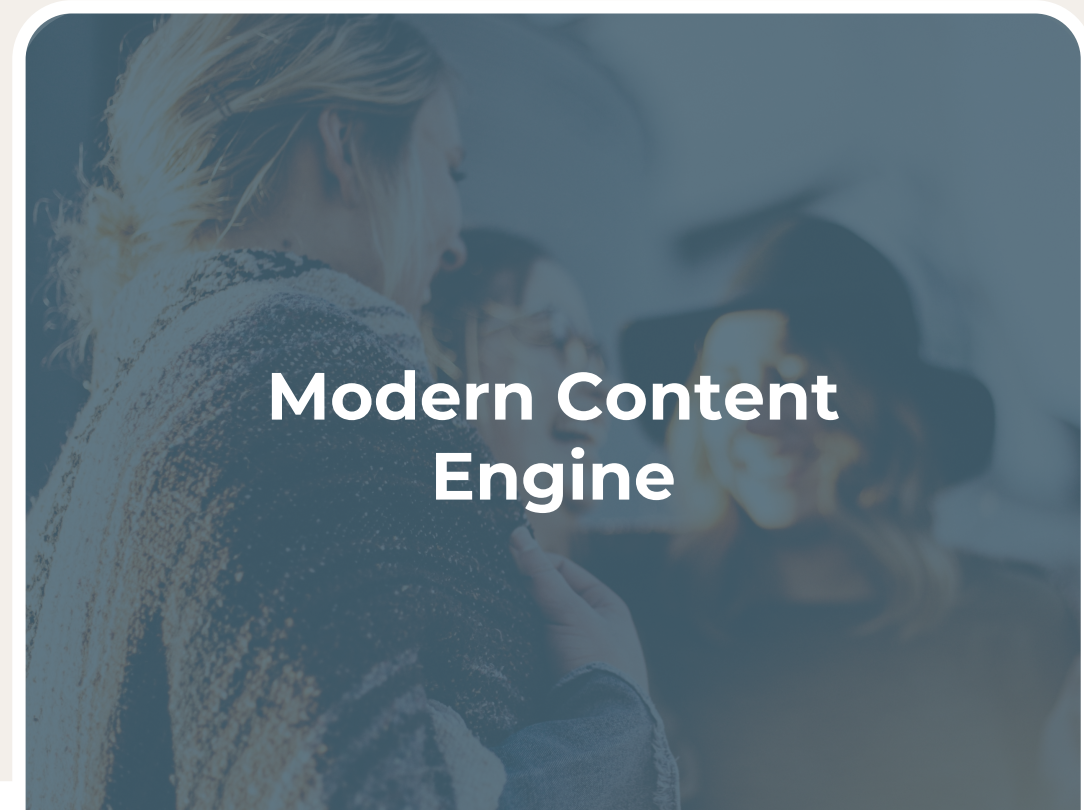
FROM

FRAGMENTED



TO

CONNECTED



HOW WE WILL MODERNIZE AND ACTIVATE YOUR SCALED CONTENT PRODUCTION

Always on DDP Display Deployment Edit Mode Assign Variants Deploy

DYNAMIC DECISIONING CONNECTED TO MEDIA

100%

AN OMNICHANNEL MODULAR SYSTEM.

Gap Inc.

Overview Brand Elements Human Elements Objects Shots

Creatives Uploaded	Audience Segments Targeted	Brands Detected	Logos Detected	Faces Detected
6	1	4	2	13

CONTENT INTELLIGENCE ENRICHING YOUR DATA

Top Insights	Recommended Action	Potential Benefits	Number of Creatives Impacted
Celebrity presence not detected in first few seconds	Leverage celebrity status, including a familiar spokesperson, on the advertised product, service, or activity carries a few risks from a social perspective.	Celebrities and influencers are associated with better results across brand metrics	5
Prominent faces not detected in first 5 seconds	If people appear in your video, open with them on-screen	Faces attract immediate attention, heighten emotional motivation and increase engagement	1
No branding detected in first 5 seconds	Add logo, brand text and/or audio brand mentions in first 5 seconds	Associated with higher ad recall	2
No branding detected in audio transcription	Add audio mentions of brand name	Associated with increased Brand Lift	5

Avg Brand Score: 75.00

NEURO TESTING TO INFORM ARCHETYPE BEHAVIORAL PATTERNS

Critical Mass.

Gap Inc.

REAL-TIME RENDERED FOR SPEED

CO-CREATING WHAT'S NEXT FOR GAP INC.

1

FULL FUNNEL
SUCCESS

2

CUSTOMER FIRST
MEDIA PLANNING

3

SCALED ASSET
CREATION

4

GAP INC. AS A
PORTFOLIO

5

DATA & TECH

BRANDED HOUSE THE COMMERCIAL ADVANTAGE

DOWNWARD ADVANTAGE

Halo impact can increase **overall portfolio revenue**

UPWARDS ADVANTAGE

A Strong brand or product Innovation in the house can also lift the **overall portfolio brand**



CIRCULAR ADVANTAGE

Integrated portfolio optimization can **improve overall conversion**

L'ORÉAL
INNOVATION

DISNEY
CULTURAL
MOMENT

EXPEDIA
EXPERIENCE
ECOSYSTEM

UNILEVER
STAND FOR
SOMETHING

CLOROX
CONSUMER
TRUST

VW
HALO
EFFECT

A FRAMEWORK FOR PORTFOLIO EVOLUTION

	AUDIENCE	MESSAGE	PLACES
SINGLE BRAND	Current Customers & Prospects	Core Brand, Product, Offer	Brand Communities
MULTI BRAND	Prioritize Audience Overlap & Cross Sell Opportunities	Introduce Them to Another Brand	Multi Brand Signal Decisioning; Portfolio Influencers
MASTER BRAND	Cross Sell Groups Investors Loyalist	Differentiated Meaning That Can Become a Powerful Business Multiplier for All Brands	Cultural Tentpoles; Moment of Significance

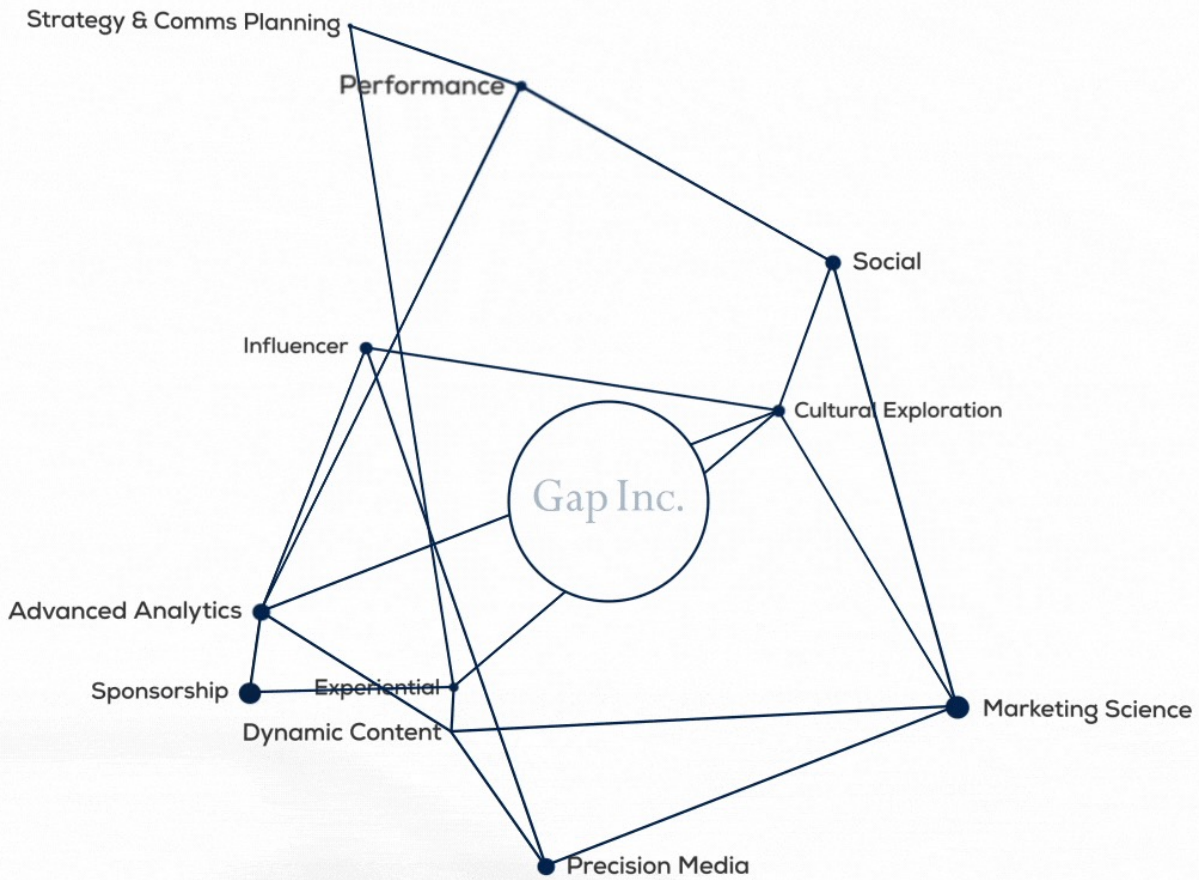
WE HEARD YOU

**COMBINED
BUYING POWER**

**UPLEVELING
YOUR DATA**

**SHARED
LEARNINGS
ACROSS
BRANDS**

**CREATING
EFFICIENCY
BY LIMITING
DUPLICATION**



STRATEGIC TEAM DESIGN

PORTFOLIO LEVEL LEADERSHIP

STRATEGIC PLANNING

INVESTMENT

ANALYTICS

BRAND EXPERTS



WHAT YOU NEED

UNLOCK PORTFOLIO POWER

WHAT

AUDIENCE FIRST PLANNING

MEDIA GOVERNANCE AND BID MANAGEMENT

CROSS PORTFOLIO REPORTING & ANALYTICS

COORDINATED MARKETPLACE APPROACH

HOW

OMNI ENGINE SUPERCHARGES
CUSTOMER FIRST PLANNING

CREATE A UNIFIED FOUNDATIONAL
DATA TAXONOMY WITH AI DRIVEN RULES-
BASED DECISION MAKING

IMPROVE SPEED OF REPORTING AND
INSIGHT ACROSS MEDIA AND CREATIVE

PRICING LEVERAGE & ENHANCED FLEXIBILITY
IMPROVEMENT



**POWERFUL
ADVANTAGES
TO UNLEASH
MODERN
ICONS & GROW
REVENUE**

1

**INNOVATIVE APPROACH TO
REIGNITING BRAND LOVE**

2

**SPECIALIZATION & INTEGRATION TO
DELIVER FULL FUNNEL THINKING**

3

**CAPABILITIES TO UNLOCK NEXT
GENERATION MEASUREMENT**

4

**CREATING PORTFOLIO
CONNECTIVITY**

5

**ENABLED BY AI POWERED DATA
AND DECISIONING ENGINE**

A COMMITMENT TO
PARTNERSHIP

TALENT
& CAPABILITY
INVESTMENTS

COMPENSATION
CONNECTED TO
BUSINESS OUTCOMES

SCALED
EFFICIENCIES

TALENT & CAPABILITY INVESTMENTS

\$5M
IN ADDITIONAL VALUE

Dedicated Transition Team For
A Flawless Operational Change
\$1m

Investing In Senior Level
Transformation & Change
Management Talent
\$2.2m

Omni Platform Fees Waived
\$1.8m

COMPENSATION LINKED TO BUSINESS OUTCOMES

\$5M INVESTMENT INTO
OUR PARTNERSHIP TO
OFFSET TRANSITION

Zero Base
Fee Profit

50% Fee At Risk For Media
Under Delivery In Y1

SCALED EFFICIENCIES

\$87.2M MEDIA SAVINGS
DELIVERED YEAR 1

15% Of Budget Could
Be Relocated To Equity
Building Initiatives

OUR PLEDGE TO YOU



HIGH TOUCH SERVICE

Proactive and
easy to work with.
No silos or
bureaucracy.



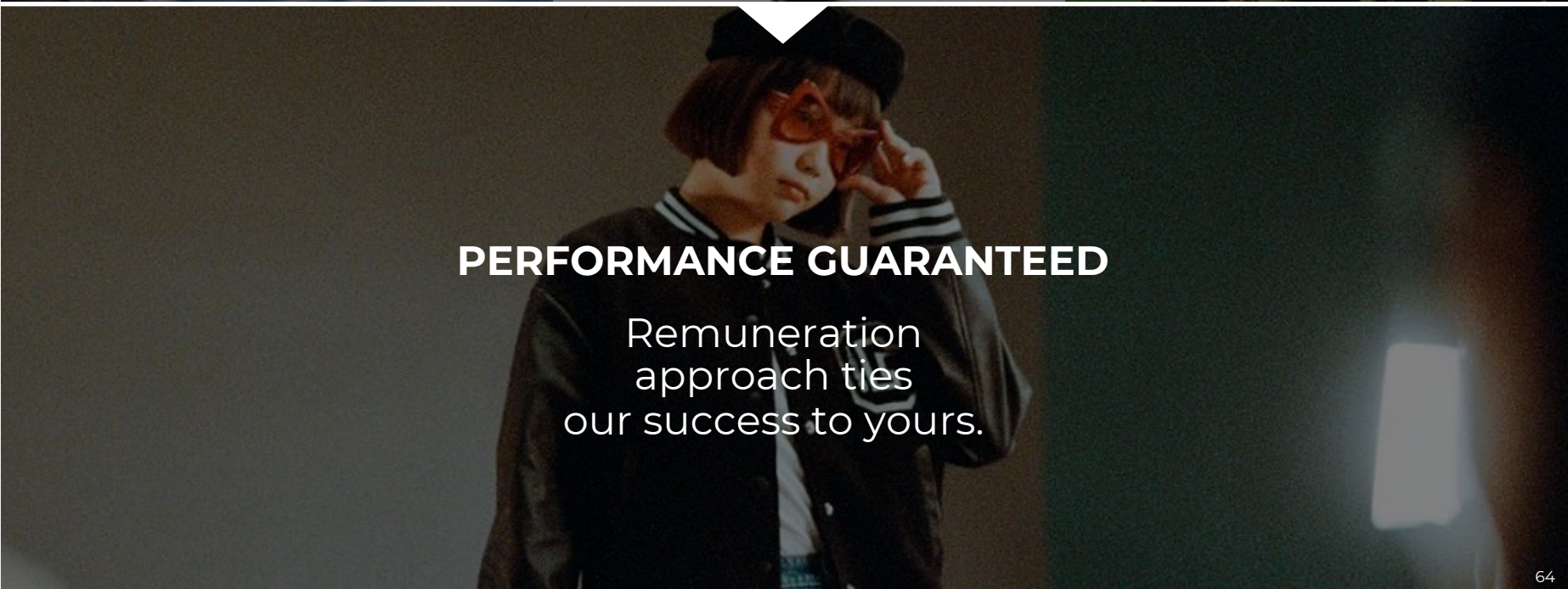
OPERATIONALLY EXCELLENT

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.



PERFORMANCE GUARANTEED

Remuneration
approach ties
our success to yours.

Gap Inc. ×

OMNICOM
MEDIA GROUP



Gap Inc. ×

OMNICOM
MEDIA GROUP



NEXT CHAPTER

60

MINUTES

CO-CREATING
WHAT'S NEXT
FOR GAP INC.

20

MINUTES

UNLOCKING
PORTFOLIO
POWER

80

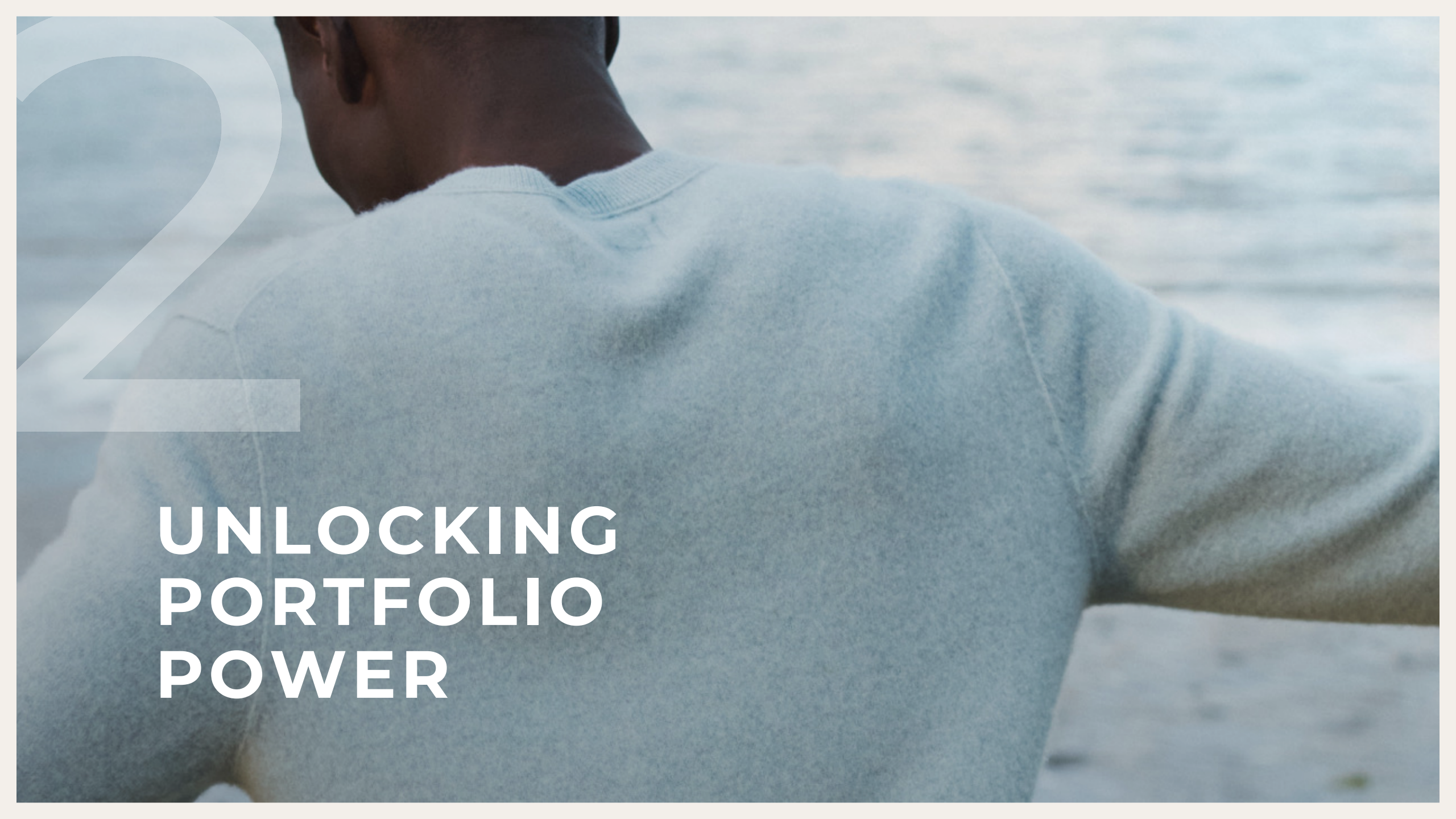
MINUTES

UNLEASHING
YOUR ICONIC
BRANDS

30

MINUTES

QUESTIONS

A person with dark skin is seen from the back, wearing a light blue crew-neck sweater. They are looking out at a vast, blue ocean under a soft, hazy sky. The person's right arm is slightly extended. In the top left corner, there is a large, semi-transparent white number '2' with a circular cutout. The overall mood is serene and contemplative.

UNLOCKING PORTFOLIO POWER

A man with a beard and a red beanie is smiling while holding a yellow and white striped t-shirt. He is wearing a dark denim jacket. In the background, there is a window showing a cityscape and a large green plant with broad leaves.

INTRODUCING
BRAND LOVE

**A MEANINGFUL
BUSINESS METRIC
SIGNALING BRAND
HEALTH AND REVENUE**

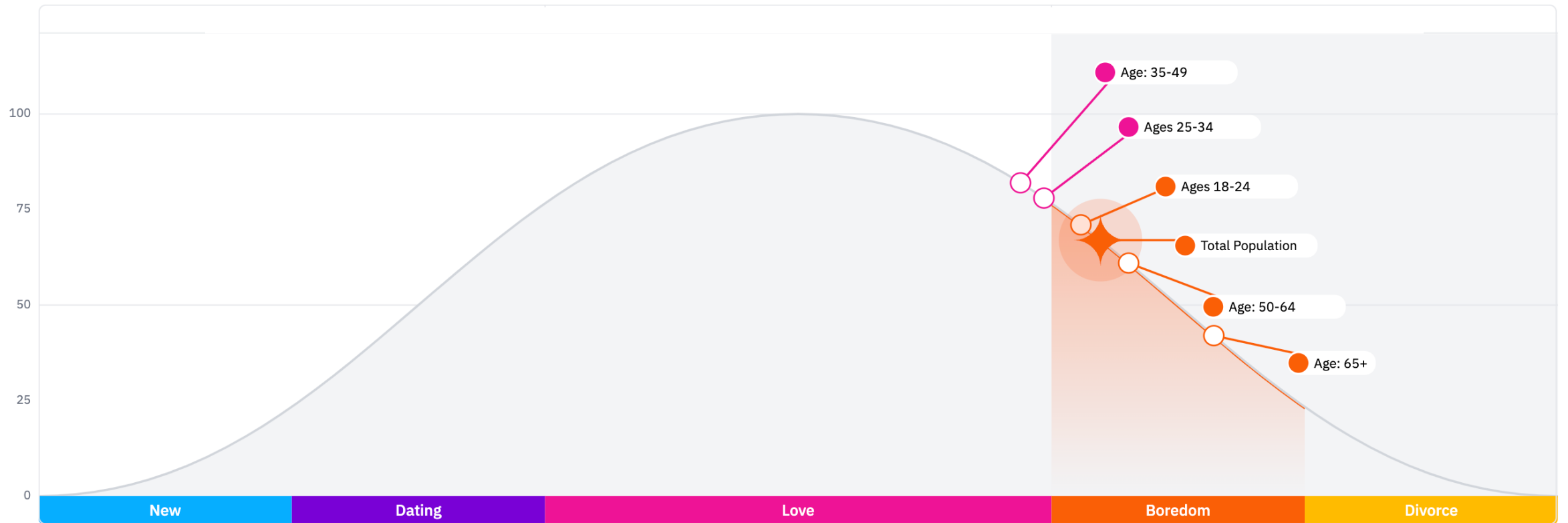
GAP'S RELATIONSHIP WITH CONSUMERS DIFFERS BY AGE BREAK RANGING FROM LOVE TO BOREDOM



Gap Apparel



Total Population



PROTECTING SHORT- AND LONG-TERM GROWTH WITH A STAIR STEPPED APPROACH TO BREAK THE MEDIA CYCLE



- INITIAL OPTIMIZATIONS TO MAXIMIZE REVENUE UPSIDE
- MULTI-CELL TESTING
- INTRODUCE NEW FORMATS, TACTICS AND PARTNERS TO BUILD ON TOP OF PREVIOUS SUCCESS

- REBALANCE PORTFOLIO TO SCALE

ANSWERING THE CHALLENGE WITH OMNI



CHANNEL/INVESTMENT PLANNER

TAXONOMY GOVERNANCE

AGILE MMM

UNIFIED MTA

FLYWHEEL COMMERCE CLOUD

GEO-LIFT

 **ATHLETA**

GAP

OLD NAVY

BANANA REPUBLIC

Q CULTURAL INSIGHTS

AUDIENCE EXPLORER

VIDEO CONTENT

OMNI ASSIST

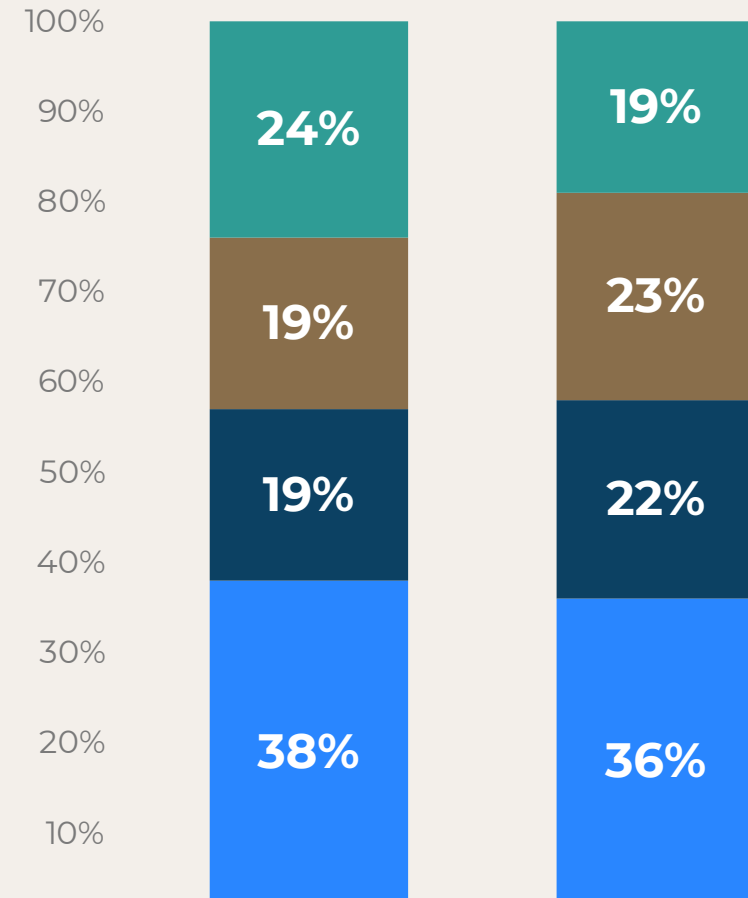
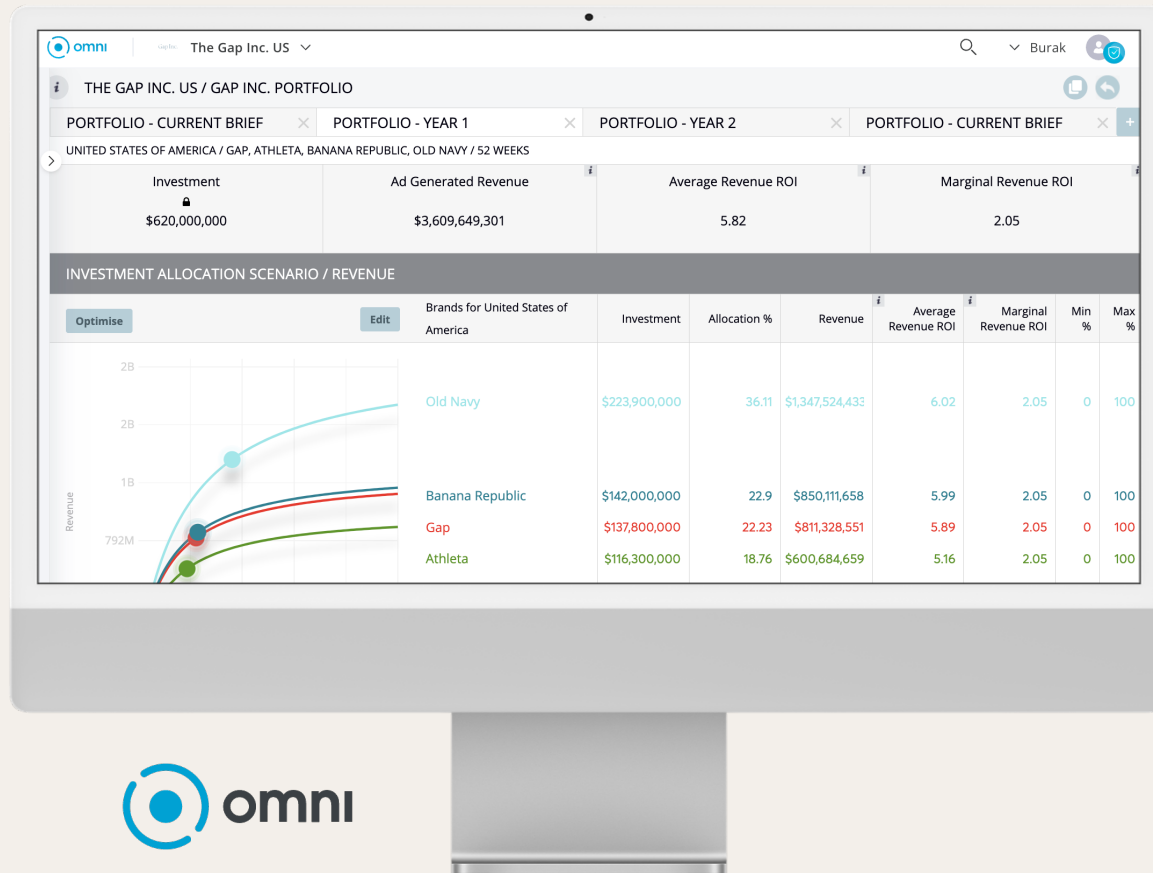
DIGITAL CONTENT

ARTBOT

BRAVERY INDEX

SOCIAL INTELLIGENCE

REBALANCING GAP INC. BRAND BUDGET ALLOCATIONS TO MAXIMIZE RETURN



● OLD NAVY ● GAP ● BANANA REPUBLIC ● ATHLETA

CHANNEL PLANNER OPTIMIZES MEDIA MIX BASED ON REACH, REVENUE & ROI



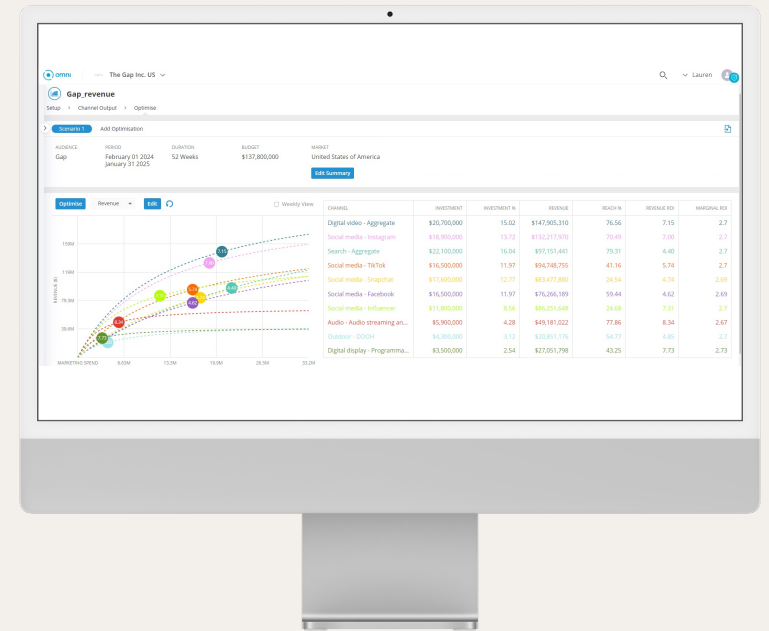
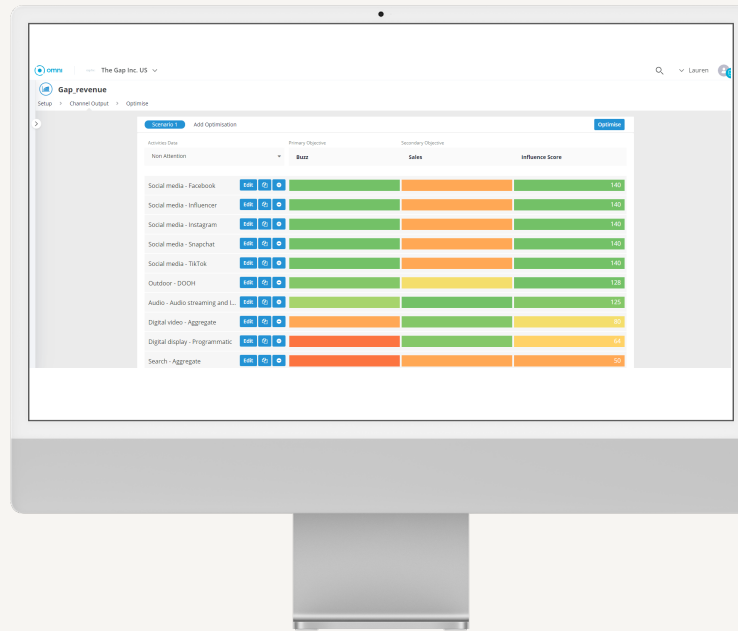
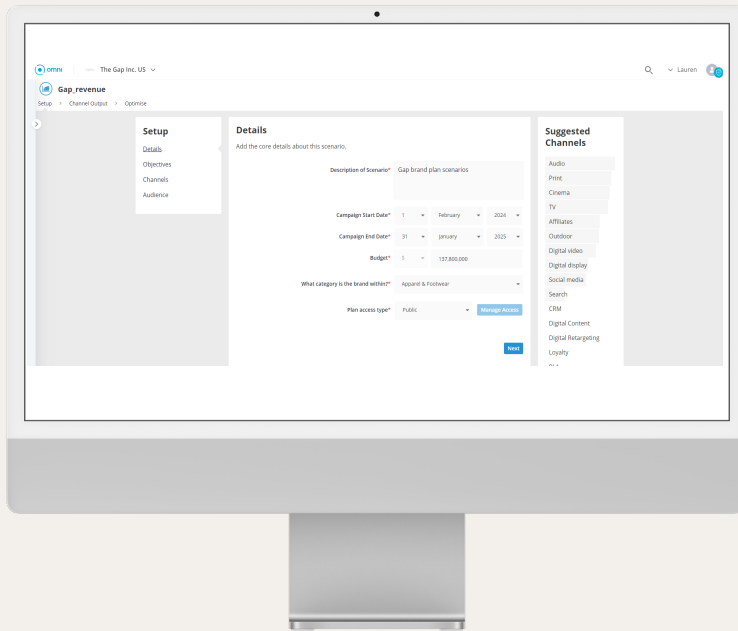
CAMPAIGN VARIABLES



MEDIA SELECTION



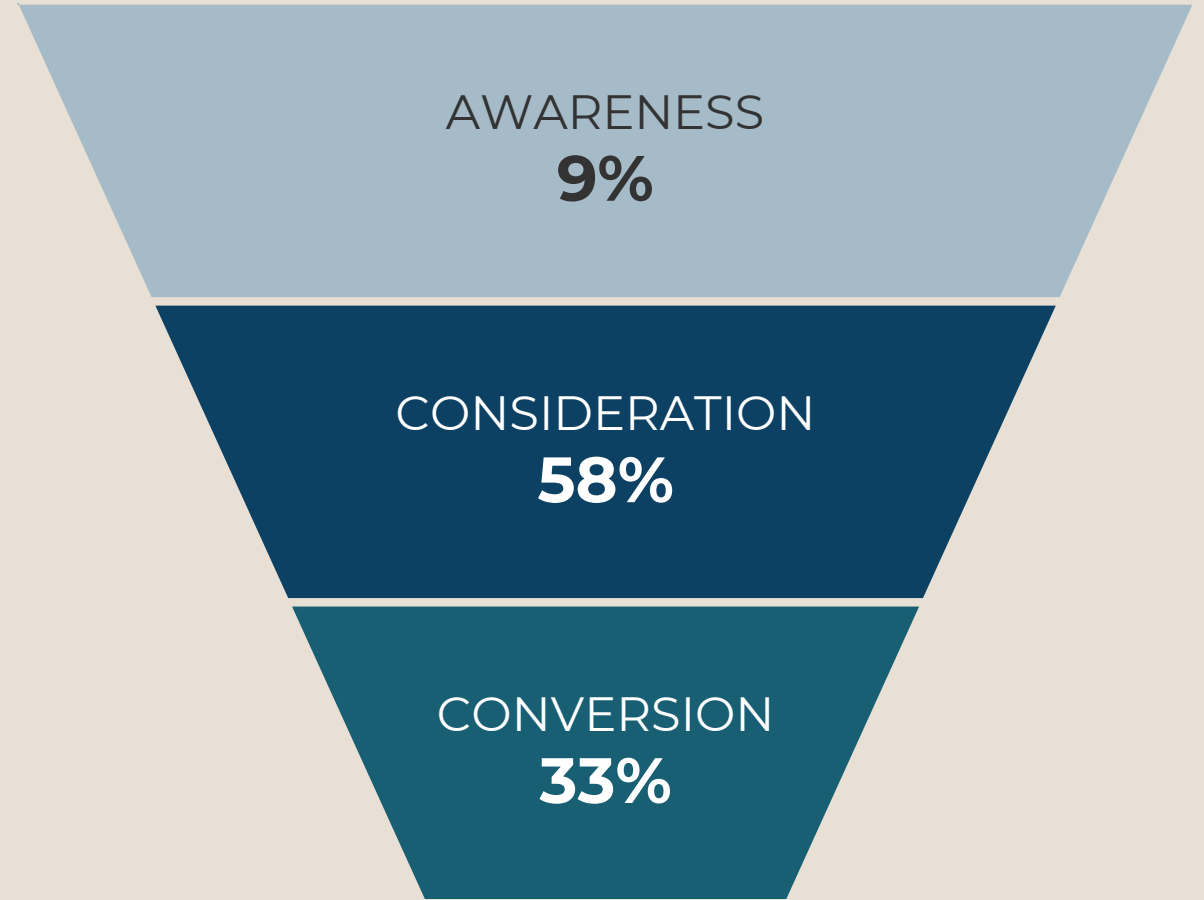
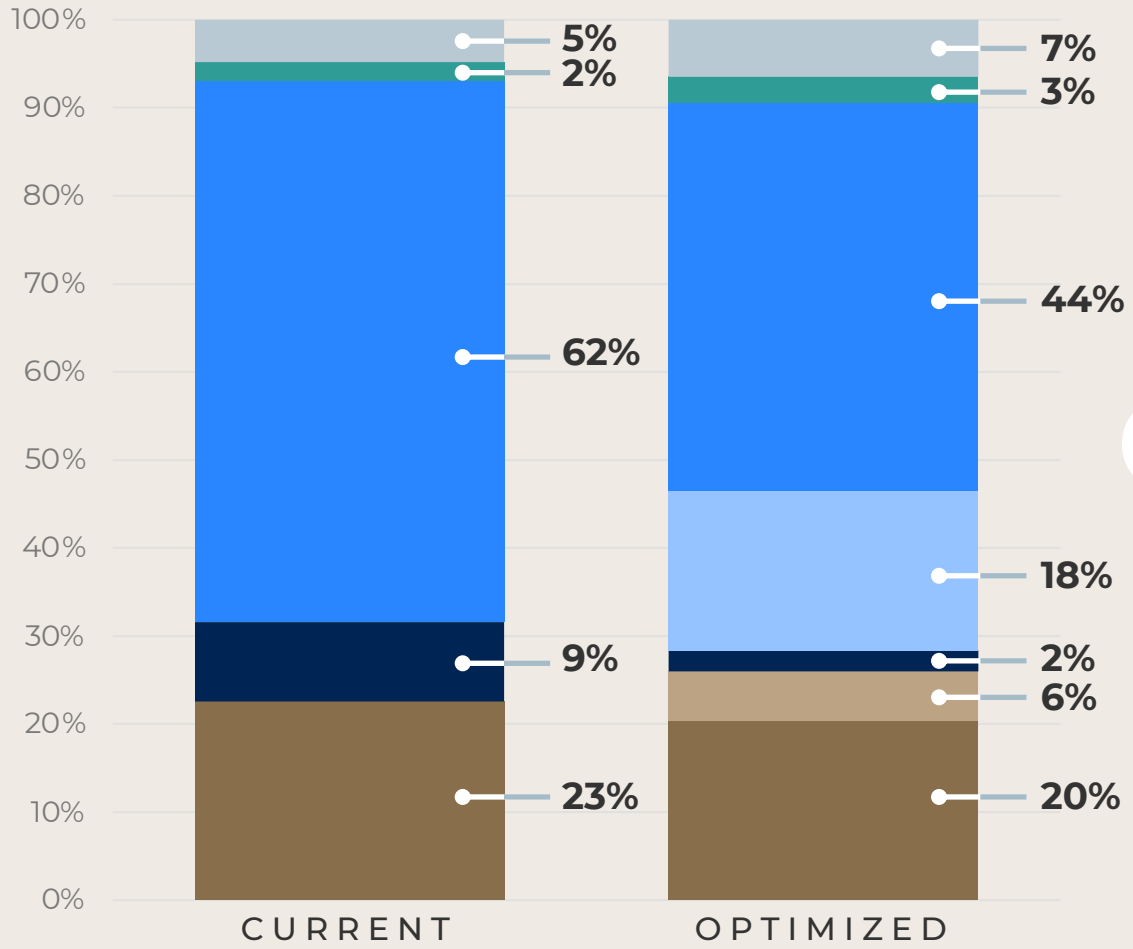
GAP INC. RESPONSE CURVES



OPTIMIZING THE MIX

NOT ABOUT THE WHAT BUT THE HOW

Gap Inc.



● VIDEO
 ● PAID SOCIAL
 ● DISPLAY
 ● AUDIO
 ● CONTENT
 ● OOH

USING CULTURE AS A LEVER TO INFORM THE MID-FUNNEL

MEDIA DECISIONS IMPROVE BRAND PERFORMANCE + LOVE



FROM	TO
Static Formats	Tentpoles + New Voices of Influence



FROM	TO
Display + Lower Funnel	Video, Social, Influencer, Audio to enable Storytelling



FROM	TO
Reach Programming	Environments centered in fandom and community



FROM	TO
Lower Funnel Search	Mid-Funnel Conversational Search
Style Keywords	Lifestyle, inclusive of Travel

NBCU | SPOTIFY | TIKTOK | GOOGLE

3

MEASUREMENT



TRADITIONAL RETAIL

LOWER FUNNEL BIASED MEASUREMENT

Last Click Media Optimization Metrics

Focus on the What

Tactical Tests

Dependent on Cookies



MODERN RETAIL

FULL FUNNEL MEASUREMENT

New Brand and Customer Metrics that Predict and Optimize the Impact of Brand Love on Sales

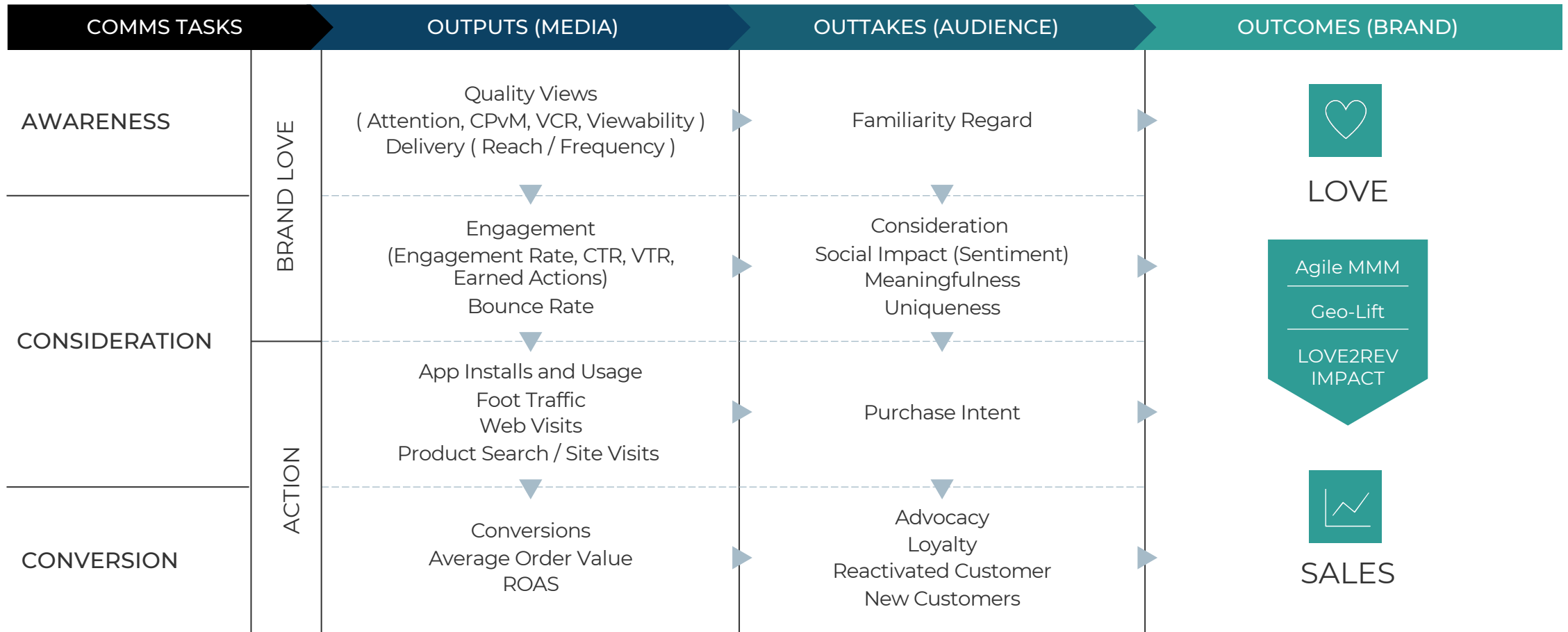
Uncovering the underlying drivers and motivations behind the consumer behavior

Strategic and Scalable Incrementality Tests

Future Proof via Clean Rooms - Powered by 1PD

A CLEAR LINE OF SIGHT TO CONNECT BRAND LOVE TO BUSINESS GROWTH

MEASUREMENT



MEASURE-TO-BE-BETTER

REFINE THE SEARCH PROGRAM

GROWTH IN DRIVING INCREMENTAL CONVERSIONS

CAPTURE INCREASE IN QUERIES

BALANCED DEMAND CREATION

THOUGHTFULLY ENTER NEW AUCTIONS

FULL CUSTOMER JOURNEY

HUMAN DRIVEN, POWERED BY AI

AI POWERED PRESCRIPTIVE DECISION MAKING

**EXAMINE DURABLE SOLUTIONS, REFRESH
CONVERSION ALGORITHM**

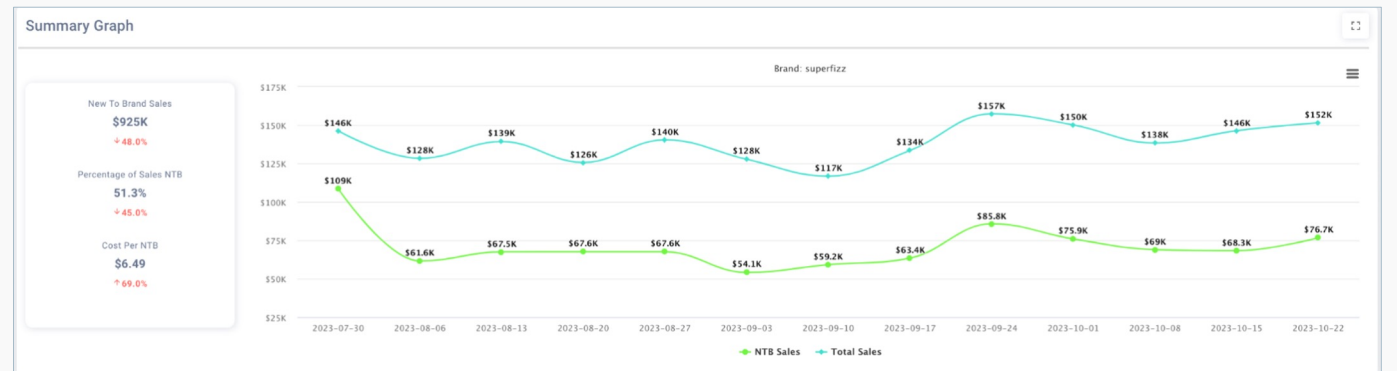
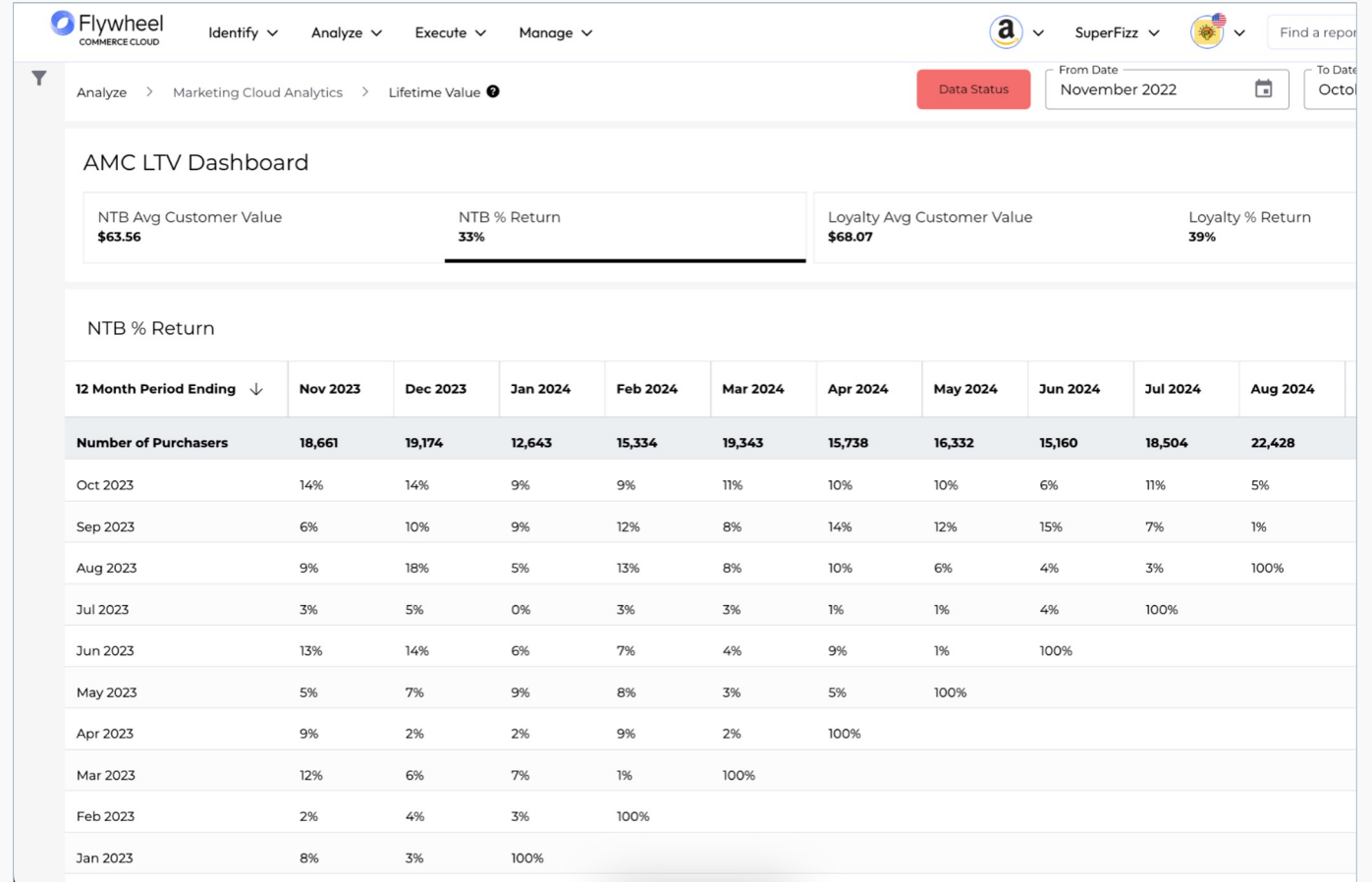
LEVERAGING RETAIL SIGNALS

Flywheel is the world's largest user of Amazon Marketing Cloud, Amazon's Clean Room

Because of our access and the power of the Amazon data we're able to use this environment to find incremental customers

Insights around New To Brand, Lifetime Value, Cross Purchase Behavior, Path to Purchase and much more are activated to guide our targeting

This enables our clients to scale in a way that's truly incremental





ATHLETA

RECHARGE ATHLETA'S POWERFUL PURPOSE

RECHARGE
**POWER OF SHE TO CREATE CULTURAL CURRENCY
& BRAND LOVE**



IT ALL STARTS WITH CULTURE

CULTURAL INTELLIGENCE SERVES AS AN ANCHOR FOR OUR AUDIENCE AND MEDIA STRATEGY



Culture Quantified

SEARCH FOR CULTURAL TRENDS

Keyword or Boolean Query

Quick Search

Clear Create Project

YOUR RECENT PROJECTS

athleta athleta gender gap algorithm-based media
algorithm based wellness design shoppable content shoppable content
inclusive design gen z gen z View All Projects

TODAY'S TOP ELEMENTS OF CULTURE

s&h's Elements of culture	# Signals
1. Polarization	217,153
2. Moral Imperative	206,975
3. Meme Culture	179,915
4. Unperfect	176,644
5. Distributed Trust	137,419
6. Near Nostalgia	134,627
7. New Masculinity	126,287
8. Snack Media	122,878
9. Unapologetic	116,974
10. Super Apps	116,882

These cultural trends are the most significant because they have been tagged to the most Signals (articles, tweets, patents, etc.) in Q™ during the last week.

[What are the Elements of Culture?](#)

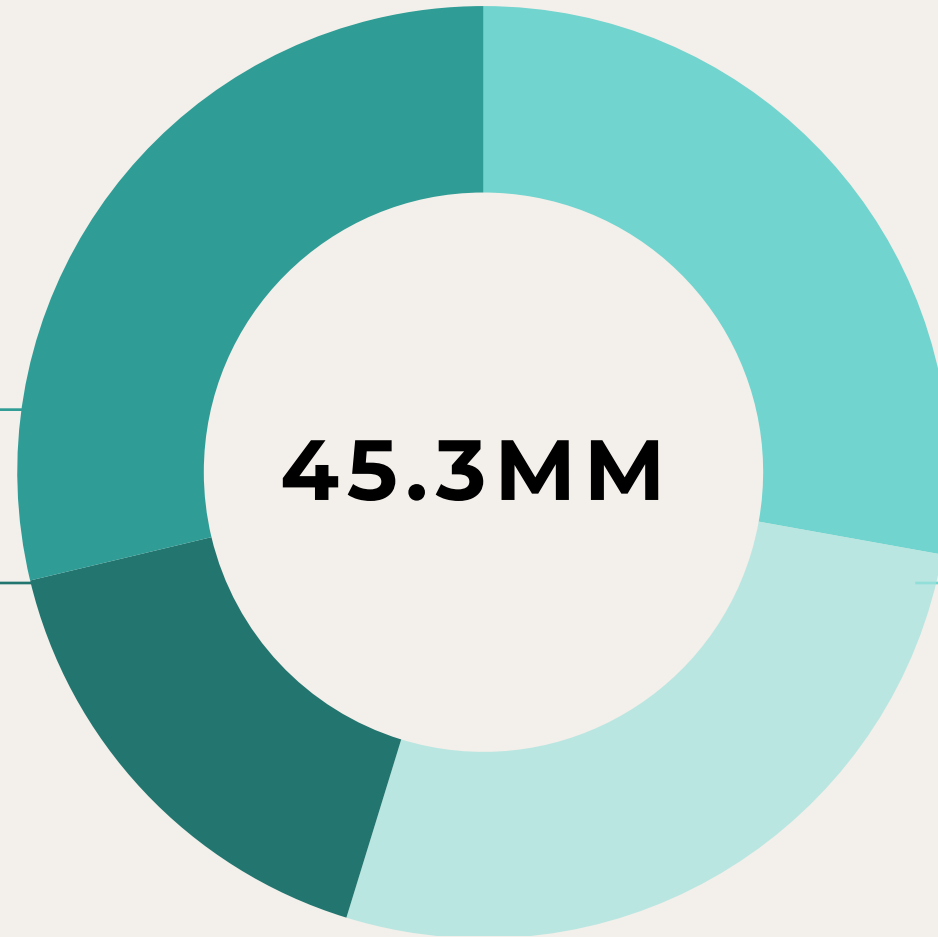
ATHLETA'S PRIME PROSPECTS FOR GROWTH



12.7
ONE STOP
SHOPPERS



12.3
ACTIVE ATHLETA
CUSTOMERS



FUNCTIONAL
STYLISTS

7.3



MODERN STYLE
MIXERS

11.9



DIVING DEEPER TO UNDERSTAND AUDIENCE OPPORTUNITIES

ACTIVE

GROWTH



Active Athleta Customers



One Stop Shoppers



Modern Style Mixers



Functional Stylists

AUDIENCE SIZE

12.3MM

13.7MM

11.9MM

7.3MM

WHO THEY ARE

35-64 Multicultural Adults
Single
\$75K+ HHI
Metropolitan, Suburban

25-54 Multicultural Adults
Single, Kids in HH
< \$75K HHI
Suburban

25-54 Multicultural Women
Single
< \$75K HHI
Metropolitan

35-64 Women
Single, Kids in HH
< \$75K HHI
Rural

WHERE THEY SHOP



AÉROPOSTALE

SHEIN FOREVER 21



DECISION DRIVERS

Quality, Trusted Brand, Sustainability, Convenience

Brand name, Trends, Trying New Things

Variety, Brand Name, Product Features, Trying New Things

Brand Name, Routine, Price

BARRIER

Switching

Adding another store to her shopping trip

Brand Name

Deal & Promotion Driven

JOB TO BE DONE

Increase Love & Loyalty

Increase Consideration

RECALIBRATING TO BOOST ATHLETA

TRADITIONAL

(LESS OF THIS)

Striving to appeal to all women

**Primarily using brand ads
to convert new customers**

**Acting like a traditional
mass media brand**

MODERN

(MORE OF THIS)

Homing in prime prospects for growth

**Transforming your customers
into brand advocates**

**Returning to your roots as
a digital-first, brand**

THE GENDER GAP | POWER WOMEN | BLURRED ID

COMMUNICATIONS PLATFORM

POWER WHATEVER MOVES HER

INSPIRE

WOMEN AND GIRLS
TO FIND THEIR MOVEMENT

Video, Social, Display, Creator,
OOH, Audio, Search

Google Spotify iHeart RADIO Vex

TikTok Instagram Dotdash meredith

POPSUGAR. NBCUniversal

INVITE

VIRTUAL AND
IRL COMMUNITY

Experiential, Social, Creator

facebook Instagram TikTok

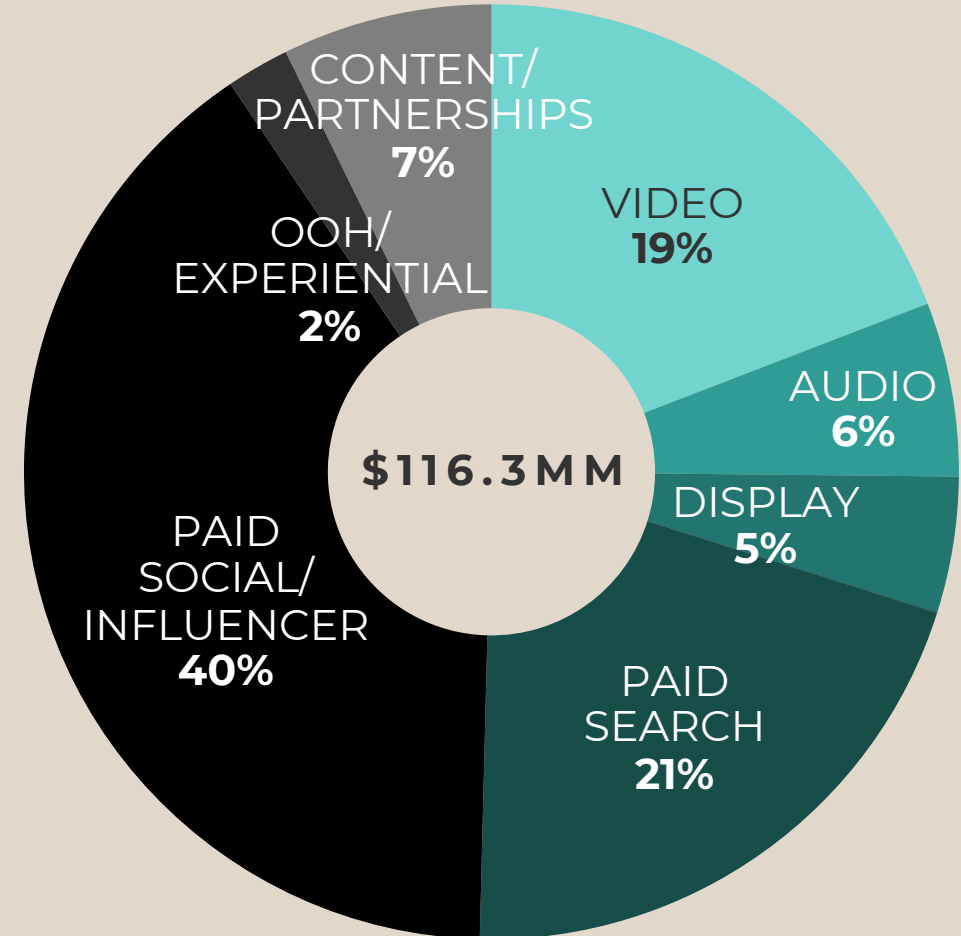
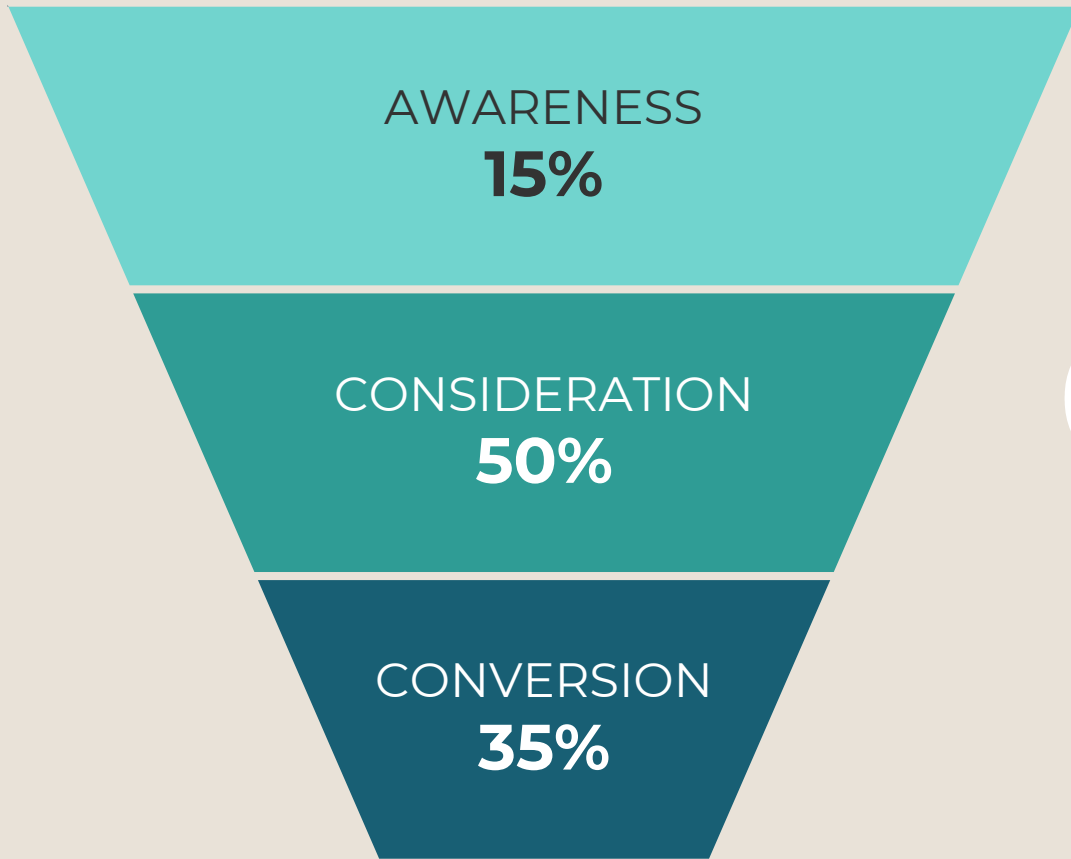
INVEST

AUTHENTICALLY IN FEMALE
ATHLETES AND SPORT

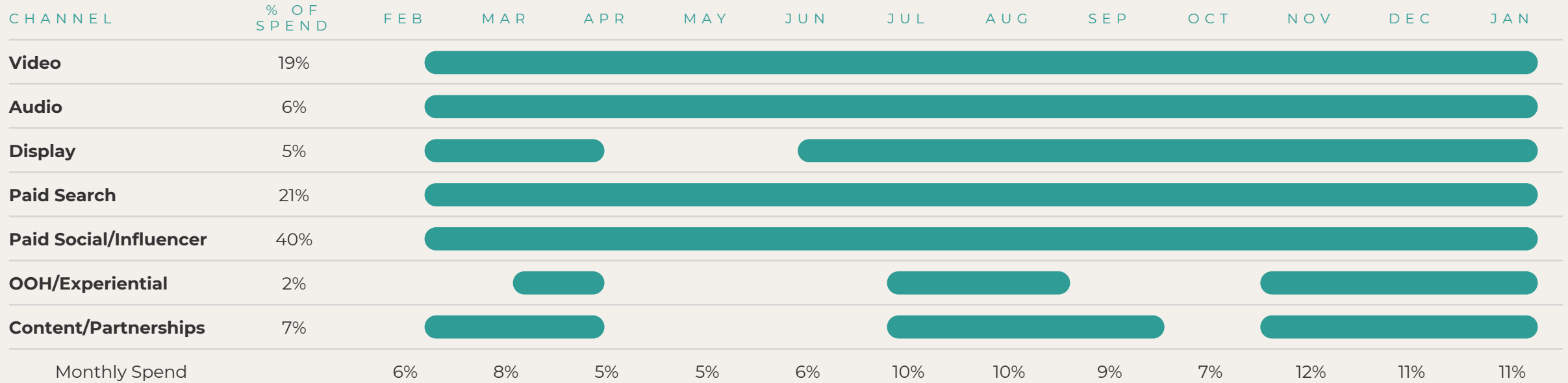
Content/Partnerships, Video, Creator

Gist The Athletic re OVERTIME

A DIGITAL-FIRST MIX SUPERCHARGING THE MID-FUNNEL



ALWAYS ON TO POWER WHATEVER MOVES HER



+1.5ppts

Brand Love

36%

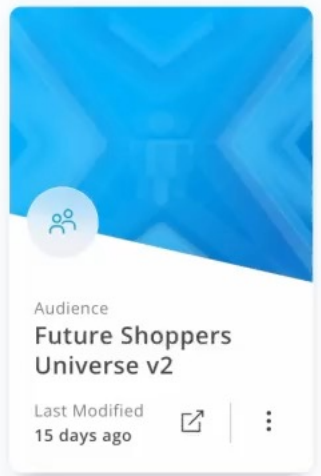
**Revenue Driven
by Paid Media**

+53%

ROI Improvement

Let's find your work.

Your recent activity



Audience
Future Shoppers Universe v2
Last Modified 15 days ago

Work in progress

- Recent Work
- Audience
- Insight
- Planning
- Creative
- Activation
- Optimization
- Workflow

TITLE	TYPE	MODIFIED DATE	CREATED DATE	STATUS	ACTIONS
-------	------	---------------	--------------	--------	---------

POWER OF SHE MOVES TO PARIS

POWER OF SHE COLLECTIVE INSPIRES OLYMPIC MOVEMENT AND SETS THE STAGE FOR FUTURE



One Stop Shoppers



Modern Style Mixers



Functional Stylists



Active Athleta Customers



The Gist NBCUniversal

INC The Athletic



Athleta Can't Be Boxed In How the Brand Champions the Individual

VOGUE



GAP

**REIGNITE THE
HERITAGE OF GAP**



RECALIBRATING GAP'S APPROACH TO MARKET

TRADITIONAL

(LESS OF THIS)

Talking to distinct generations

Surrounding cultural moments

Chasing trends and transactions

MODERN

(MORE OF THIS)

Bridging generations

Sparking cultural conversation

Connecting content and commerce

Build your audience

Project: Gap Inc. Pitch
Audience Name: Gap Customers

Estimated Counts: — Rate of Activation: — cpm UP-TO-DATE Refresh counts

Time period: Q4 2023 All attributes Search for criteria using simple keywords Search

SELECTED ATTRIBUTES



To start building an audience, search and add attributes to this workspace.

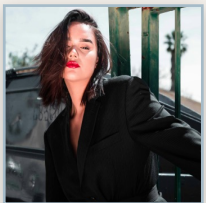
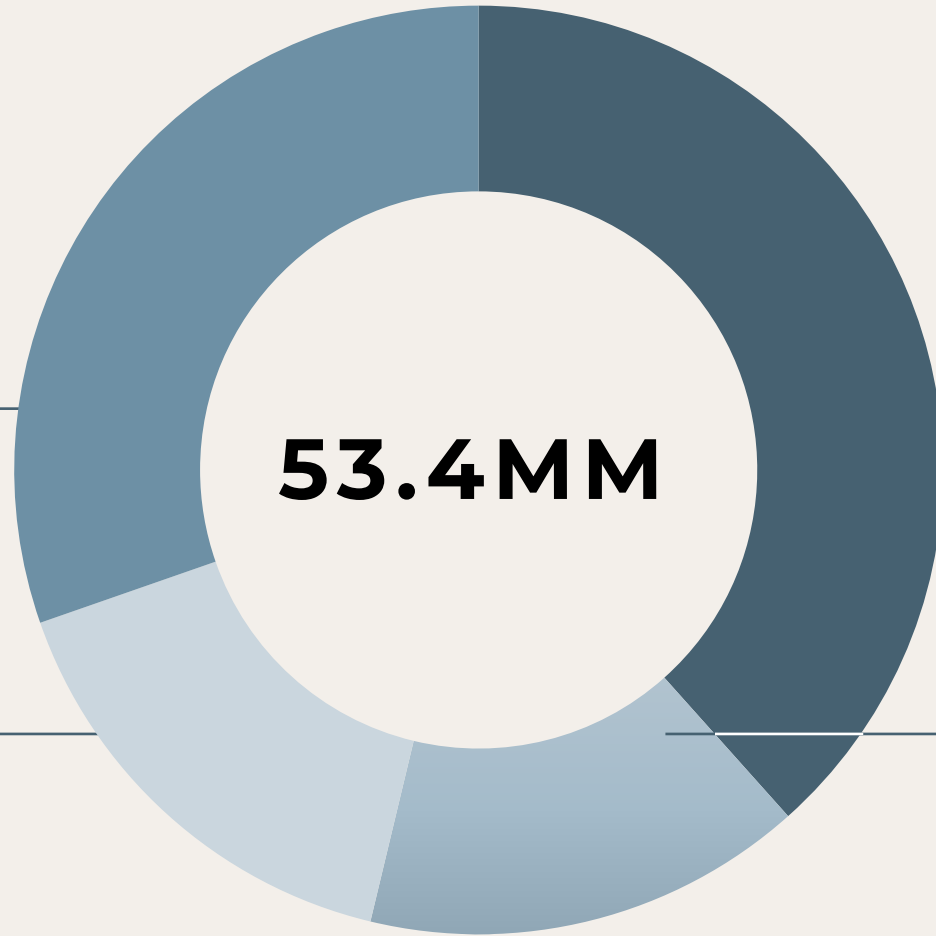
GAP PRIME PROSPECTS TO ACCELERATE GROWTH



16.2
MODERN STYLE
MIXERS



20.5
ACTIVE GAP
CUSTOMERS



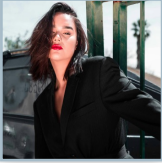
















8.5
ORIGINAL
TRENDSETTERS



8.2
BANANA REPUBLIC
CUSTOMERS

BRIDGING GENERATIONS WITH AUDIENCE-AGNOSTIC STRATEGY

	 Gap Customers	 Banana Republic Customers	 Original Trendsetters	 Modern Style Mixers
AUDIENCE SIZE	20.5M	8.2M	8.5MM	16.2MM
WHO THEY ARE	Elder Millennials (35-44) Female	Elder Millennials (35-44); Female \$100K+ HHI	Gen Z \$100K+ HHI Metropolitan	Millennial (25-44); Female Single; 1-2 Kids in HH Suburban
WHERE THEY SHOP	  	   	  	   SHEIN FOREVER 21
DECISION DRIVERS	Brand Name, Loyalty	Trusted Brand, Quality	Trying New Styles, Popularity	Bold Styles, Word-of-Mouth
BARRIER	Competitors	Brand Name	Price Sensitive	Deal & Promotion Driven
JOB TO BE DONE	Drive Top of Mind Awareness Convert	Drive cross-sell conversion	Increase Consideration	

NEAR NOSTALGIA | MICROCULTURES | UNPERFECT

COMMUNICATIONS PLATFORM

CREATE CULTURAL CONNECTIONS THAT MOVE GENERATIONS

REVIVE OUR ICONS

Nostalgic storytelling

Long-form & short-form video

teenVOGUE WHO WHAT WEAR HYPEBEAST 29 REFINERY29



YouTube



PRODUCE NEW CULTURAL BEATS

Bold moves in music and media

Original collabs & community platforms

teenVOGUE



vevo



MOVE BEYOND THE TRANSACTION

Product styling & storytelling

Dynamic creative optimization

Artbot

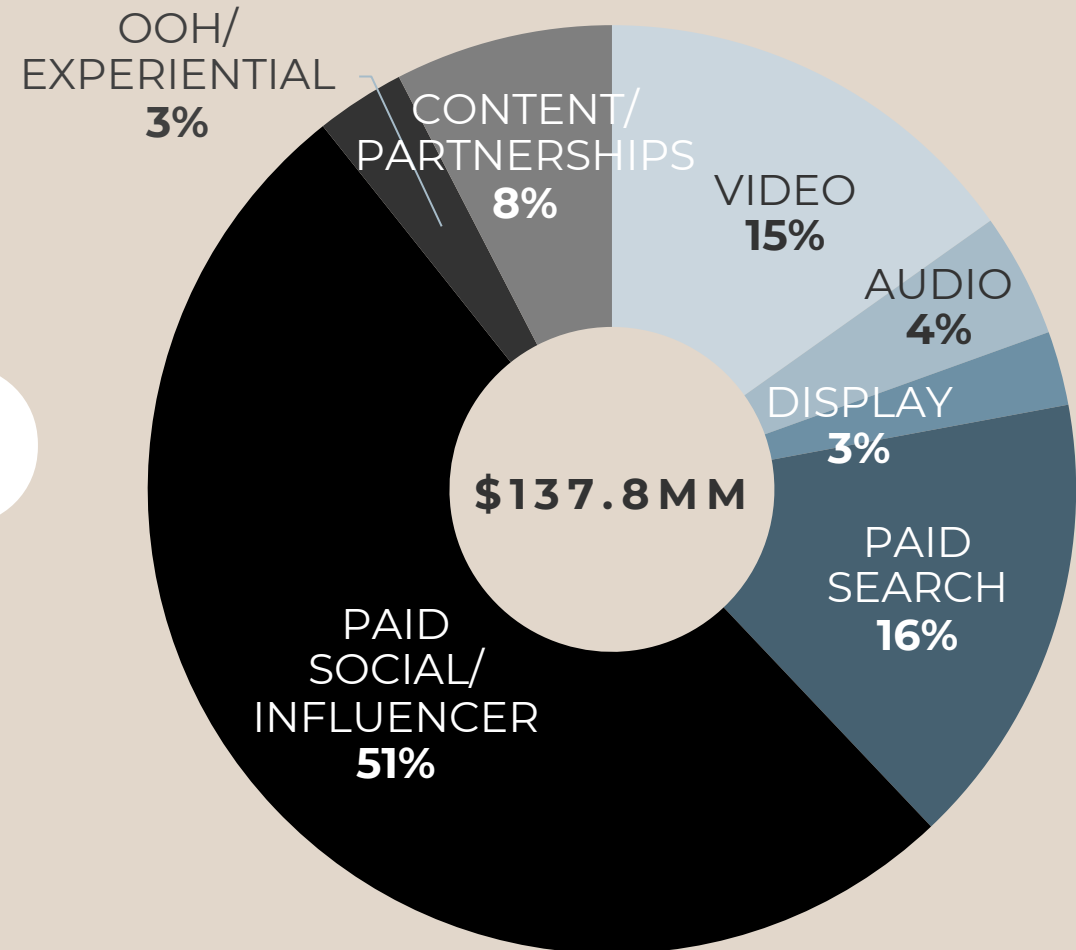
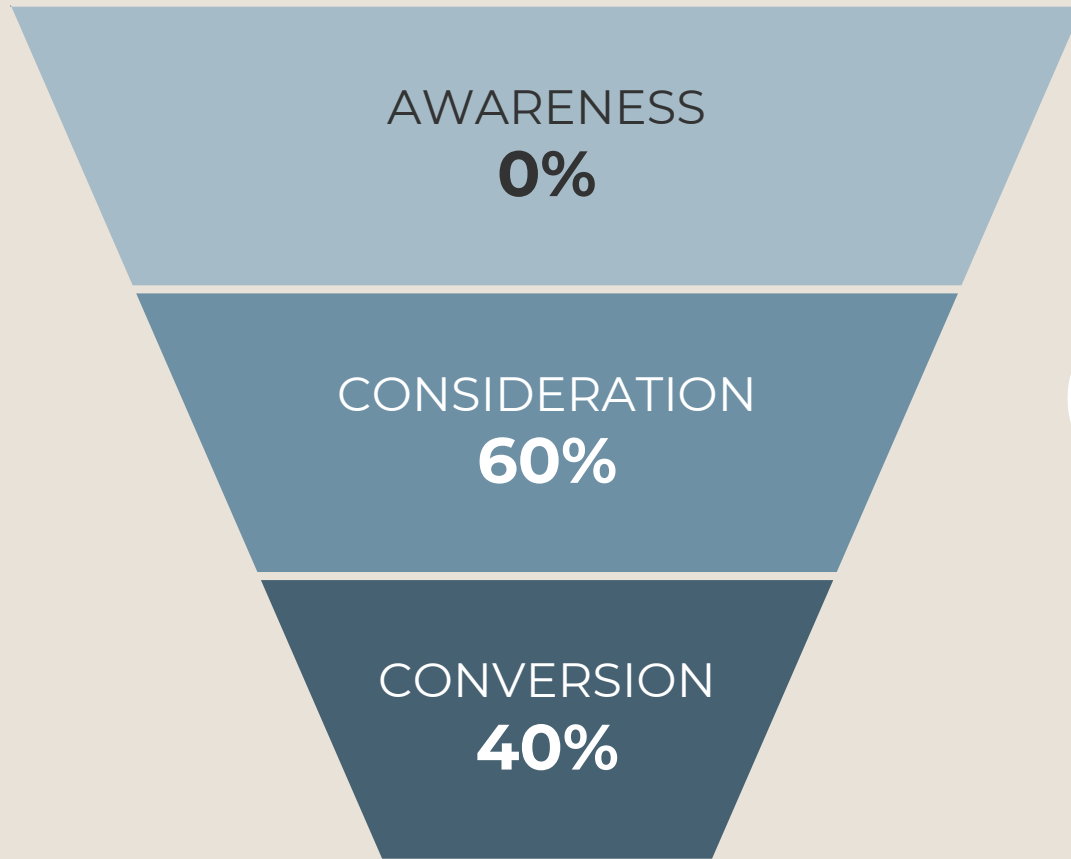


Bing

amazon



AN OPTIMIZED MEDIA MIX CONNECTING CONTENT TO COMMERCE



DELIVER INTELLIGENTLY

SOCIAL

Organic content humanizes your brand and acts as the front door to your ecosystem. It invites us in and builds familiarity.



Influencers.

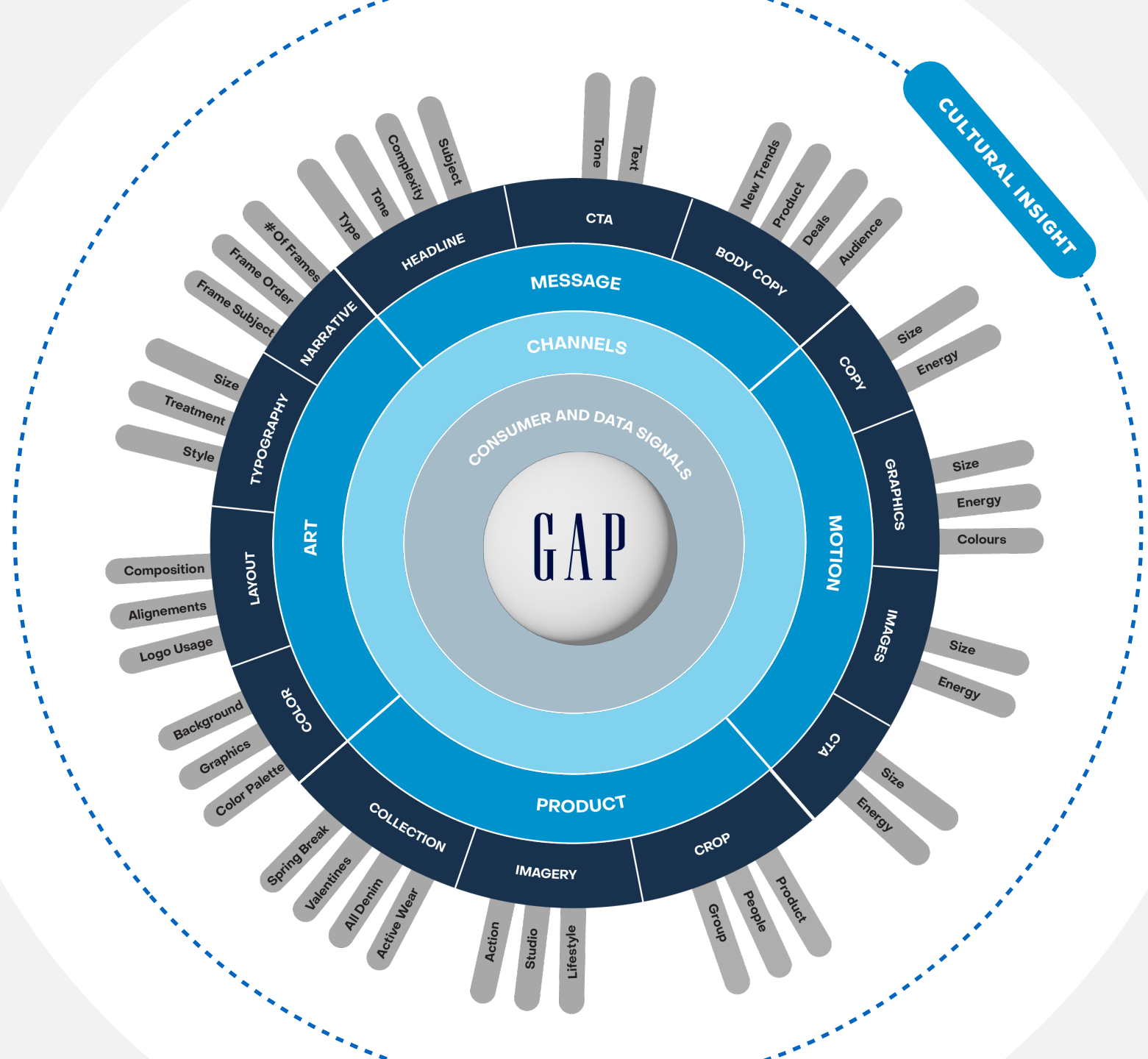


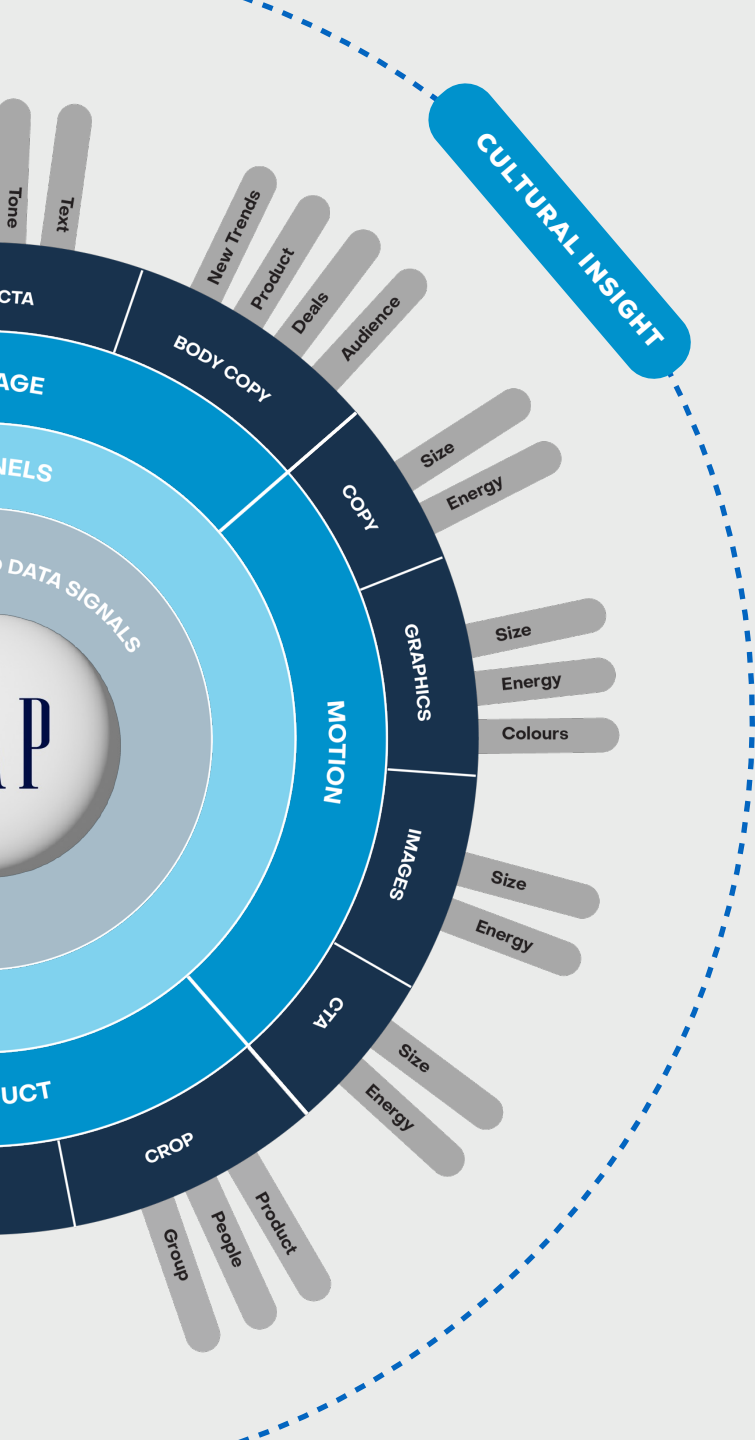
Paid Media.

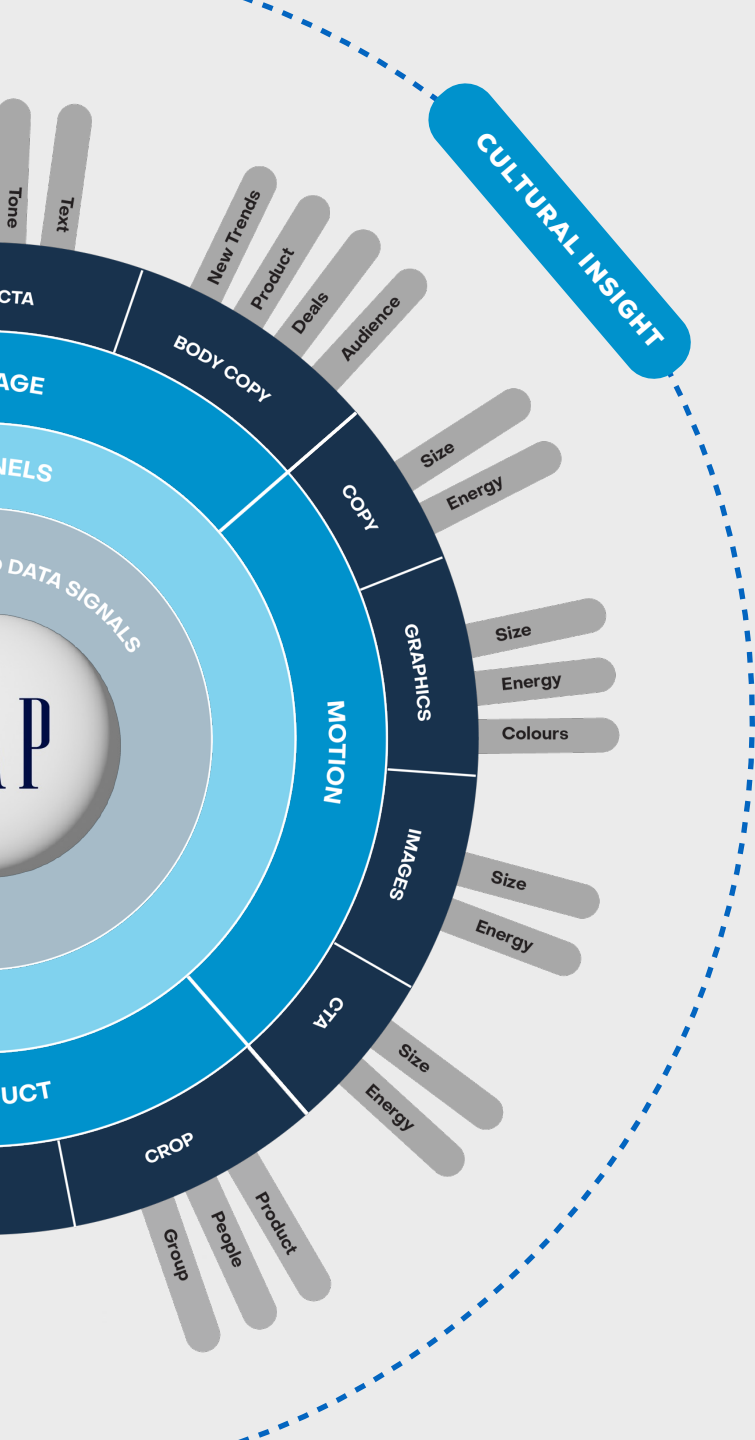


ATOMIC DESIGN,
WITH INTELLIGENCE

THE CREATIVE WHEEL



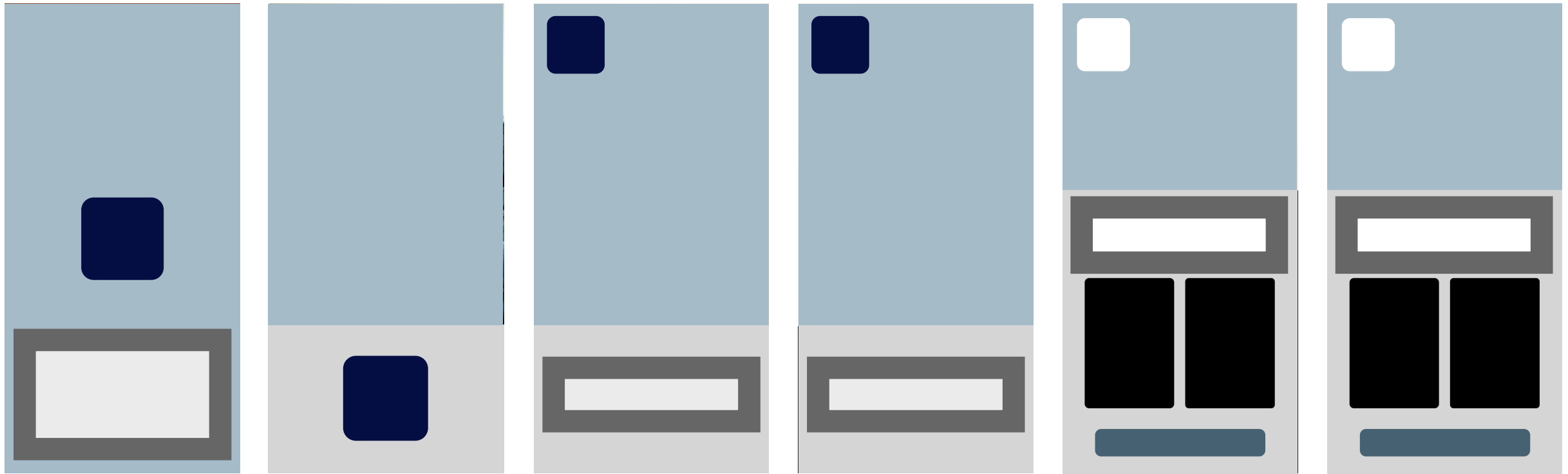








Modern Style Mixers



Inspiration

Decision



Original Trendsetters

GAP

Dua Lipa

GAP

GAP

Easy. Effortless.
Classic Gap Linen.

GAP

Easy. Effortless.
Classic Gap Linen.

GAP

365 High Rise
Linen-Blend Shorts

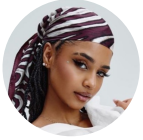
SHOP THE LOOKBOOK

GAP

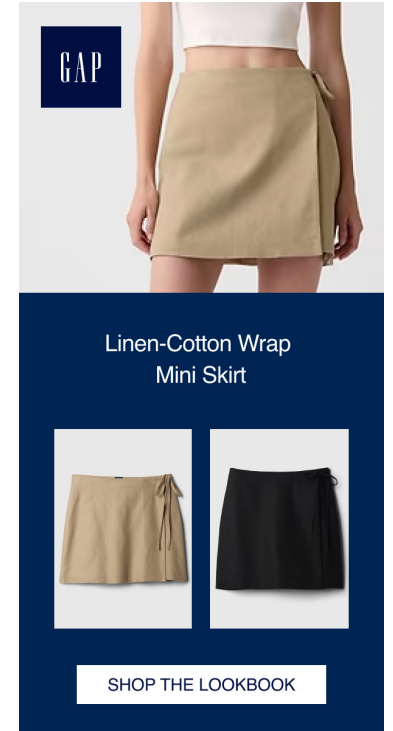
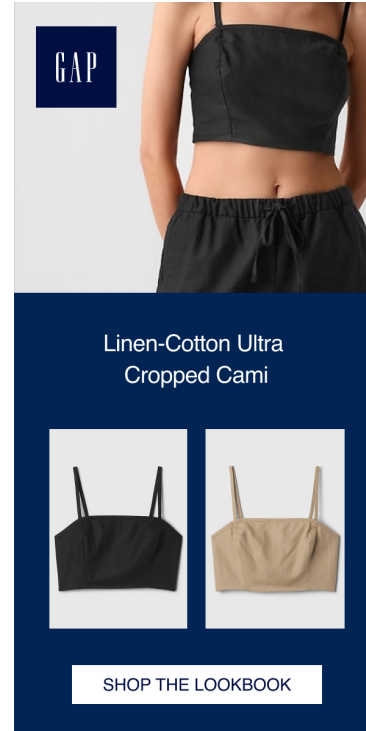
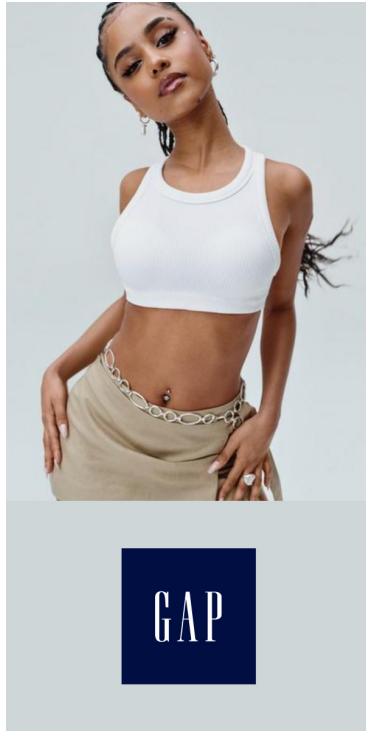
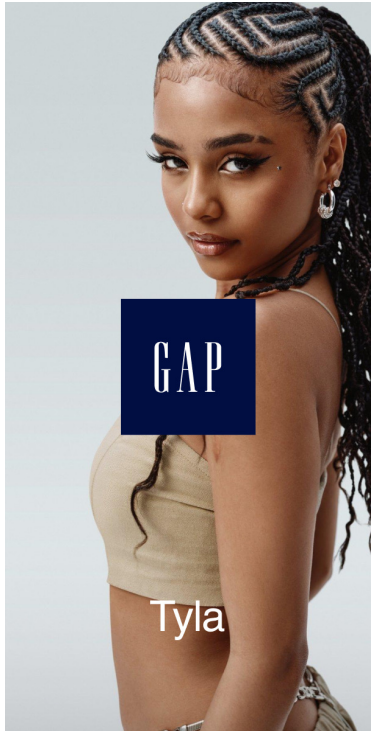
Linen-Cotton
Vest

SHOP THE LOOKBOOK





Current Gap Customers



Inspiration

Decision





GAP

GENERATIONAL THREADS

CELEBRATE GAP'S ICONIC
HERITAGE BY
REIMAGINING THE PAST
WITH THE FUTURE
OF POP CULTURE

Collabs x Partnerships

Red Carpet x Runway

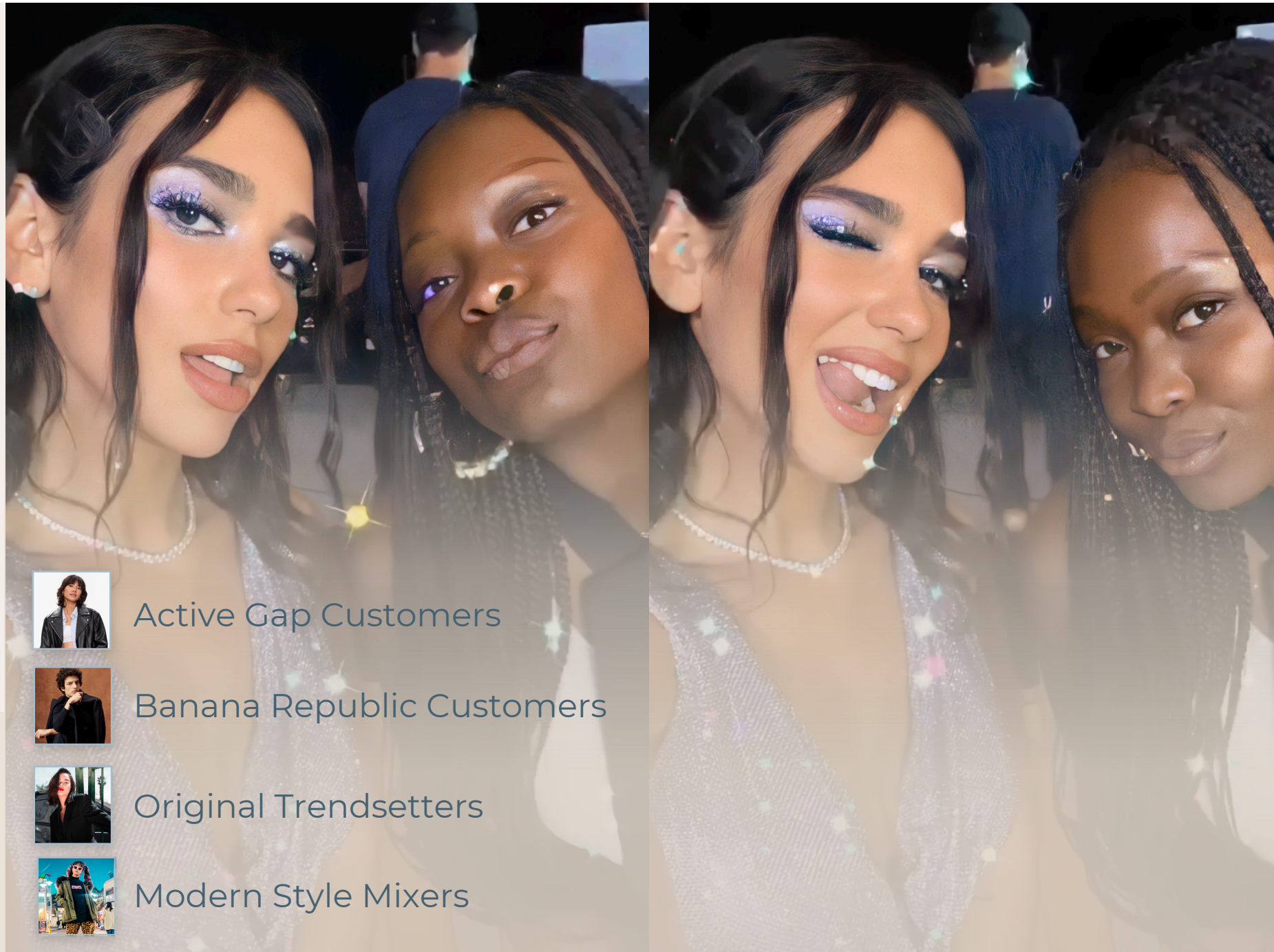
Exclusive Drops x
Experiences

Offline x Online

 **TikTok**  **RollingStone**

billboard  **SOUNDCLOUD**

NYFW THE SHOWS



Active Gap Customers



Banana Republic Customers



Original Trendsetters



Modern Style Mixers

CONSUMERS ARE SHOPPING YOUR CATEGORIES

SEARCH FREQUENCY RANK

Read as, “#1 is the most searched term on all of Amazon”

Jeans for women: 1,001

Hoodie: 1,148

Women's jeans: 1,249

Sweatpants: 2,494

Jeans for men: 2,766

Men's jeans: 3,252

Jeans: 3,719

Sweatshirt: 4,269

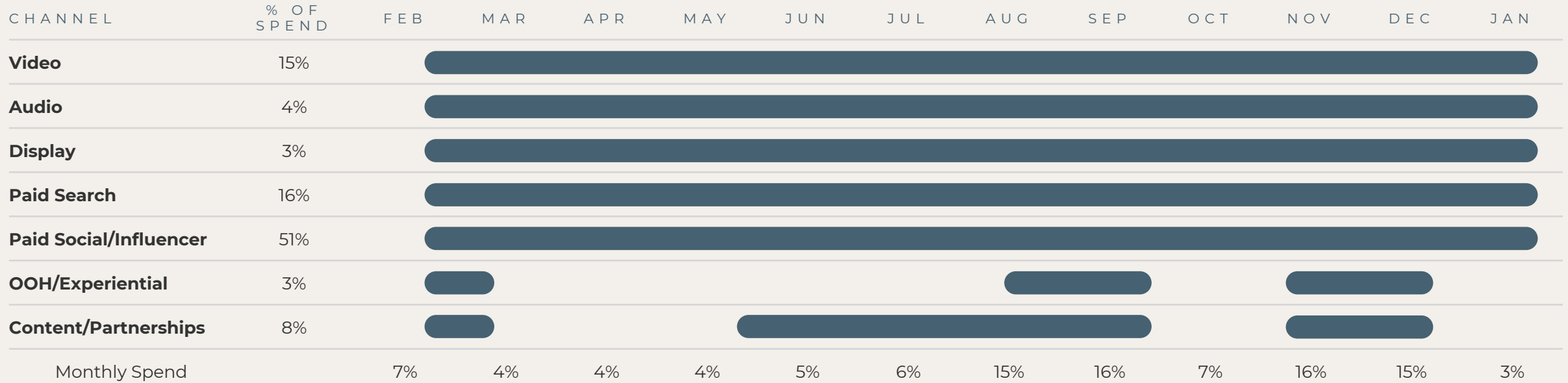
Cargo pants: 5,129

High waisted jeans for women: 5,929

NON-BRANDED TERMS: JANUARY

KEYWORD	TARGETING TYPE	SEARCH FREQUENCY RANK	SPONSORED BRANDS	SPONSORED PRODUCTS ABOVE THE FOLD	ORGANIC
Jeans for women	Non-Branded	1,001	0%	0%	0%
Hoodie	Non-Branded	1,149	12%	0%	1%
Women's jeans	Non-Branded	1,249	0%	0%	1%
Sweatpants	Non-branded	2,494	0%	0%	0%
Jeans for men	Non-Branded	2,766	0%	0%	3%
Men's jeans	Non-Branded	3,252	0%	0%	2%
Jeans	Non-Branded	3,719	0%	0%	0%
Sweatshirt	Non-Branded	4,269	0%	0%	0%
Cargo pants	Non-Branded	5,129	0%	0%	0%
High waisted jeans for women	Non-Branded	5,929	0%	0%	1%
White t shirts for men	Non-Branded	5,994	0%	0%	2%
Sweatshirts for women	Non-Branded	10,361	0%	0%	0%

INFUSE CULTURE INTO OUR STRATEGY



+3ppts
Brand Love

28%
Revenue Driven By
Paid Media

+19%
ROI Improvement



How Gap Got Its Groove Back

BUSINESS OF FASHION



OLD NAVY

**RECLAIM OLD NAVY
TO CELEBRITY STATUS**

RECALIBRATING TOWARDS EVERYDAY ON-TREND ESSENTIALS

TRADITIONAL

(LESS OF THIS)

Seasonal promotions as triggers

Focusing budget on low funnel

Product-focused creative

In-store and website shopping

MODERN

(MORE OF THIS)

A go-to for everyday fashion

Balancing upper and lower funnel

Injecting brand personality

Flattened consumer journeys

OLD NAVY PRIME PROSPECTS



7.9
FUNCTIONAL
STYLISTS

ONE STOP
SHOPPERS

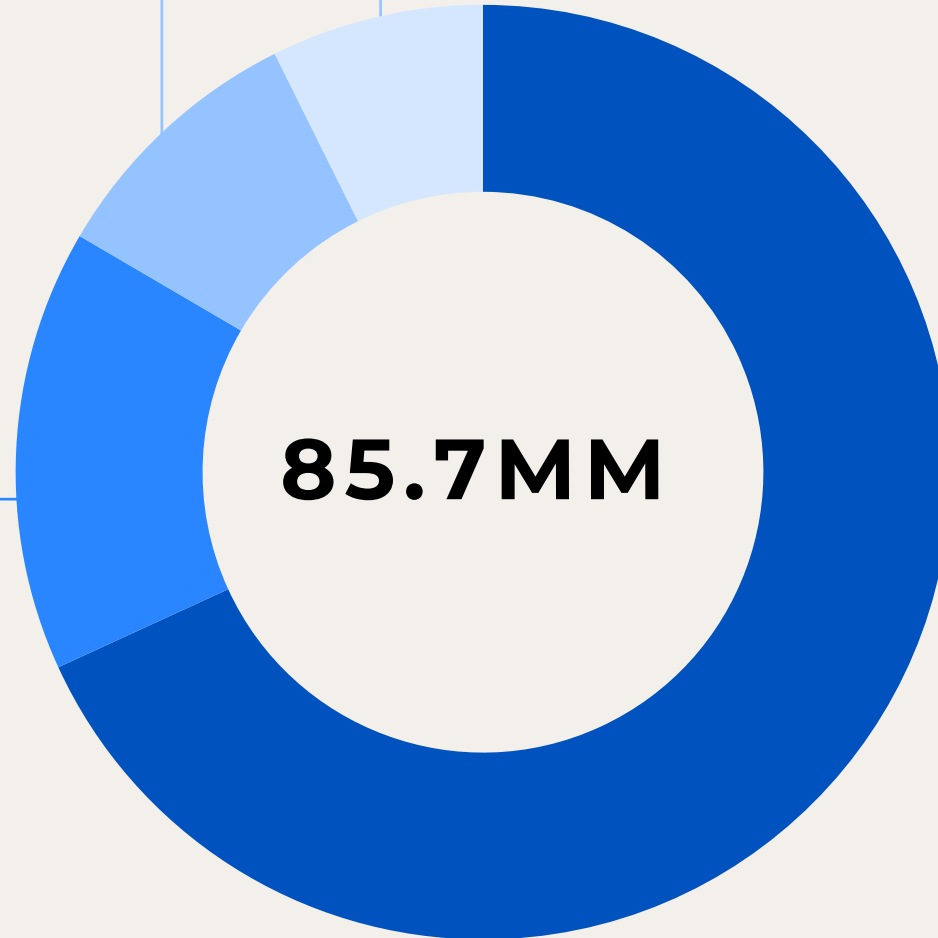
13.1



6.3
CLASSIC TRADITIONALISTS

ACTIVE OLD NAVY
CUSTOMERS

58.4



DOUBLING DOWN ON ACTIVES WHILE ENGAGING PROPENSED NON-BRAND CUSTOMERS

ACTIVE

GROWTH



Active Old Navy Customers



One Stop Shoppers



Functional Stylists



Classic Traditionalists

AUDIENCE SIZE

58.4MM

13.1MM

7.9MM

6.3MM

WHO THEY ARE

35-64 Women
Multicultural
\$50K HHI+
Suburban

25-54 Multicultural Adults
Single, Kids in HH
< \$75K HHI
Suburban

35-64 Women
Single, Kids in HH
< \$75K HHI
Rural

45-74 Women
Kids in HH - Multigen
\$75-150K HHI
Rural, Suburban

WHERE THEY SHOP

TOMMY HILFIGER UNIQLO
Abercrombie & Fitch ZARA

Walmart TARGET VICTORIA'S SECRET
AÉROPOSTALE

Walmart adidas TEMU
AMERICAN EAGLE OUTFITTERS

amazon Walmart QVC
sam's club KOHL'S

DECISION DRIVERS

Brand Name, Trying New Things, Convenience, Trends

Brand Name, Trends, Trying New Things

Brand Name, Routine, Price

Quality, Price, Routine

BARRIER

Switching

Adding Another Store to Her Shopping Trip

Deal & Promotion Driven

Perception of Quality

JOB TO BE DONE

Drive Top of Mind Awareness

Increase Consideration

NEO CELEBRITY | MICROCULTURES | MAXIMALISM

COMMUNICATIONS PLATFORM

SPARK JOYFUL SELF-EXPRESSION ALL YEAR ROUND

ACT AS A POP CULTURE ZEITGIEST

SPOTLIGHT ENDLESS OPTIONS FOR ALL PEOPLE & OCCASIONS

RECRUIT AND RETAIN OLD NAVY STANS

Feel-good environments

Demonstrate apparel range

Beyond-the-store experiences

Star power for relevance

DCO to personalize

Deploy new loyalty offers

Integrate cultural trends

Creators, Social, Search, DCO

New ways to shop

Streaming TV, High Impact, Creators, OOH, Cinema

Experiential, Digital Tokens, Social, Search

teenVOGUE

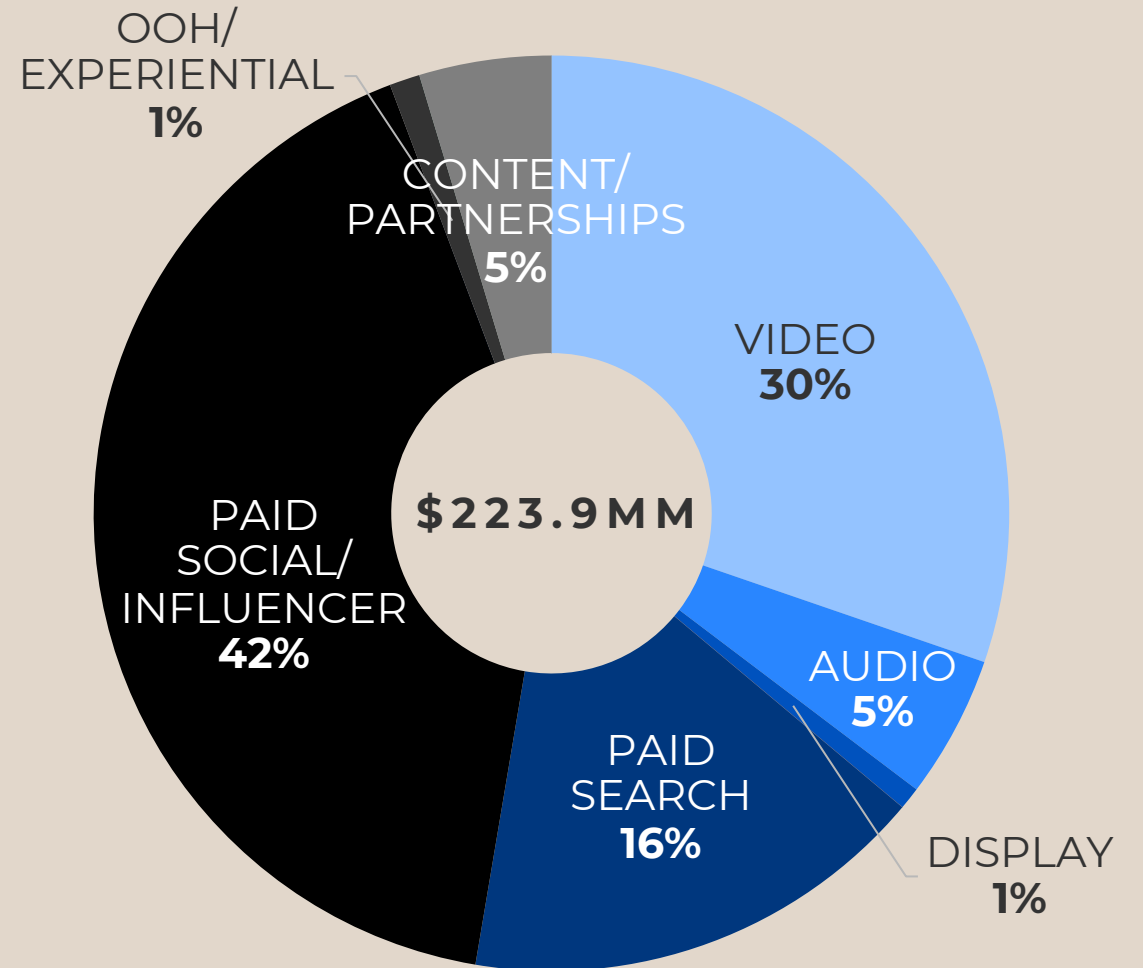
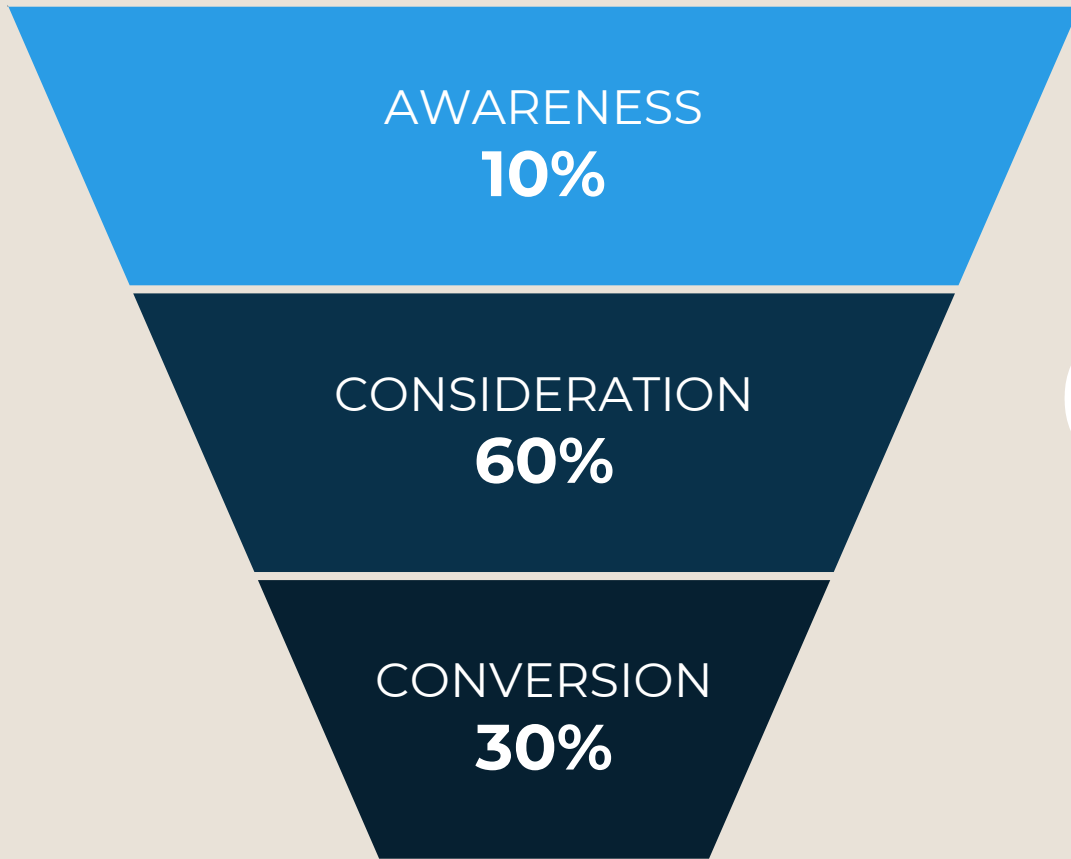


TikTok POPSUGAR.

ROBLOX



MAXIMIZING MID-FUNNEL FOR OLD NAVY BRAND LOVE



Gap Old Navy Q4'23

Target Frequency Range: 7-10x per Initiative to Date

- Overview
- AUDIENCE INSIGHTS
 - Audience Composition
- PERFORMANCE
 - Detail
 - Frequency
 - Overlap
 - Optimization
 - Summary

Overview

Optimal Frequency: 7-10 times per initiative to date

Time Increment: Initiative to Date

Audience: The_Gap_Inc_US_Fut...

% ON TARGET VS. DELIVERED REACH



Trends

View By: Cross-Screen HH Reach

Broadcast Cadence: Weekly

Week of 12/04/2023

- Cross-Screen HH Reach: 5.34M
- Cumulative Reach: 9.53M
- Total Universe: 9,527,661 / 122,690,291 (7.77%)
- On-Target & Optimal Frequency Cross-Screen HH Reach: 622.36K



OLD NAVY

TURN OLD NAVY INTO A PLAYGROUND

CANVAS FOR CREATIVITY TO
UNLEASH FUTURE ICONS

Community-designed
collection

Roblox Avatar Shop
+ integration

First-to-Market TikTok
Opportunity



Functional
Stylists



Active Old Navy
Customers

ROBLOX

TikTok

Snap Inc.

teenVOGUE



Let's find your work.



Your recent activity



Workflow
Roblox Avatar Shop

Last Modified Today



Insight
Near Nostalgia - Cultural Trend

Last Modified Today



Audience
Past Shoppers - Old Navy

Last Modified Today



Planning
BR 2024 Plan

Last Modified 2 days ago



Audience
Modern Style Mixers (BR Priority)

Last Modified Today

Work in progress

Recent Work Audience Insight Planning Creative Activation Optimization Workflow

	TITLE	TYPE	MODIFIED DATE	CREATED DATE	STATUS	ACTIONS
	Roblox Avatar Shop	Campaign	Mar 10, 2024	Mar 9, 2024	Active	

OLD NAVY

TURN OLD NAVY INTO A PLAYGROUND

CANVAS FOR CREATIVITY TO
UNLEASH FUTURE ICONS

Community-designed
collection

Roblox Avatar Shop
+ integration

First-to-Market TikTok
Opportunity



Functional
Stylists



Active Old Navy
Customers



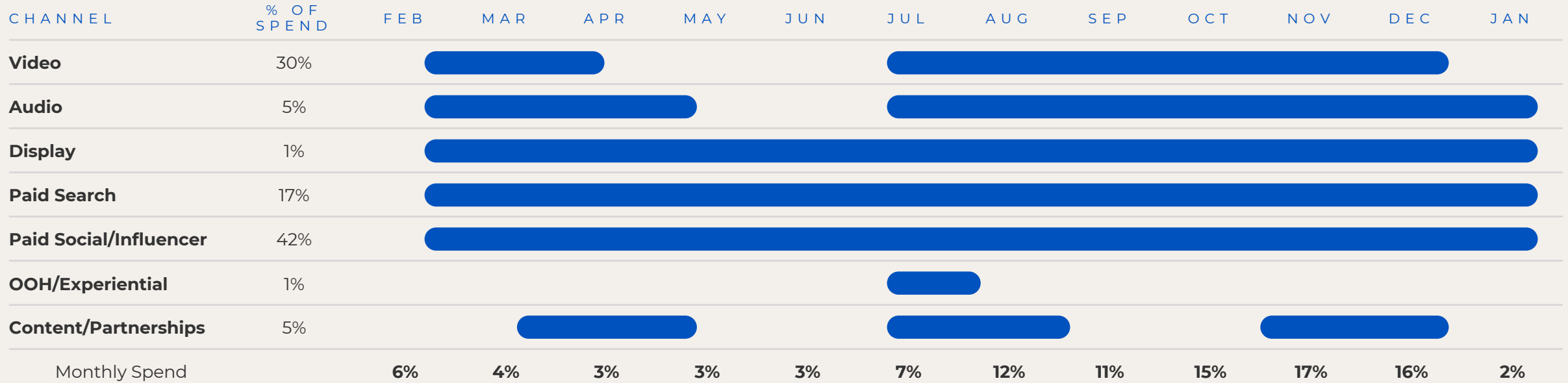
ROBLOX

TikTok

Snap Inc.

teenVOGUE

BUILD RELEVANCE ALWAYS-ON, WITH KEY PROMOTIONAL SPIKES



+2ppts

Brand Love

17%

**Revenue Driven
by Paid Media**

+29%

ROI Improvement

A stack of three Forbes magazine covers is shown, tilted at an angle. The covers feature two models wearing denim clothing. The top cover has the word 'Forbes' in large black letters at the top. A large white double quote icon is overlaid on the top cover. The main headline is in white text on a dark blue background. The word 'FORBES' is printed in small white letters at the bottom of the top cover.

Old Navy Achieves \$10B in Sales,
Thanks to Accelerated Social
Commerce Efforts

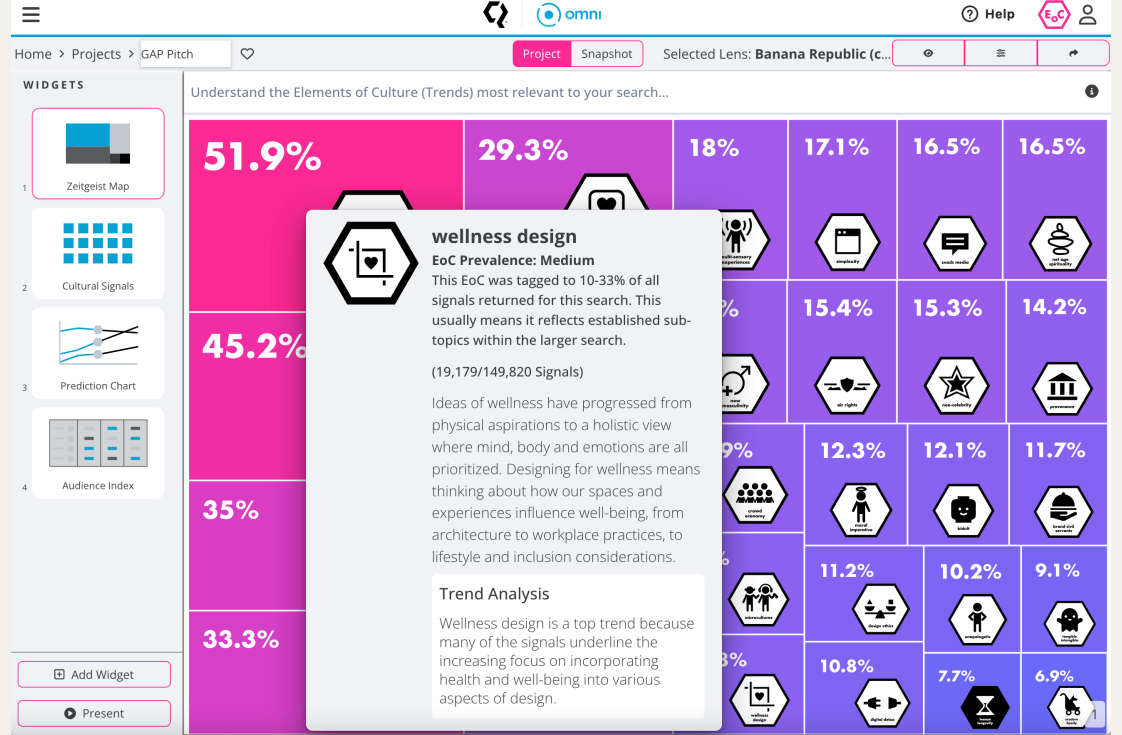
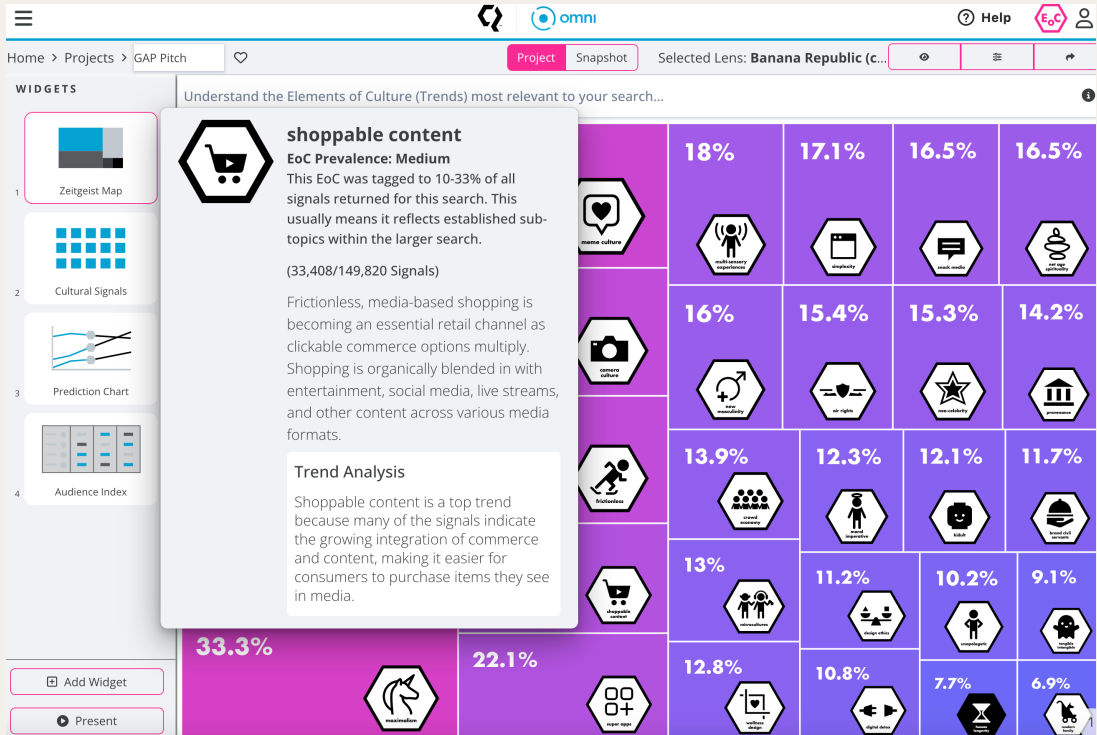
FORBES

A man and a woman are walking through a field of tall, golden-brown grass. The man is on the left, wearing a dark blue V-neck sweater and dark pants, looking towards the woman. The woman is on the right, wearing a light-colored turtleneck sweater, a dark skirt, and a light-colored, textured jacket, looking back at the man. In the background, there is a body of water and two tall, weathered stone pillars. The sky is a deep blue. A large, semi-transparent grey 'Z' shape is overlaid on the left side of the image.

BANANA REPUBLIC

RE-ESTABLISH CULTURAL RELEVANCE OF BANANA REPUBLIC

BANANA REPUBLIC MACRO TRENDS



STRATEGIC RECALIBRATIONS TO ACCELERATE GROWTH

TRADITIONAL

(LESS OF THIS)

Highly promotional and transactional experiences

Using broad, mass reach channels

Focusing on product trends

Primarily relying on brand ads

MODERN

(MORE OF THIS)

Driving deeper brand engagement, love and loyalty

Scaling addressable media channels of influence

Showcasing elevated aesthetics through purposeful storytelling

Leveraging influential voices

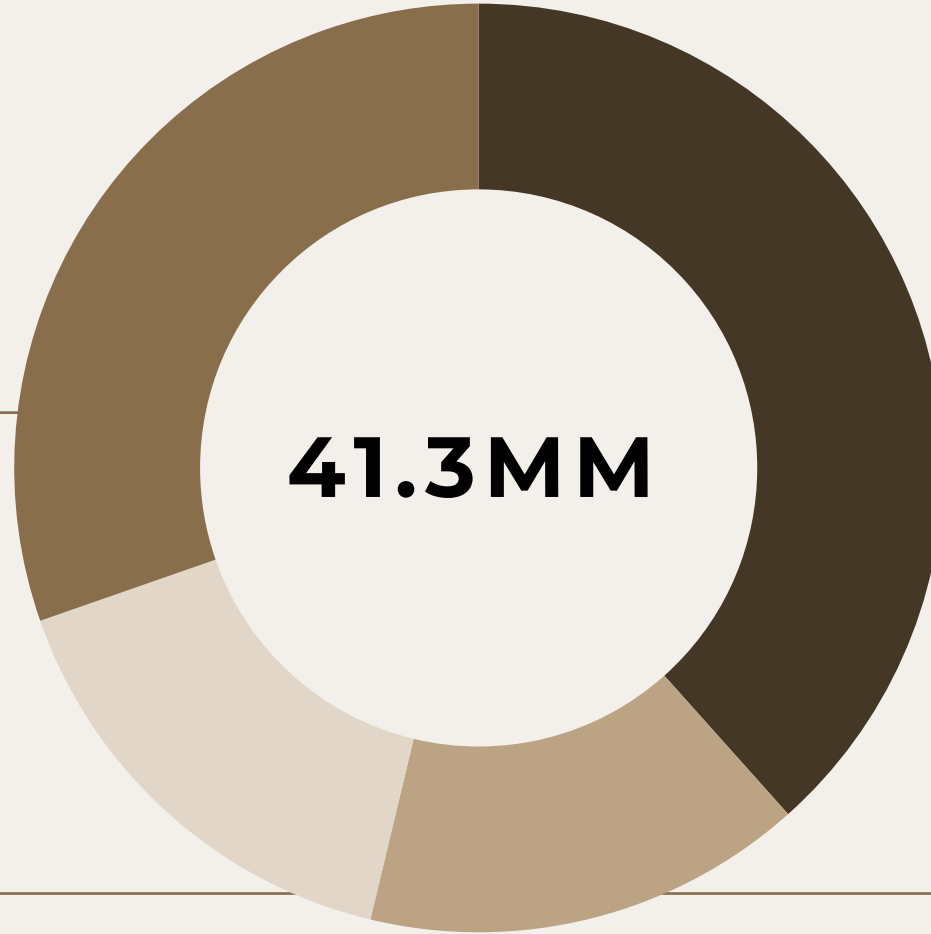
WHO ARE THE PEOPLE THAT LOVE YOU TODAY? AND WHO ARE PRIMED TO LOVE YOU TOMORROW



8.3
MODERN STYLE
MIXERS



10.7
ACTIVE GAP
CUSTOMERS



6.7
ELEGANT
ELITE

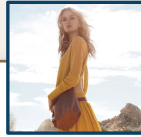


15.6
BANANA REPUBLIC
CUSTOMERS

FOCUS ON HIGH VALUE FASHION & LIFESTYLE ENTHUSIASTS

ACTIVE

GROWTH



Active Banana Republic Customers



Modern Style Mixers



Elegant Elite



Gap Customers

AUDIENCE SIZE

15.6 MM

8.3MM

6.7MM

10.7 MM

WHO THEY ARE

35-64 Multicultural Women
\$75K+ HHI
Suburban

25-54 Multicultural Women
Single
< \$75K HHI
Metropolitan

45+ Women
Empty Nester
E\$100-200K HHI
Suburban

25-54 Multicultural Adults
\$75K+ HHI
Metropolitan/Suburban

WHERE THEY SHOP

MICHAEL KORS **DKNY** rag & bone
AMERICAN EAGLE OUTFITTERS **ZARA**

TARGET **ROSS** **H&M**
DRESS FOR LESS
SHEIN **FOREVER 21**

HERMÈS **VICTORIA'S SECRET**
PARIS
Express **CLUB MONACO**

Levi's **DIESEL** PRIMARK' **UNI QLO**
Abercrombie & Fitch RALPH LAUREN

DECISION DRIVERS

Quality, Trusted brand, Sustainability, Ease of experience

Variety, Brand Name, Product Features, Trying New Things

Value, Quality, Trusted brand, Ease of experience

Quality, Brand I know & love, Sustainability, Ease of experience

BARRIER

Switching

Cool Factor

Lack of Consideration

Switching

JOB TO BE DONE

Top of Mind Awareness

Increase Consideration

SHOPPABLE CONTENT | WELLNESS DESIGN | ALGORITHM-BASED MEDIA



COMMUNICATIONS PLATFORM

BE THE BEST (UN)KEPT LUXURY SECRET

PIQUE INTEREST AND CREATE DESIRE

Show up in environments that feel stumbled upon (pull vs. push)

Deeply engage small influential audiences

Infiltrate luxury spaces in unexpected ways

GET INFLUENTIAL VOICES TO ENDORSE LUXURY CREDENTIALS

Use trusted voices to validate luxury credentials in authentic and persuasive environments and then amplify them

Convey and demonstrate timeless luxury

BEHAVE AS A PREMIUM LIFESTYLE BRAND

Position Banana Republic stores for events beyond shopping

Bring lived in luxury to adjacent categories

Create experiences unexpected for "the middle" aka attainable luxury

Spotify YouTube G bravo NBCUniversal OUTFRONT/

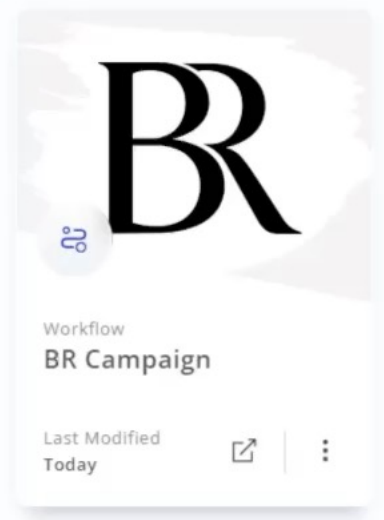
THE CUT Vex Meta Instagram TikTok Pinterest

Condé Nast Traveller TikTok Pinterest

Let's find your work.

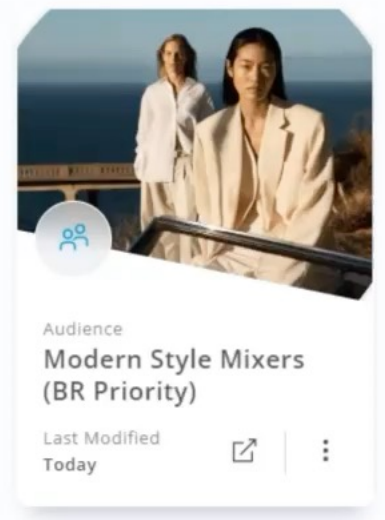
- Grid icon
- Home icon
- Plus icon
- Share icon
- Calendar icon
- People icon
- Bar chart icon
- Envelope icon
- Message icon
- Settings icon

Your recent activity



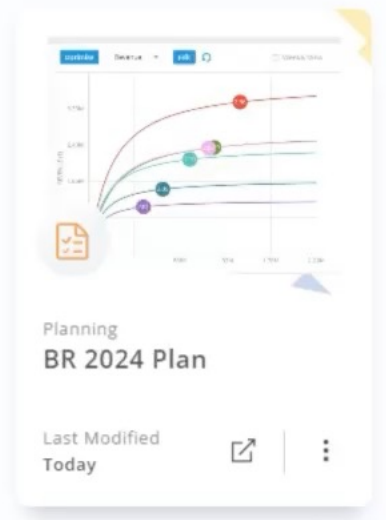
Workflow
BR Campaign

Last Modified Today




Audience
Modern Style Mixers (BR Priority)

Last Modified Today




Planning
BR 2024 Plan

Last Modified Today



Insight
Near Nostalgia - Cultural Trend

Last Modified Today



Audience
Past Shoppers - Old Navy

Last Modified Today

Work in progress

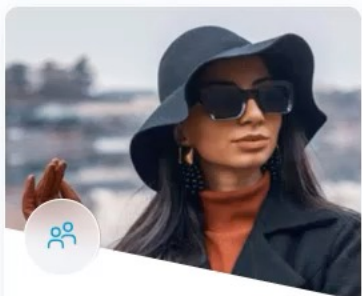
- Recent Work**
- Audience
- Insight
- Planning
- Creative
- Activation
- Optimization
- Workflow

TITLE	TYPE	MODIFIED DATE	CREATED DATE	STATUS	ACTIONS
-------	------	---------------	--------------	--------	---------

Let's find your work.



Your recent activity



Audience
Growth: Elegant Elite

Last Modified Today



Workflow
Roblox Avatar Shop

Last Modified Yesterday



Insight
Social Intelligence

Last Modified Today



Planning
BR 2024 Plan

Last Modified 2 days ago



Insight
Near Nostalgia - Cultural Trend

Last Modified Yesterday

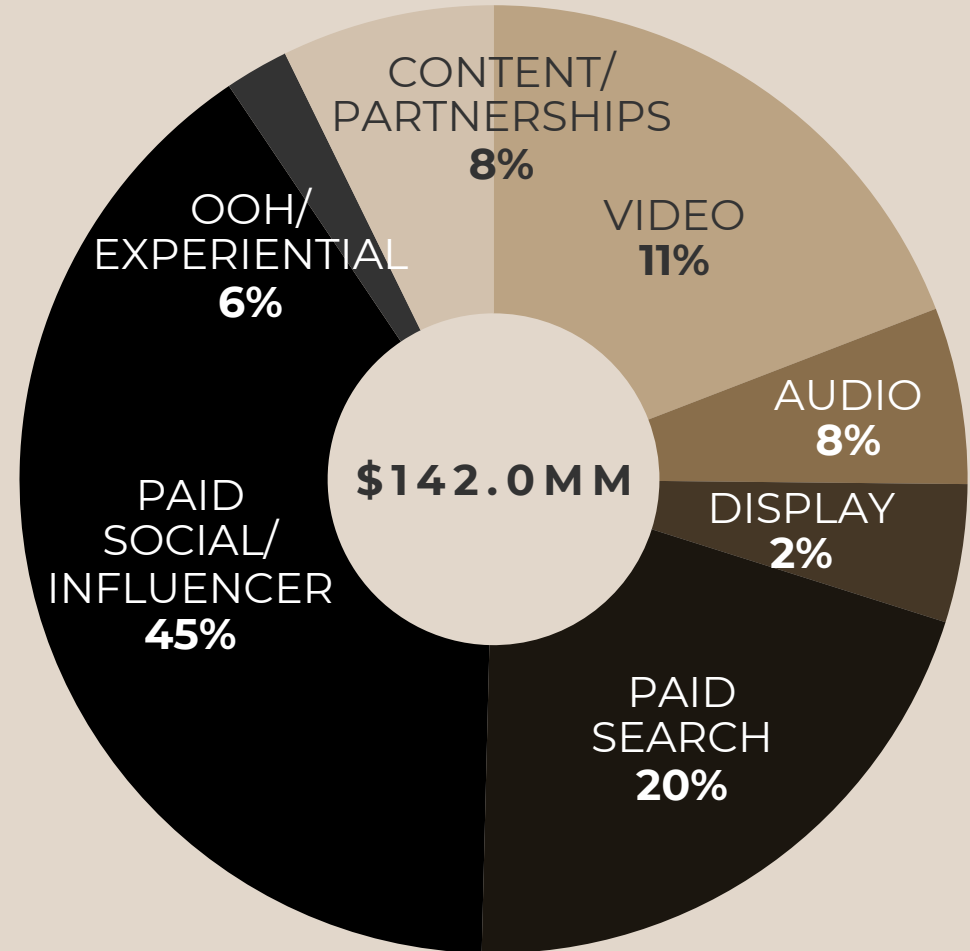
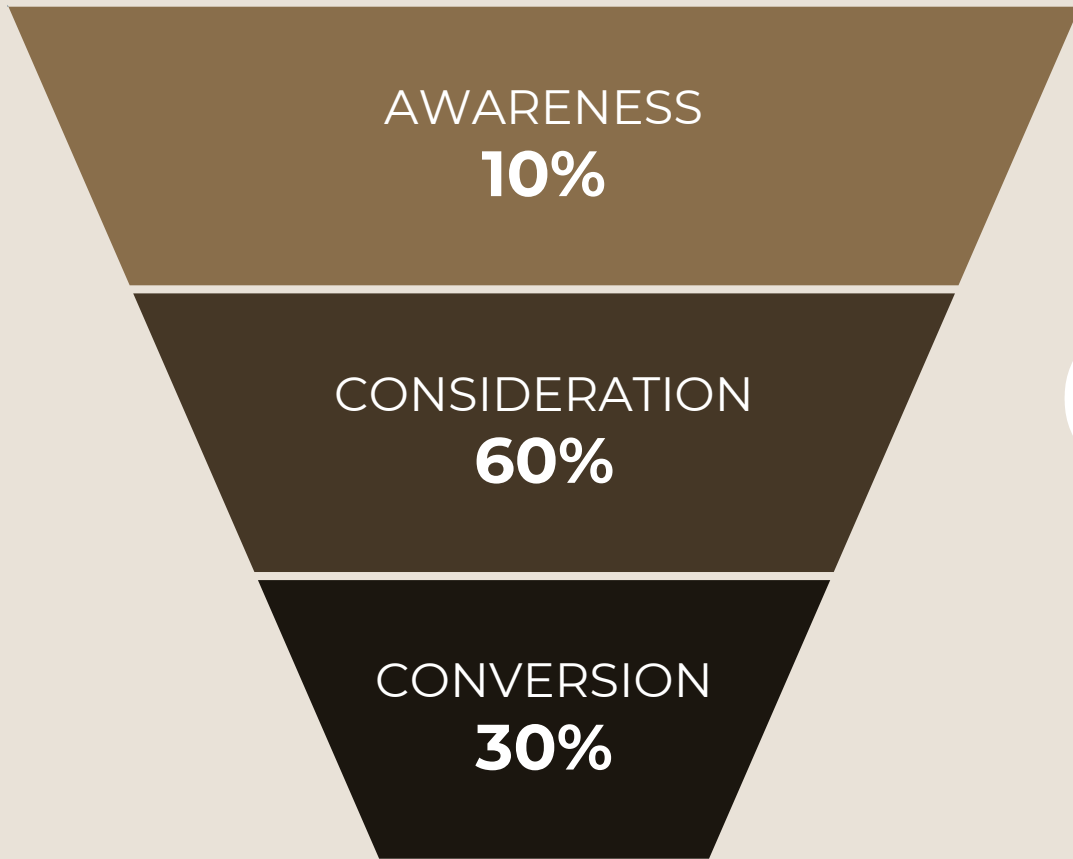
Work in progress

Recent Work

Audience Insight Planning Creative Activation Optimization Workflow

	TITLE	TYPE	MODIFIED DATE	CREATED DATE	STATUS	ACTIONS
	Growth: Elegant Elite	AE(O) Audience	Mar 11, 2024	Feb 26, 2024	Success	
	Roblox Avatar Shop	Campaign	Mar 10, 2024	Mar 9, 2024	Active	

RECALIBRATE FUNNEL TO OPTIMIZE GROWTH



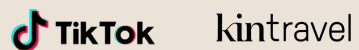
BR EXPEDITIONS

BANANA REPUBLIC GOES BEYOND RETAIL TO BECOME THE OFFICIAL LUXURY BRAND OF TRAVEL, CURATED BY STYLE ICONS IN THE KNOW

Custom travel guides + workshops

Luxe partnerships

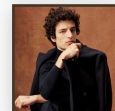
“On Safari” partner with custom, shoppable storytelling



Modern Style Mixers

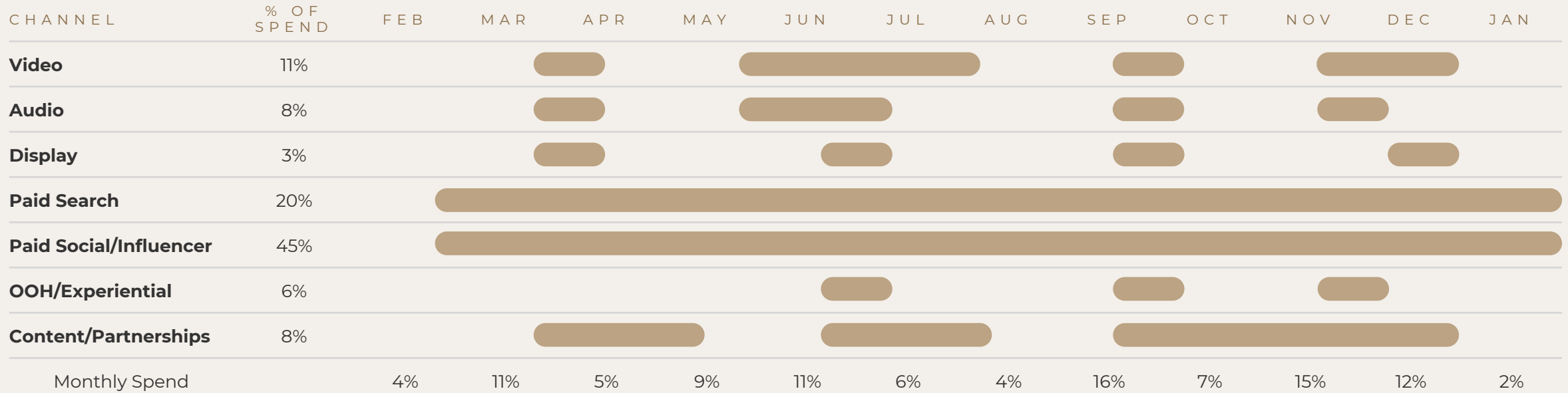


Elegant Elite



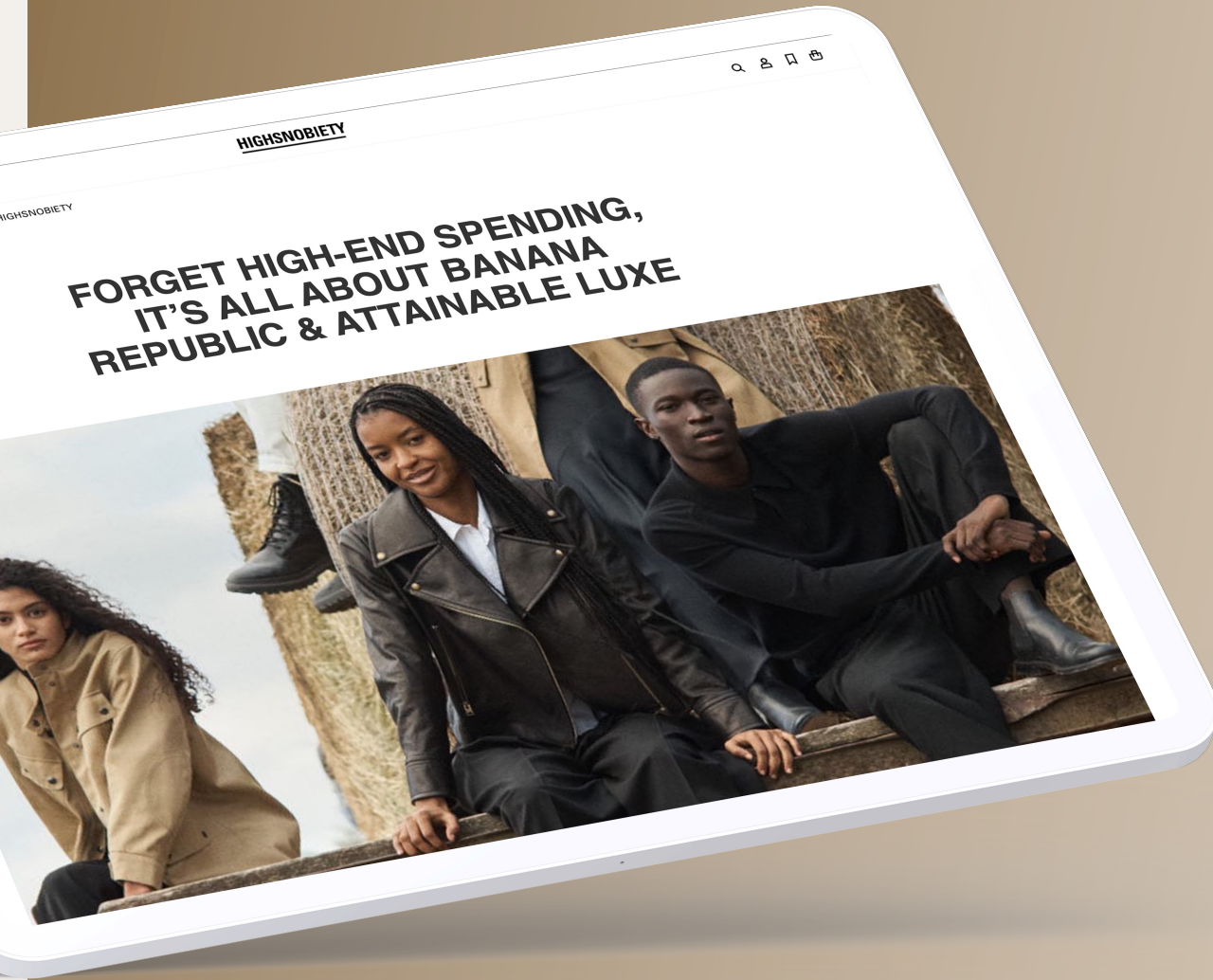
Active Banana Republic Customers

MAXIMIZE CULTURAL RELEVANCY THROUGHOUT THE YEAR



+1pppts
Brand Love

46%
Revenue Driven
by Paid Media



“
**FORGET
HIGH END
SPENDING
IT'S ALL ABOUT
BANANA REPUBLIC
& ATTAINABLE LUXE**

HIGHSNOBIETY



OPERATING MODEL

TRANSFORMATIVE
OPERATING MODEL

01

BUILT FOR THE
FUTURE

02

SPECIALIZATION
& INTEGRATION

03

CUSTOM BUILT
FOR GAP INC.



**SPEED
OF CULTURE**

**HYPER
LOCALIZATION**

**SCALED
CREATIVITY**

**INDUSTRY-GRADE
OPERATIONS**



REQUIREMENTS FOR YOUR OPERATING MODEL



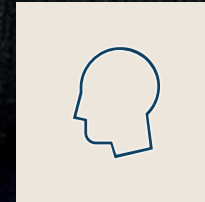
BRAND EMPOWERMENT, PORTFOLIO ADVANTAGES

Bolster Strategic Brand
Support While Balancing
The Power Of The Portfolio
For Speed & Agility



OPERATE AT SPEED OF RETAIL

24/7 Real-time
Performance
Engine Managing Full
Funnel Activation, Moving
At The Speed
Of Culture & Retail



DEEP ROOTED CULTURAL EXPERTISE

Embedded Cultural
Intelligence Experts
Keeping On Pulse On
Trends & Opportunity



FLEXIBILITY & AGILITY

Specialized Resources
Available To Flex Based
On Gap Inc. Structure
And Business Needs

TALENT FILTERS FIT FOR PURPOSE



**RETAIL IS
DETAIL**



**CULTURALLY
CURIOUS**



**INSPIRED BY
CHANGE**



**STRONG
COLLABORATORS**



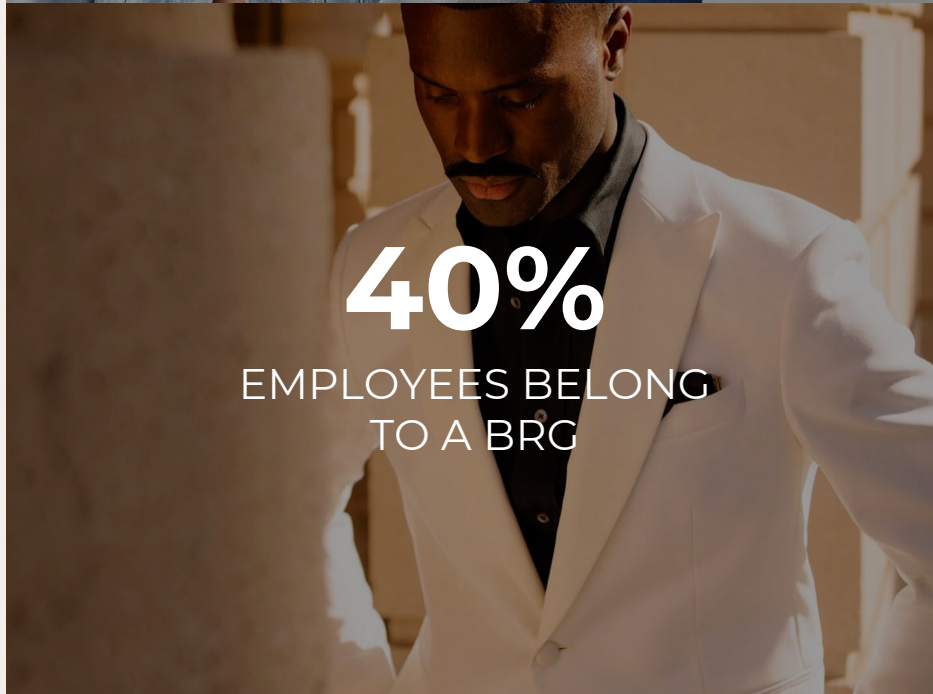
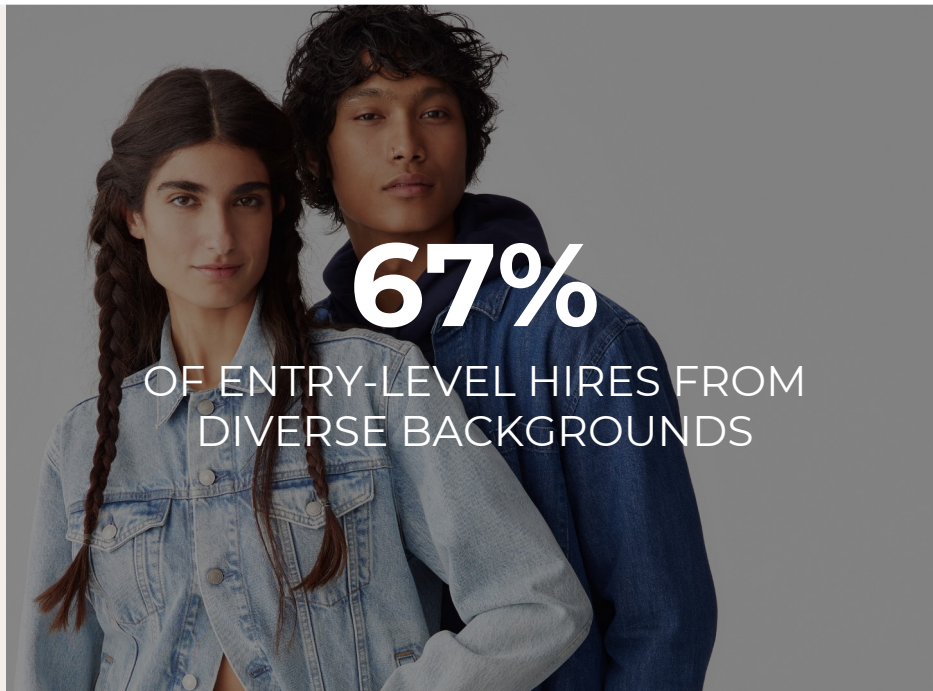


ATTRACTING & DEVELOPING TALENT



UNDERPINNED BY OPERATIONAL EXCELLENCE

**DIVERSE,
HAPPY
TEAMS BUILD
CULTURALLY
RELEVANT
BRANDS**



CORE COMPONENTS OF THE TEAM

CROSS PORTFOLIO PRACTICE LEADS

BUSINESS LEADERSHIP

CROSS PORTFOLIO
STRATEGY &
PLANNING

CROSS CHANNEL
INVESTMENT

MEASUREMENT
& REPORTING

CROSS PORTFOLIO STRATEGY

JOINT BUSINESS PLANS

IN HOUSE COLLABORATION



BRAND LEADS "CORE FOUR"

GAP



OLD NAVY



AUDIENCE DEVELOPMENT & INSIGHTS

ITERATIVE TEST & LEARN

FLEX ACCESS TO SPECIALIZED EXPERTISE

CROSS BRAND LEARNING & SHARING

BANANA REPUBLIC



ATHLETA



FLEX INVESTMENT TEAM

Flex investment teams that will scale up and down based on budget and channel mix for max efficiency and flexibility

OPERATIONS & DELIVERY

24/7
DELIVERY
HUBS

FINANCIAL
GOVERNANCE

DATA
DEMOCRACY

WORKFLOW
MANAGEMENT

ASSET
MANAGEMENT

24/7 ACTIVATION &

TRAFFICKING

DATA & FINANCIAL

GOVERNANCE

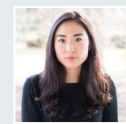
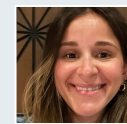
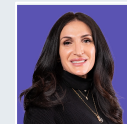
CREATIVE ASSET

MANAGEMENT

KNOWLEDGE SHARING

CENTRALIZED ENABLEMENT

WORK



CORE COMPONENTS OF THE TEAM

CROSS PORTFOLIO INNOVATION & CONNECTIVITY

BUSINESS LEADERSHIP

CROSS CHANNEL INVESTMENT

CROSS PORTFOLIO STRATEGY & PLANNING

MEASUREMENT & REPORTING

CUSTOMIZED CAPABILITIES FOR EACH BRAND

 ATHLETA

GAP

Strategic Brand Planning/
Cross Channel Planning

Audience Development &
Growth Mapping

Channel Level Investment

Content

OLD NAVY

BANANA REPUBLIC

OPERATIONS & DELIVERY

OFFSHORE /
NEARSHORE HUBS

FINANCIAL
GOVERNANCE

DATA
DEMOCRACY

AD &
MEDIA OPS

PROJECT
MANAGEMENT

TALENT
RESOURCE

CORE COMPONENTS OF THE TEAM

CROSS PORTFOLIO INNOVATION & CONNECTIVITY

BUSINESS LEADERSHIP

94%

OF EVERY FTE IS 100% DEDICATED

CUSTOMIZED CAPABILITIES FOR EACH BRAND

OF THAT, **93%** IS DEDICATED TO ONLY ONE BRAND

ATHLETA

GAP

Strategic Brand Planning/
Creative Planning
Audience Development &
Growth Mapping
Channel Level Investment
Content

OLD NAVY

BANANA REPUBLIC

REMAINING **7%** ARE CROSS-PORTFOLIO

OFFSHORE /
NEARSHORE HUBS

FINANCIAL
GOVERNANCE

DATA
DEMOCRACY

AD &
MEDIA OPS

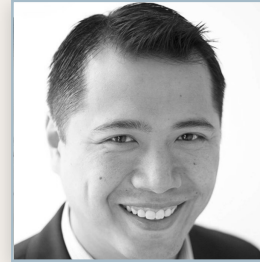
PROJECT
MANAGEMENT

TALENT
RESOURCE

BUSINESS TRANSFORMATION BOARD

A CO-OP BOARD OF OMNICOM LEADERS DESIGNED TO STEWARD AND ADVANCE TRANSFORMATION.

This board will delve into the latest advancements in attention metrics across innovative formats, and their application in content, and cultural decisioning for your business.



PAOLO YUVIENCO
Technology



ALISSA HANSEN
Creative Production



SEB HERNOUX
MarTech



MATT SIMPSON
Digital



MEGAN PAGLIUCA
Investment



TOMAS GONSORCIK
Brand Strategy



KAREN VAN BERGEN
Sustainability



EMILY GRAHAM
DE&I



SARA PORRITT
Cultural Strategy

A FLAWLESS TRANSITION GUARANTEED

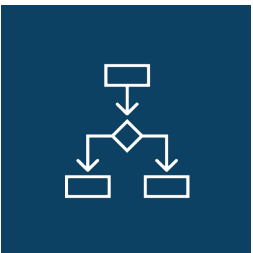


**DEDICATED
TRANSITION TEAM
OPERATIONAL
DAY 1**

10

Specialists

Swat Team Provided
at-gratis (\$1M Value)



**BEST-IN-CLASS
TRANSITION
UTILITIES**

20+

Proven Project
Management, Data
Transfer & Talent
Management Tools



**HISTORICAL DATA
PRESERVATION**

100%

Seamless Data
Integration, Extraction
And Consolidation



**COMPLETED
EXPEDITIOUSLY,
NO DISRUPTIONS**

90%

Staffed on Day 1 of
assignment

100%

Fully Staffed on Day 30

FULL TRANSPARENCY

Clear, Accountable Measures Ensure Collective Success

OUR TRANSITION EXPERTISE IS UNPARALLELED



Bespoke Solution Launched in
57 Business Days

250+ Transition Meetings

900+ Annual Media Plans

5 Week Talent Development
Programming and
Onboarding



90 Days

20 Markets Across NA, LATAM
and EMEA

Portfolio of Mobility and
Delivery Apps

Seamless Data Onboarding
and Integration



83 Days

9 Product Categories

53 Markets

470 Team Members



100+ Campaigns

500+ Transfer Files

250+ Meetings

Fully Remote Operation

MEDIA SAVINGS COMMITMENT

\$120.8M

Media Savings

Over 3 years



QUALITY MAINTENANCE

Zero loss of quality

OMD delivering same or better quality of the communication as previous media activity

15% VALUE IMPROVEMENT IN YEAR 1 (\$83.6M)

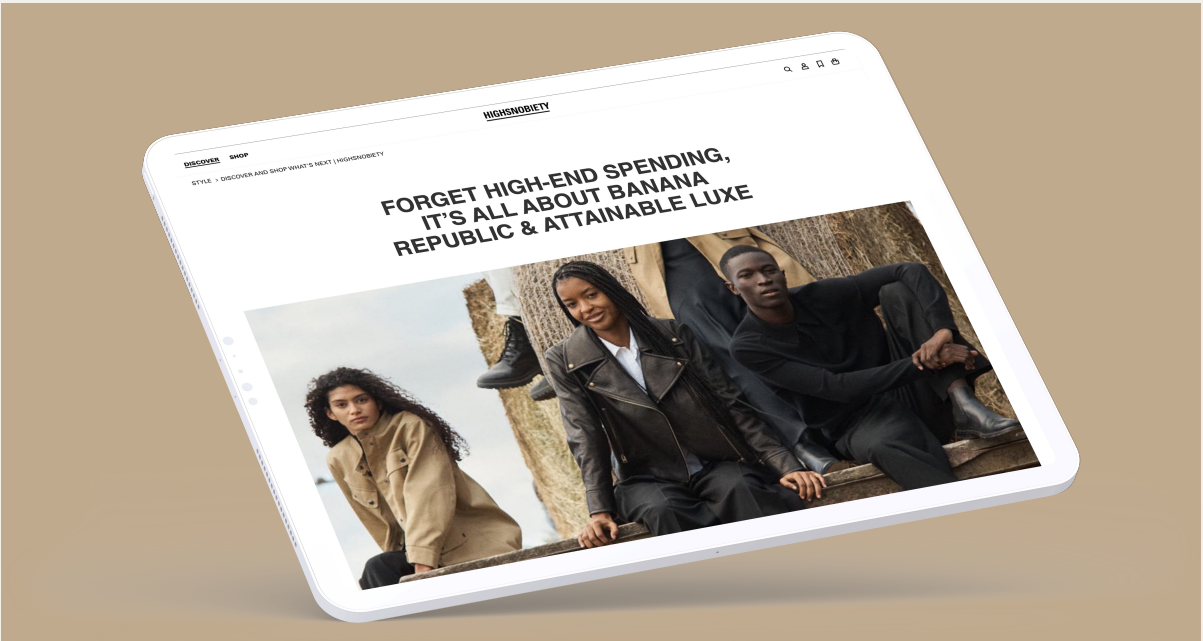
Rate Reduction (12%, \$65.0M) **Plus** 100% Inflation Mitigation (\$18.6M)

3% VALUE IMPROVEMENT IN YEAR 2 (\$18.6M)

100% Inflation Mitigation

3% VALUE IMPROVEMENT IN YEAR 2 (\$18.6M)

100% Inflation Mitigation



A close-up photograph of denim fabric, showing the characteristic twill weave. The image is split into three vertical sections: a dark, almost black section on the left, a medium blue section in the center, and a lighter, medium-blue section on the right. The lighting creates subtle shadows and highlights the texture of the cotton fibers.

Gap Inc. | **OMG**