



Gap Inc. X OMG

Transition as the Start of Transformation

Gap Inc. | OMG

February 2024

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Capability**

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Fast, Streamlined, & Risk-Free Transition

Our Transition Guarantee

Dear Gap Inc.,

Our dedicated transition practice, developed over the last ten years, is purpose-built to address your scaled requirements and is backed by deep experience in onboarding digitally-led businesses. Our depth and breath of experience managing scaled Transitions and Client Onboarding confirms confidence in team management and deploys a proven, streamlined transition processes. We thrive in incredibly fast-paced and complex situations and consistently deliver on time, mitigating any risk and disruption to day-to-day business operations. Some of our most recent and relevant client onboardings include L’Oreal, Uber, Vans, and Burberry.

It is our job to wrangle complexity, simplify communications, and deliver a seamless experience that relieves burden on your teams, while ensuring uninterrupted day-to-day activities. Our transition program will be overseen by OMG Executive Leadership, providing the highest level of stewardship and accountability in our organization.

We provide a high-touch experience.

Our transition capability starts with expeditious collection, organization, and understanding of your detailed business requirements. We’ve begun to do so throughout the pitch process, and would further immerse ourselves in your business, rolling up our sleeves to dive deep into Gap Inc. technology, data, and material information. With a relentless focus on detail, our hands-on talent orientation enables us to quickly and seamlessly align specialists to the Gap Inc. business to transition what the incumbent currently manages.

We confirm no disruptions to business as usual.

Our Transition Team’s core function is to transition with no disruptions to your business. This minimizes risk, providing consistency and excellence in service. Our Transition Team is composed of hand-picked experts from across OMG, ready to be immersed in the transition on Day 1. Our team ensures a constant presence, providing a frictionless and direct route for Gap Inc. communications. There will be no impact or disruptions to business as usual as we onboard our new model. As this would be an expansion to the current Omnicom/PHD remit, we would already have a head start in laying the groundwork for fundamental transition workstreams and historical data preservation, further mitigating business risk.

We are putting our money where our mouth is.

The confidence in our Transition Capability is underlined by our commercial proposal. Our OMG Transition Team is provided at-gratis, an added value to Gap Inc. of \$1M. We offer added reassurance and confidence by committing to a financial retribution clause if requirements of the transition are not met. A KPI of our performance bonus/malus is a seamless transition, within 90-days, or our first month of fee is waived. This gesture confirms that our team will be relentlessly focused on risk mitigation, and expeditiously working toward the 90-day completion timeline, as we are putting a financial stake in our ability to seamlessly transition.

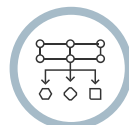
We are excited to co-create the future with you.

We have enjoyed our partnership throughout the course of this pitch process and are looking forward to continued learning and business immersion with you, as we embark on a partnership that will take us into the future!



**Dedicated Transition
Team Operational Day 1**

10 FTEs
SPECIALIST SWAT TEAM
PROVIDED AT-GRATIS



**Best-in-class
Transition Utilities**

20+
PROVEN PROJECT
MANAGEMENT, DATA
TRANSFER & TALENT
MANAGEMENT TOOLS



**Historical Data
Preservation**

100%
DATA INTEGRATION,
EXTRACTION AND
CONSOLIDATION



**Completed
Expediently,
No Disruptions**

90
DAYS SEAMLESS
TRANSITION
COMPLETED

FULL TRANSPARENCY

CLEAR, ACCOUNTABLE MEASURES ENSURE COLLECTIVE SUCCESS



Transition as a Specialist Capability

Fast and Flawless Agency Handovers

Transition Principles

Dedicated, Embedded Transition Leadership

To ease the pressure of transition responsibilities on Gap Inc. internal stakeholders, OMG will have dedicated Transition Leadership to partner with the incumbent and Gap Inc.. Our expert operations and specialized transition talent will act as an extension of the Gap Inc. team, providing transition leadership and serving as the primary point of contact for the incumbent agency.

The core transition team delivers on orchestration, operational mobilization, workstream accountability, incumbent information collection, codification of incumbent deliverables, and is a liaison for Gap Inc. media suppliers / vendors. This ensures a constant, accountable presence, providing a frictionless and direct route of contact for transition status, office hours, and question resolution.

Gratis Transition Team

Transition Leadership will be supported by a dedicated Transition Team. The team's sole function is to transition the business, with no disruptions to business as usual. This minimizes risk and delivers capability that provides both consistency and excellence in service. OMG will build the Transition Team with hand-picked experts from across OMG, ready to be immersed in the transition on Day 1. This team is provided at gratis, and transition is part of our Performance Bonus / Malus proposal.

Clear Visions & Goals

From the moment of selection, our Transition Leadership will meet with Gap Inc. to outline the vision of the transition and set clear goals. OMG will develop and implement a 'Contract of Expectations' that ensures we have the right process, transparency, and accountability in place across all involved parties. This accountability framework outlines ways of working, timelines and milestones, and cadence of progress tracking. Gap Inc. will be provided updates and key milestones to relevant stakeholders in a clear and timely manner.

Relentless Focus On Securing Top Talent

As discussed throughout this pitch process, OMG has selected the very best talent and will continue to add to the team by leveraging both existing and internal resources and complementing those resources with new hires. As part of the dedicated Transition Team, we have Resource Operations Leadership whose sole focus is on ensuring the team is fully staffed within a guaranteed timeline. This includes sourcing across OMG, the industry, and previous agency where talent has been identified by Gap Inc..

Transition Principles

Clear Direction & Communication at Every Stage of the Process

We set ongoing status meetings, both with the Incumbent Agency and Gap Inc. key stakeholders, supported by a dynamic transition scorecard owned by Transition Leadership. This provides full transparency, capturing weekly milestones, and escalations to quickly resolve immediate action items. We leverage project management tools that organize file sharing, with optional push notifications, providing Gap Inc. with real-time access to transition updates.

Client stakeholders are encouraged to participate in these meetings to share ongoing feedback in all areas of the transition. Democratized tracking of the transition (both high-leveled and detailed) enables key parties to be informed on transition status, even if they are unable to attend weekly status meetings.

Mapping Key Gap Inc. Stakeholders

Direct stakeholder mapping and communication is imperative to the success and ease of the transition. Going beyond OMG and Gap Inc.'s brand teams, we identify key contacts and relationship mapping across Gap Inc.'s agencies and partners (creative, IT, data & technology etc.), to ensure we seamlessly integrate and have direct 1:1 stakeholder mapping.

Areas of focus are directly aligned to Gap Inc. internal stakeholders and respective capabilities, including but not limited to:

- Resource Operations
- Project Management
- Media Operations
- Ad Technology
- Financial Operations
- Investment & Activation (Explicit, by Channel)
- Commerce
- Content
- Data Operations
- Analytics
- Planning
- Information Technology

Transition Principles

Process to Enable Accountability

Our tried and tested onboarding approach will ensure a successful transition, minimizing disruption to your business, and maximizing speed to completion. Our process components, and chief focus categories consist of:

- Contract Of Expectations
- Transition Plan Development
- Incumbent Requirements Briefing & Transfer
- Technology System Readiness
- Business Immersion Sessions
- Media Partner Discovery
- ‘Breakout Sessions’ (e.g., Discipline Specific or Topic Priority)
- Activation Readiness
- Ongoing Operations & Project Management

Plan for the Unplanned

We have a relentless focus on risk mitigation with a codified playbook of best practices that identify considerations, potential risks, and alternative routes to deliver based on predetermined risks.

Based on our transition experience, we have foresight into detailed requirements, potential pitfalls, and checkpoints which reinforces our process for an infallible transition, allowing us to be ahead of the curve from the onset.

This includes developing a clear contract of expectations for roles & responsibilities for transferring both media planning & execution from the incumbent.

Incumbent Engagement and Accountability

To reduce burden on Gap Inc., it is required that the incumbent be actively involved in knowledge and information transfer between agencies. We collaborate with our client partners to develop a comprehensive transition scope and ‘Contract of Expectations’ to which we can hold the incumbent accountable. Transition Captains lead incumbent communication and assist in resolving issues. We also have experience in transition engagements where consultancy stakeholders are actively involved to confirm incumbent accountability.

Planning and Buying Transition Scope

As a part of the scope between agencies, we align on campaigns and/or channels of assignment for both planning exercises and buying implementation. It is critical to confirm clear swim lanes with the incumbent and minimize any disruption or risk to the business. Depending on timing the incumbent may be required to continue planning select campaigns (based on timing of onboarding and knowledge transfer) or to provide additional implementation detail on campaigns planned previously. For example, if the transition occurs during a live planning cycle, the incumbent may be best suited to continue their planning process prior to handoff of tactical implementation information to OMG.

Transition Principles

New Campaign Briefings

We schedule a cadence of immersion sessions, aligned to media stakeholders at the division and brand level, to review forthcoming campaigns and briefing requirements with planning and divisional leadership. Where the incumbent has already been briefed, these sessions occur with the incumbent to assess status of where they are in the planning lifecycle. In addition, we confirm any client preference or requirements for re-planning or calibration of existing plans.

To rapidly scale information collection, we provide custom surveys to client stakeholders to get a direct 1:1 assessment of their needs and requirements. This information is fed into a Campaign Lifecycle Tracker for our operations and planning team to respond to review brief prioritization, and schedule respective briefing immersion sessions prior to kicking off.

Media Plan Details

Where the incumbent has planned campaigns separately (prior or during transition), that OMG must execute in-market, we require the incumbent to provide explicit planning details including partners, audience targeting, tactics and implementation architectures (e.g., targeting grids) to confirm seamless implementation. In instances where the incumbent declines platform extractions or transfers of media plan detail, OMG supplies standardized media plan templates to the incumbent for implementation detail to ensure there are no gaps, implications, or risk to performance metrics. In addition, OMG works directly with network and direct media vendors to collect required details on commitments and buying requirements.

Platform and Historical Data Transfer

We have a shared ambition for our clients to have ownership of their media platforms and data assets. It is precedent for the incumbent to allow for unfettered platform access and transfer (e.g., Ad Server, DSP Seats, Historical Data etc.) but we have experienced transition engagements where the incumbent declines to transition platforms and data assets.

If platform account ownership is owned by Gap Inc., this significantly reduces technical labor requirements (e.g., site retagging, campaign architecture rebuild) and information required from the incumbent. In instances where the incumbent owns the account and access is unable to be provided or transfers declined, we execute transitions with a more manual approach, leveraging our flexible enablement resources for scaled technical implementations as required.

Transition Principles

Media Transfer Timings

Date of transfer and cutover is to be agreed upon at the onset of transition, to confirm seamless billing cutover. We address any nuance across media partners and platforms to minimize risk and ensure no down-time in activity. We align with the incumbent and media partners on the date of transfer, so investment remains intact during the transition process and does not cross over, prior to OMG effective date. This timing is aligned with billing cycles as required (e.g., platform transfer agreements).

Our Transition Guarantee

- Completed in 90 Days, No Disruptions
- Embedded Transition Team at No Cost to You
- 100% Operational Transition, Day 1
- Joint Business Plan Enhancement
- Technology Audit and Assessment
- 100% Historical Data Preservation
- Best-in-Class Transition Utilities
- Full Transparency in Everything



02

Dedicated Transition Expertise

Expert Talent Hand-Picked for Transition Experience and Specialism

It is our job to wrangle and simplify complexities.

Core Transition Team



Erin Kienast

Executive Transition Sponsor

Provides executive operational oversight across transition milestones, acts as key escalation point



Tara Nofziger

Business Transformation Lead

Ensures best in class change management processes & orchestration of transition resources



Natalie Ezeta-Jones Transition Captain

Overall point of contact, acting as day-to-day transition lead, spearheading all core workstreams



Bill Platte

Resource Operations Lead

Manages team hiring & tracking, liaising with HR and Talent Acquisition to procure top talent for Gap Inc.



Sean Lynch

Media Operations Lead

Engineers workflow processes and end-to-end platform deployment across capabilities



Poonam Arora

Project Management Lead

Facilitates meeting coordination, process tracking, documentation organization, record keeping and timeline accountability



Dianna DeMott

Finance Operations Lead

Leads financial systems set up, overseeing processes across budgetary workflows, key checkpoints, tools & systems



Kai Cheung

Data Operations Lead

Provides guidance on all Data needs pertaining to transfer, compliance, governance, and reporting systems set up



Suzanne Irving

Investment & Activation Lead

Ensures best practices & implementation across core Investment workstreams



Burak Kurtun

Analytics Lead

Drives best practices across core Analytics workstreams

It is our job to wrangle and simplify complexities.

Core Transition Operations Team

This embedded Transition Model lessens transition requirements and burden from Gap Inc. stakeholders. Our core Transition Operations team will be supported by an extended team ~50 FTEs during the transition period.

Delivering on behalf of Gap Inc.:

- OMG Executive Accountability
- Market Orchestration and Governance
- Operational Mobilization
- Project & Workstream Management
- Incumbent Information Collection
- Codification of Incumbent Deliverables
- Media and Financial Systems of Record Implementation
- Liaison for Gap Inc. Media Suppliers / Vendors

**Ensures a Constant, Accountable Presence
Providing Frictionless, Direct Route for
Communications**



03

Transition Start Guide

Let's Get the Transition Started!

Transition Workstreams

Series of Meetings, Cadence, and Suggested Attendees

OMG has provided an overview of core transition workstreams, timelines, and milestones based on our transition best practices. Upon agency announcement, our transition team will mobilize and integrate with Gap Inc. to calibrate key workstreams enabled by a robust timeline based on detailed requirements, stakeholder involvement, and transition expectations.

MEETING	CADENCE	ATTENDEES	TOPICS
Transition Kickoff Team Introduction	Kick-off meeting with key transition stakeholders	<ul style="list-style-type: none"> OMG Transition Team Gap Inc. Central Team Gap Inc. Transition Team 	<ul style="list-style-type: none"> Key Contacts Mapping Immediate Requirements Data & Technology Transition Workstream Review
Weekly Incumbent Transition Status Incumbent Transfer Requirements (by market as required)	Weekly (based on transfer requirements) Optimally scheduled 1-1.5 hr.	<ul style="list-style-type: none"> OMG Transition Team Incumbent Gap Inc. Transition Team (as required) 	<ul style="list-style-type: none"> Materials Collection Requirements & Status Platform Access & Transfer Data Collection Tagging Assessment Campaign Cutover (planning, buying)
Weekly Central Transition Status Gap Inc. Update	Weekly/1X (45m-1 hr.) Optimally scheduled on Monday or Friday (weekly retrospective)	<ul style="list-style-type: none"> OMG Transition Team Gap Inc. Central Team Gap Inc. Transition Team 	<ul style="list-style-type: none"> Transition Priorities Update Timeline Tracking Materials & Information Review
Weekly Market Transition Status Gap Inc. Update	Weekly/1X (45m-1 hr.) Optimally scheduled on Monday or Friday (weekly retrospective)	<ul style="list-style-type: none"> OMG Transition Team OMG Market Teams Gap Inc. Market Teams Gap Inc. Transition Team 	<ul style="list-style-type: none"> Transition Priorities Update Timeline Tracking Materials & Information Review
Billing & Financial	Weekly/1X, as required for ongoing fiduciary accountability	<ul style="list-style-type: none"> OMG Finance Operations Gap Inc. Finance / Media 	<ul style="list-style-type: none"> Financial Systems & Processes Media Authorizations PO Tracking Investment Deliverables
Talent Recruitment & Staffing	Bi-Weekly	<ul style="list-style-type: none"> OMG Executive Leadership OMG Resource Operations Gap Inc. Leadership 	<ul style="list-style-type: none"> Staffing Fulfillment Recruitment Pipeline
Campaign Prioritization	Weekly - optimally Wednesday between Transition Status meetings	<ul style="list-style-type: none"> OMG Transition Team Gap Inc. Media Team Gap Inc. Central Team Gap Inc. Transition Team 	<ul style="list-style-type: none"> Campaign Prioritization Status of Campaign Planning & Implementation Timing Requirements and Target Dates by Campaigns/Channels Platforms and Formats
Business Immersion	Business onboarding and immersion meetings with Gap Inc. Divisions	<ul style="list-style-type: none"> OMG Transition Team OMG Business Team Gap Inc. Media/Brand Teams 	<ul style="list-style-type: none"> Team Structure Audience Framework Brand Requirements Marketing & Content Calendar Data & Tech
Partner Onboarding	Per-Partner	<ul style="list-style-type: none"> Media Partner/Publisher OMG Transition Team 	<ul style="list-style-type: none"> Partnership Overview Learning Agenda Historical Knowledge Transfer Commitment & JBP Review
Creative Agency Onboarding	As required, per creative agency/creative in-house	<ul style="list-style-type: none"> OMG Transition Team OMG Business Team Creative Agencies 	<ul style="list-style-type: none"> Content Calendars Production Schedule Ways of Working & Collaboration Lead Times
Key Workstream Onboarding	Onboarding breakout sessions, capabilities spotlight (est. 1.5 hr.) OMG Team in collaboration with Gap Inc. to provide guidance on breakout meetings as required	<ul style="list-style-type: none"> OMG Transition Team OMG Business Team Gap Inc. Central Team Gap Inc. Media Gap Inc. Data & Tech TBD 	<ul style="list-style-type: none"> Investment Channels Gap Inc. Ad Tech & Mar Tech Measurement & Reporting Test & Learn Agenda Partnerships Ways of Working

Immediate Requirements

Immediate Requirements Overview

We have provided an overview of starting-point requirements based on OMG transition best practices. Upon agency announcement, our transition team will mobilize and integrate with Gap Inc. to review precedented transition requirements, agency handover operations, stakeholder management & mapping, and explicit deadline requirements.

REQUIREMENT	DETAILS	ACCOUNTABLE PARTY	DUE DATE
AOR Letter	Gap Inc. to provide to OMG, for provision to Media Suppliers	Gap Inc.	Week 1
SOW Finalization	Gap Inc. and OMG to finalize	OMG/Gap Inc.	Week 2
Payment Terms	Ensure payment terms are reflected in MSA across markets	OMG/Gap Inc.	Week 1
Media Authorization Process	Confirm Media Authorization/PO Process, to be discussed in billing workstream breakout meeting	Gap Inc.	Week 2
Key Contacts	Provide list of agency partners and contact information	Gap Inc.	Week 1
Meeting Schedule	Align on proposed meeting schedule and cadence	OMG/Gap Inc.	Week 1
Agency Training	Confirm required Gap Inc. regulatory, processes and other mandatory agency training	OMG/Gap Inc.	Week 2-3
Data & Tech	Provide a list of Ad Tech/Mar Tech and associated ownership, review with incumbent prospective transfer agreements where applicable, and tagging requirements (if incumbent owned)	OMG/Gap Inc./Incumbent	Week 2-3
Incumbent Formal Handover	Formal handover kickoff with Incumbent, review contract of expectations	OMG/Incumbent	Week 2
Access & Data Request Scope	Access, materials, and data requirements scope to be briefed to Incumbent	OMG/Incumbent	Week 2
Campaign Schedule	Provide campaign schedule to launch dates (as required)	Gap Inc./Incumbent	Week 2
Launch Date Confirmation	Confirm launch dates across campaigns, partners/channels	Gap Inc./OMG	Week 2-3
FY24 Planning Overview	Gap Inc. to brief OMG team on FY24 planning process/expectations	Gap Inc./OMG	Week 2-3

Transition Start Guide

Scope & Agreements

Confirming scope alignment and setup in OMG systems. The list below highlights top-line responsibilities and requirements to get us started.

OMG is familiar with transition engagements that require involvement and orchestration across all stakeholders, as well as partner agencies (e.g., creative) supporting the Transition Process.

We adjust accountability requirements across all involved and critical parties upon understanding of level of incumbent engagement expected as well as partner agency involvement in transition, upon agency announcement and review with client stakeholders.

	OMG	Gap Inc.	Incumbent
Operations & Financials			
MSA / SOW Development & Confirmation	X	X	
Billing Process (Regional as applicable)	X	X	
Payment Terms	X	X	
AOR Letter	X	X	
Internal Financial Setup	X		
Information & Data Transfer			
Incumbent Requirements Briefing	X		X
Materials, Data & Access Transfer	X	X	X
Transition Status Meetings (Central + Regional)	X	X	X
Client Functionality			
Authorization Process	X	X	
Financial Reporting Processes	X	X	



Detailed Transition Timeline

Detailed Transition Timeline

Timeline & Milestones

Scope & Agreements

Our Transition Timeline is further customized in collaboration with Gap Inc. through business discovery sessions. This timeline is to be tailored based on Gap Inc.'s prospective transition schedule and media activity dates (pending confirmation on agency effective date).

Tasks	Responsible	WEEK													
		1	2	3	4	5	6	7	8	9	10	11	12	13	14
TRANSITION PROJECT MANAGEMENT															
Transition Kick Off Meeting (within 48 Hours of Agency Announcement) OMG Transition Team Mobilization	OMG / GAP														
Align on OMG transition scope and expectations with GAP	OMG / GAP														
Align on transition checkpoints and milestones with GAP	OMG / GAP														
Transition weekly update with OMG Transition Leads + GAP	OMG / GAP														
2X Weekly transition status call with Incumbent (and GAP if required)	OMG / INCUMBENT														
Weekly transition status materials, and information transfer tracking produced and circulated to GAP and Incumbent	OMG														
Weekly Local Market transition status & materials produced and circulated to GAP & all OMG Teams	OMG / GAP														
Bi-weekly OMG talent recruitment and staffing call with OMG + GAP	OMG / GAP														
Key workstream transfer - breakout meetings (scheduled as required)	OMG / INCUMBENT														
OMG introduction, pitch promise, and team review with extended GAP team(s) - socializing with extended stakeholders	OMG / GAP														
STAFFING AND REMUNERATION															
Finalize team structure, fees and FTEs	OMG														
Scope, staffing, and remuneration approval	GAP														
AGENCY HANDOVER & LEGAL															
Receipt of Agency of Record letter	OMG														
Modification of Agency of Record letter (if required)	GAP														
Provision of partner contact information and organograms (creative, publisher, platform partners etc.)	INCUMBENT / GAP														
Confirm Incumbent transition scope and timing (campaign calendar identified for planning, buying)	GAP														
Confirm effective planning/buying transition dates	OMG / GAP														
OMG transition scope to be agreed and confirmed as required	OMG / GAP														
OMG agreements to be finalized with GAP	OMG														
Establish effective dates for transition of access points across technology platforms (address network/seat transfer agreements as required)	OMG														
MSA signed and distributed	GAP														
FINANCIAL SYSTEMS & PROCESSES															
OMG to have arranged credit insurance and highlight additional documentation needed from GAP	OMG														
OMG to have highlighted additional documentation needed from GAP if more is needed	OMG														
OMG to supply information required to be set up as a vendor at GAP	OMG														
Finalize booking and approval process	OMG														
Finalize finance (invoicing/billing) process, by local market as required	OMG														
Establish product & billing codes, open billing estimates	OMG														
All new local vendor onboarding complete	OMG														

Detailed Transition Timeline

Timeline & Milestones

Scope & Agreements

Tasks	Responsible	WEEK													
		1	2	3	4	5	6	7	8	9	10	11	12	13	14
AGENCY IMMERSION															
Business and Brand Immersion meetings with GAP (Business Goals, Campaigns Overview, Target Audiences, Key Learnings)	GAP / OMG														
GAP regulatory, processes and other mandatory agency training	OMG														
Formal handover with Incumbent team (by region as required) for alignment on planning information and account handover	OMG														
Global data and information transfer request scope agreed and briefed out to Incumbent regional teams	OMG														
Partner agency immersions for OMG team (creative, publisher, network, platform partners etc.)	PARTNER AGENCIES														
Confirm ongoing processes with creative and partner agencies	PARTNER AGENCIES														
Data and information transfer request to be delivered to OMG team	INCUMBENT														
CAMPAIGN BRIEFING & PLANNING															
Primary review of 2023/current activity to be managed by OMG	GAP														
Agreement of 2023 current activity to be managed by OMG/Incumbent during transition	INCUMBENT/ OMG														
Establish briefing process, provide briefing templates	OMG														
2023 campaigns briefed to OMG (timing dependent on campaign lifecycle and cadence)	GAP														
Marketing and content calendar debrief	GAP														
Cascade of strategies to OMG Regional Teams & Local Teams	OMG														
Establish effective dates with GAP (overall, exclusive to campaign, and/or channels where required)	OMG														
PARTNER JOINT BUSINESS PLANNING															
Kickoff / immersion meetings with digital partners for historical background	OMG														
Outline of JBP requirements with key partners and GAP as required	OMG / MEDIA PARTNERS / GAP														
Delivery and alignment on partner-level JBP frameworks	OMG / MEDIA PARTNERS														
Define partner JBP commitments, detail, test and learn agendas etc.	OMG / MEDIA PARTNERS / GAP														
Confirm alignment and finalize JBP agreements with GAP and partners	OMG / MEDIA PARTNERS / GAP														
MEASUREMENT, REPORTING, DATA TRANSFER															
Provide associated measurement frameworks across markets/business units/campaigns	OMG														
Define benchmark key performance indicators, optimization metrics and diagnostic metrics by brand/business unit, channel and tactic	OMG														
Performance reporting details (style / format / cadence / GAP preferences)	OMG														
Provide historical reporting templates, study outputs and data (preferably covering previous 3 years) - by market and campaign	OMG/ INCUMBENT														
Define historical data requirements to confirm 100% data preservation	OMG														
Perform data extract and codify historical data (2021-current) across platforms and partners, per requirements, confirm no data gaps are present	OMG/ INCUMBENT														
Define and provide access to web analytics and / or attribution partners utilized	OMG														
Define data sources for modeling (MTA, MMM)	OMG														
Brand and conversion study measurement partners utilized	OMG														
Align on process for management of data flow into modeling tool(s) and reporting platforms	OMG														

Detailed Transition Timeline

Timeline & Milestones

Scope & Agreements

Tasks	Responsible	WEEK													
		1	2	3	4	5	6	7	8	9	10	11	12	13	14
AD TECHNOLOGY															
Codify tagging and taxonomy, integrated with GAP existing structure	OMG														
Define taxonomy and tagging requirements by market, media partner, tactic	OMG														
Establish taxonomy and naming conventions aligned to data and reporting governance (if applicable, net new taxonomy requirements)	OMG														
Confirm conversion tracking requirements	OMG														
Confirm list of all ad tech partners across markets	OMG														
Receive read only access to ad tech / media operations partners (e.g., Google Marketing Platform, Adobe Insights, Ad Servers, Ad Verification, Digital Platforms/Partners)	OMG/ PLATFORM OWNERS														
Ad server network transfer agreement (depending on ownership/contracts): network name, network ID, transfer date, network permissions	OMG/ PLATFORM OWNERS														
Receive access to web analytics platforms	OMG/ PLATFORM OWNERS														
Receive global access to all digital platforms & ad tech partners	OMG/ PLATFORM OWNERS														
INVESTMENT															
Supply AOR letter to all network partners to kick off collection of necessary materials	OMG														
Collect granular level data from incumbent, including clear view on commitments and outstanding bookings	OMG														
Review details of pending or active buys continuing, supply details for any special buys or holds e.g. corporate commitments, multi-media, multi-year, 'grandfather' deals, or legacy positions impacting 2023. Establish effective dates and ownership by element	OMG/ INCUMBENT														
Gather booked activity to be transitioned/implemented by market/vendor including renegotiation or transfer handovers, volume or duration-based deals, legacy partnerships and client negotiated activity	OMG/ INCUMBENT														
Collect specific trading issues such as barter credits or any outstanding value or make goods owed to the client or vendors (debts vs credits, etc.) in CY2023/2024.	OMG/ INCUMBENT														
Where pricing is a contractual obligation to GAP, media partners of agency transition through standard notification process, authorized by GAP	OMG/GAP														
Gather existing (and 3 year historical) booked media plan flowcharts for all media	OMG														
Collaborate with vendors as required for historical data collection and booked media requirements	OMG/ PARTNERS														
Brief on immediate annual and specific quarterly activity, including relevant deal/position/volume transfer insights	OMG/ INCUMBENT														
Provide outline of all 2023 activity including plans/negotiations/contractual agreements where relevant	INCUMBENT														
Compile and review historical cost data to ensure can level-set benchmark foundations	OMG														
Agree format of reporting ensuring transparency and tracking against guarantees, laying out future reporting calendars	OMG														
Finalize productivity methodology with GAP, work with 3rd party partner to understand pool makeup/pricing in order to course correct if necessary	OMG/GAP														
Cross reference flowcharts for quality assurance, confirm transfer of information	OMG														
Final reconciliation with Incumbent, including any outstanding transition items to be clarified	OMG														
Media goes live through OMG	OMG														
Regular cadence of maintenance to confirm delivery on goals	OMG														

Detailed Transition Timeline

Timeline & Milestones

Scope & Agreements

Tasks	Responsible	WEEK													
		1	2	3	4	5	6	7	8	9	10	11	12	13	14
INVESTMENT SOCIAL															
Receive read access to Social partners and associated pages / handles (Meta, LinkedIn, Twitter, Snap, TikTok, etc.)	OMG/ INCUMBENT														
Receive a list of all social technology and associated access (4C, Sprinklr, etc.)	INCUMBENT														
Partner with GAP & Incumbent to establish financial and budgetary process / cut over across all Social Platforms	OMG/GAP/INCUMBENT														
Execute bulk export of all ad account entities for agency transfer (if required)	OMG														
Execute bulk exporting of historical reporting (depending incumbent engagement)	OMG														
Determine platform tag requirements for GAP domains, including new tag placements	OMG/GAP														
Receive historical campaign reporting, by platform / campaign - perform necessary historical data extractions (depending on account transfer requirements)	INCUMBENT														
Receive historical content strategies and current content calendars referencing tent-pole, seasonal and always-on campaigns	GAP														
OMG to rebuild existing campaign entities in new accounts / business manager (as required, where transfers are not confirmed)	OMG														
Assess / implement immediate tagging needs to ensure consistency with current tracking (tagging parameters creation / approval / implementation)	OMG														
Determine audience integrations and assess custom audience creation (if new account entities are required)															
Confirm new ad accounts or new campaign requirements, built out and QA'd for all BUs/campaigns	OMG														
Implement custom conversions as required	OMG/GAP														
Incumbent freeze on all campaign changes (new campaigns, creative, etc.)	OMG														
Remove Incumbent account access from all social platforms, technology, pages / handles	OMG/GAP														
INVESTMENT AUDIO															
Supply AOR letter to all Audio (On Air, Streaming Audio, Podcast) vendors to obtain necessary investment documentation	OMG														
Collect granular level data from incumbent, spend/CPMs by vendor, programming/platform/daypart mix, 2023 upfront/planning presentations, flowcharts, summary of commitment deals and outstanding bookings	OMG														
Collaborate with Audio vendors as required for historical data collection	OMG/ NETWORK PARTNERS														
Brief on audio strategy development for annual purchase and specific quarterly activity, including relevant deal/position/volume transfer insights	OMG/ INCUMBENT														
Gather brand safety guidelines for audio programming/podcasts	OMG														
Gather booked activity to be transitioned/implemented by vendor including renegotiation or transfer handovers, volume or duration-based deals, legacy partnerships and client negotiated activity	OMG														
Outline all 2023 audio activity including flowcharts/plans/negotiations/contractual agreements	INCUMBENT														
Review details of pending or active audio buys continuing, establish effective dates and ownership of 2023 agreements	OMG														
Set up estimates and packages within MediaOcean	OMG														
Assess / implement immediate tagging needs for Streaming Audio and Podcasts to ensure consistency with current tracking (tagging parameters creation / approval / implementation)	OMG														
Transfer billing and insertion order ownership across media partners	OMG														
Obtain copy of 2023/24 posts with confirmation that makegoods for under deliveries were secured, and nothing is owed to GAP	OMG														
Final reconciliation with Incumbent, including any outstanding transition items to be clarified	OMG														
Media goes live through OMG	OMG														
Regular cadence of maintenance to confirm delivery on goals	OMG														

Detailed Transition Timeline

Timeline & Milestones

Scope & Agreements

Tasks	Responsible	WEEK													
		1	2	3	4	5	6	7	8	9	10	11	12	13	14
INVESTMENT DIGITAL VIDEO, DISPLAY, PROGRAMMATIC															
OMG to receive read only access to associated global and local DSP seat(s) for transfer (DV360, TTD, AAP etc.)	OMG														
GAP brand safety guidelines delivered to OMG	OMG														
Receive historical campaign reporting, by business unit / platform / campaign	OMG														
Receive business unit / campaign / platform audience and data strategies	OMG														
Receive business unit / campaign content calendars	OMG														
If transfers declined, receive platform extractions and media plan detail for architecture rebuild	OMG / INCUMBENT														
Platform architecture rebuild / retrafficing of media requirements	OMG														
Develop inclusion + exclusion list aligned to OMG enterprise lists and GAP guidelines	OMG														
Assess / implement immediate tagging needs to ensure consistency with current tracking (tagging parameters creation / approval / implementation)	OMG														
OMG to partner with GAP to establish financial and budgetary process / cut over across all insertion orders	OMG														
Review direct partner media plans and custom content requirements, if applicable	OMG/ INCUMBENT														
Transfer billing and insertion order ownership across media partners (direct IO requirements)	OMG														
Incumbent freeze on all campaign changes (campaign launches, etc.)	OMG														
OMG to partner with GAP to reconcile spend in accordance with agreed budgetary cutover (if necessary)	OMG														
Remove Incumbent account access in the event accounts are transferred to OMG	OMG														
Remove Incumbent account access to Google Marketing Platform and associated ad server networks/ad verification partners (where transfers are applicable)	OMG														
Set OMG accounts / billing live	OMG														
INVESTMENT SEARCH															
OMG to receive read access to Google Search Ads / management platform / tech platforms (e.g., Skai, SA360, Google Merchant Center, etc.) from GAP	OMG/GAP														
OMG to receive read only access to all search engine accounts from Incumbents (Google Ads, Bing, etc.)	OMG														
OMG to receive list and access as required to extended partner list (e.g., affiliates, feed management partners)	OMG/GAP														
Execute comprehensive audit of Search/Shopping/Affiliate execution and implementation to consult on digital transformation and maturity mapping (based on GAP in-house model and desire for consult)	OMG														
Assess tagging and taxonomy needs to ensure consistency across channels for data operations and reporting requirements	OMG														
OMG to partner with GAP to establish financial and budgetary process / cut over across all Search insertion orders (if required)	OMG														
Confirm date and time of transition to transfer billing / account ownership	OMG														
Receive past historical campaign reporting, by search engine / campaign / ad group / ad copy / keyword (if access is not granted)	OMG														
Align MCC architecture to required GAP global structure	OMG														
Confirm billing is aligned to MCC/Account Setup architecture, review local billing requirements	OMG														
Assess / implement immediate tagging needs to ensure consistency with current tracking (tagging parameters creation/approval/implementation)	OMG														
Incumbent freeze on all campaign changes (bid, ad copy, keywords, new campaigns, etc.)	OMG														
OMG to partner with GAP to reconcile spend in accordance with agreed budgetary cutover	OMG														
Remove Incumbent account access upon Search Engine account(s) transfer to OMG	OMG														
Remove Incumbent account access to Google Search Ads 360/other management platform	OMG														
Set accounts / billing live	OMG														

Thank You!