

The Dot System

Do not
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Content
pending

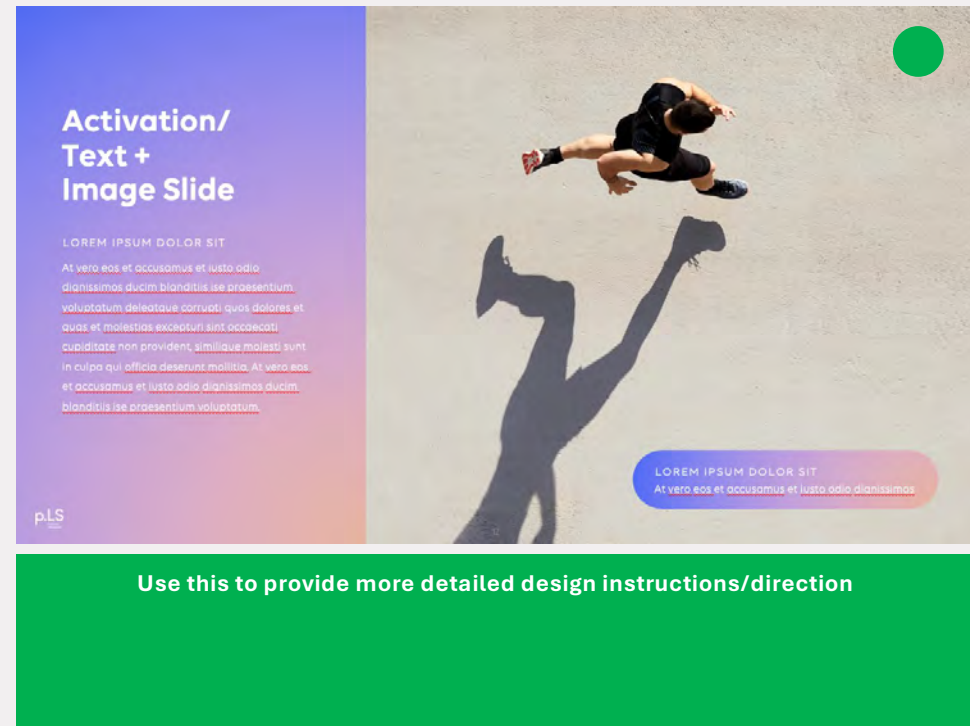
Do Not Design

Designed

Slide Designed

Ready for
Design
& Give
instructions

Ready for Design



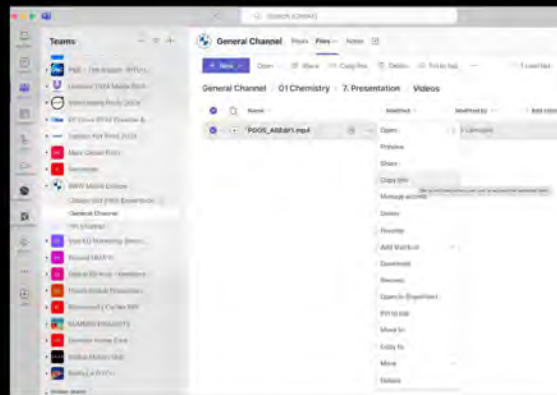
How to embed Videos to reduce file size

Stream your videos with OneDrive until before the pitch to keep file size manageable. Videos slow down the deck and it's really hard to design. Drop videos in only once the entire deck is designed and you are taking it offline. Drop it only then.



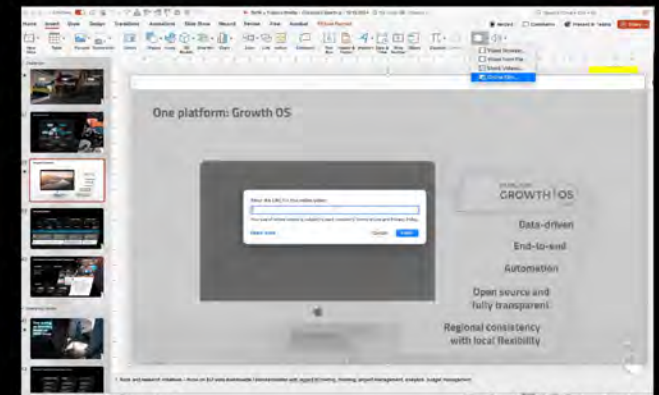
Remove videos
from the live deck

Right click > Select 'Save Media as...'
> save to desktop



Upload video to pitch channel
master folder and copy link

Click on '...' > select 'Copy link'



Insert OneDrive
hosted video

From the top ribbon > Insert video >
select 'Online Film' > paste link

Preflight before deck goes into design

Actions to Avoid

Add large videos to an online presentation

Copy slides into deck in a different template

Create slides with too many selective layers and shapes (ie. world maps)

Ask for weekend coverage immediately before the weekend

Revert to previous versions of the presentation

Invite the entire pitch team to the PPT

What To Do Instead

New

Stream your video to the PPT slide with OneDrive instead of embedding the file in the presentation. Download and embed prior to rehearsals.

Create a new slide in the template and copy the content into it instead of the entire slide.

Merge layers and shapes if slide is heavy and or syncing issues occur.

Request weekend work well in advance (at least several days) so we can create a plan and make room in our schedules.

If you need to access previous versions of the PPT, download an earlier version from SharePoint rather than reverting the live deck.

Provide people with a window to add their content, or have them provide it to the BD lead. Ask them to exit the deck when finished.

July 13th 2026

TMICC ADAPTATION & LOCALISATION PARTNER PITCH

Kick-off



THE
MAGNUM
ICE CREAM  COMPANY


PUBLICIS
PRODUCTION

A HEAD START IN KNOWING YOUR WORLD

With Publicis already operating as your media partner, combined with Creative and PR across some of the brands; this Power of One model allows us to see a bigger part of the picture. From the audiences your campaigns are built for, to the markets they need to land in, and the moments that make ice cream sell.

Knowing your brands - and more importantly the people that bring your brands to life - undoubtedly gives us a head start.

But we know we must now be laser-focused on adapting and localising, efficiently and effectively, market by market, through a specialised production team.

Therefore, this response doesn't begin with introductions. It begins with what we need to fix to deliver the efficiencies this brief calls for, and what we can elevate to help TMICC grow.

EXEC SUMMARY - INTRODUCTION

Joe

BUT FIRST, WE NEED TO MEET THE BRIEF

Yes, we have a bigger vision.

However, our total focus will be on the job in front of us which is fixing the cracks and meeting your brief.



DELIVER YOUR EFFICIENCIES

We'll do this by producing differently in deliberate phases – starting with fixing the cracks. Change how CG variants are made so the three-month turnaround halves, costs come down, and the quality holds.

We're changing the method, not lowering the standard.

2

ONBOARD THE REST

As scope grows – more brands, wider regions – everything moves onto the same model, the same rate card, and the same standards.

We will implement this phase without disruption to ensure business continuity.

And because the model is already running the savings compound, and every phase is delivering more value than the last, against your guaranteed year-on-year reduction.

3

ELEVATE & GROW

With the fundamentals running, the partnership can evolve: into growth markets, and into new occasions or cultural moments worth reacting to. And the technology evolves with it — every brief makes the system smarter, so more can be automated each year.

Efficiencies don't stop at phase one. We'll work further upstream so masters are built with adaptation in mind, have versioning planned before it's needed, and distribution managed.



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numbers to
be updated
before
pdfing

01 THE CONTEXT

01 IMPERATIVE 1: DESIGN A
TRANSFORMATIVE MODEL

01 IMPERATIVE 2: INTEGRATE
ADVANCED TECHNOLOGY TOOLS

01 IMPERATIVE 3: PRODUCE WITH EXCELLENCE

01 IMPERATIVE 4: CONNECT THE ECOSYSTEM

01 IMPERATIVE 5: ACCELERATE FOR GROWTH

01 IMPERATIVE 6: BE COMMERCIALY COMPELLING

01 TRANSITION & IMPLEMENTATION

01 WHY US & CLOSE

A photograph of two women smiling and eating Magnum ice cream bars. The woman on the left is wearing a dark brown top, and the woman on the right is wearing a white top. They are both holding and eating chocolate-covered ice cream bars. The background is a light-colored wall with vertical blinds. The image is partially obscured by a torn paper effect and a large beige oval containing the text 'THE CONTEXT'.

THE CONTEXT

THE CATEGORY IS UNDER PRESSURE

01

Cocoa has swung ~65% from its 2024 high – volatility that's hard to plan around

02

Fuel and energy raise manufacturing and cold-chain costs

03

More channels, formats and markets must be reached than ever before – each with its own spec and rules

And these pressures are only intensifying – rising costs, relentless content demands, and a pace that's hard to keep up with.



THE CONSUMER IS CHANGING TOO

*New consumption habits. Less loyalty. More choice.
What people want from ice cream is shifting:*

LIGHTER

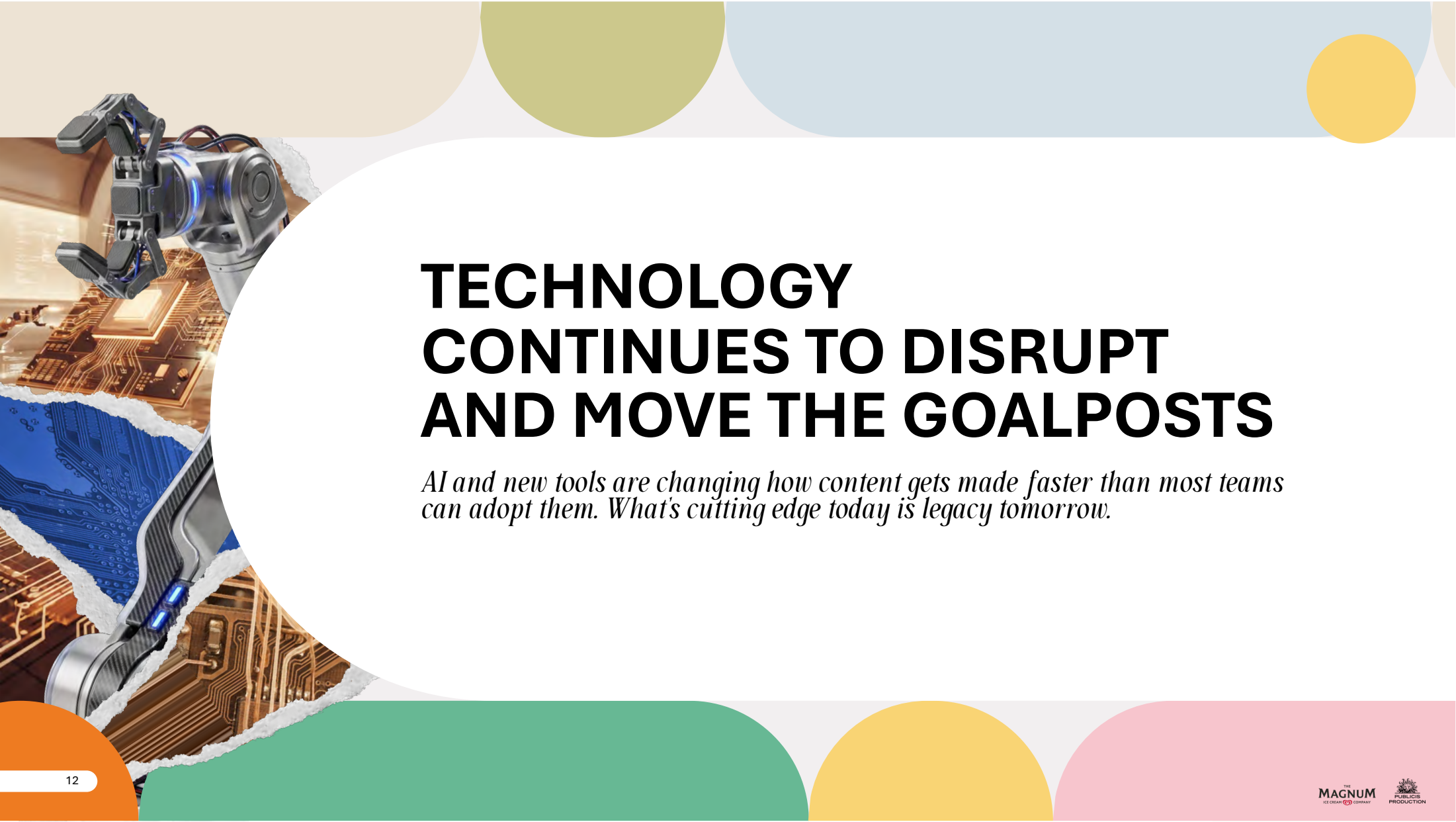
SMALLER

**MORE
MINDFUL**

**SHAPED BY
HEALTH AND HABITS
LIKE GLP-1.**

A category built on indulgence is being pulled toward moderation.

Staying relevant means keeping pace with a consumer who is changing, not just producing more efficiently.



TECHNOLOGY CONTINUES TO DISRUPT AND MOVE THE GOALPOSTS

AI and new tools are changing how content gets made faster than most teams can adopt them. What's cutting edge today is legacy tomorrow.

BUT MOST BRANDS ARE NOT SET UP TO OVERCOME THESE CHALLENGES

Brands typically solve adaptation in one of three ways. Each has its strengths but none of them deliver everything that this brief requires – Quality, Speed, And Value. At Scale

CREATIVE AGENCIES

Brilliant work, but expensive

They produce beautiful, on-brand work because craft is what they're built for. But their model is built for origination, not volume so using them to adapt hundreds of assets a year becomes costly.

TRADITIONAL PRODUCTION PARTNERS

Skilled, but not built for scale

They know production and can deliver quality, but their model is people-heavy and largely manual. When volume spikes or turnarounds tighten, they can't flex fast enough, and cost rises with every extra asset.

NEW PLAYERS, SINGLE-PURPOSE TOOLS

Modern, but soon obsolete

They're fast and efficient because they're built around a solid piece of technology. But single tools solve single problems and as technology moves on, they're left behind – so what looks cutting edge today is outdated tomorrow.

THE SECTOR IS AT AN INFLECTION POINT

Ice cream got a little bit stuck in nostalgia and creamy indulgence – and the opportunity is about bringing modern snacking and refreshment benefits to the category.



PETER TER KULVE SAYS THE PROBLEM WAS NEVER QUALITY – IT WAS CONNECTION

Within the ice cream sector craft has never been in doubt - the work has always been premium and beautiful. But work that isn't connected to the audiences, the media and the moments it's made for will always struggle to land.

That's the gap. Not the quality of what you make, but what it's connected to.



**YOU
ASKED FOR:**

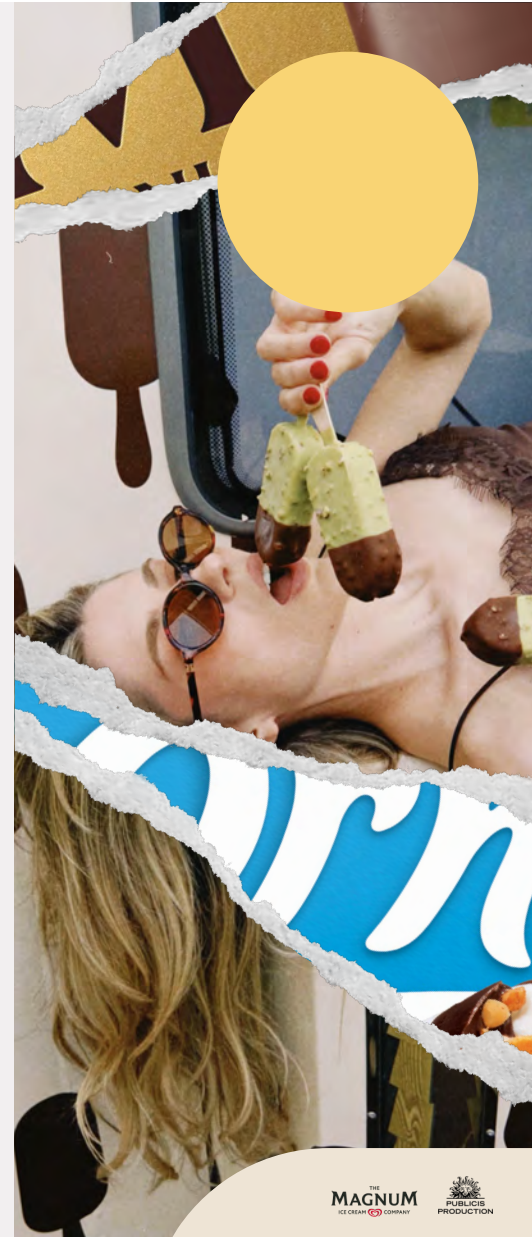
*An adaptation
partner*



**BUT
WE SEE:**

*A chance
to go further.*

Efficiency alone has a ceiling. So does a single purpose partner. We'll deliver the efficiencies this brief calls for first – then build on them.



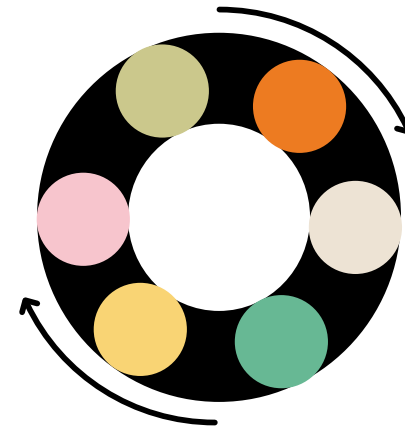
OUR POINT OF VIEW IS:

**TMICC DO NOT NEED
A SYSTEM.**



*A system is
Fast and efficient*

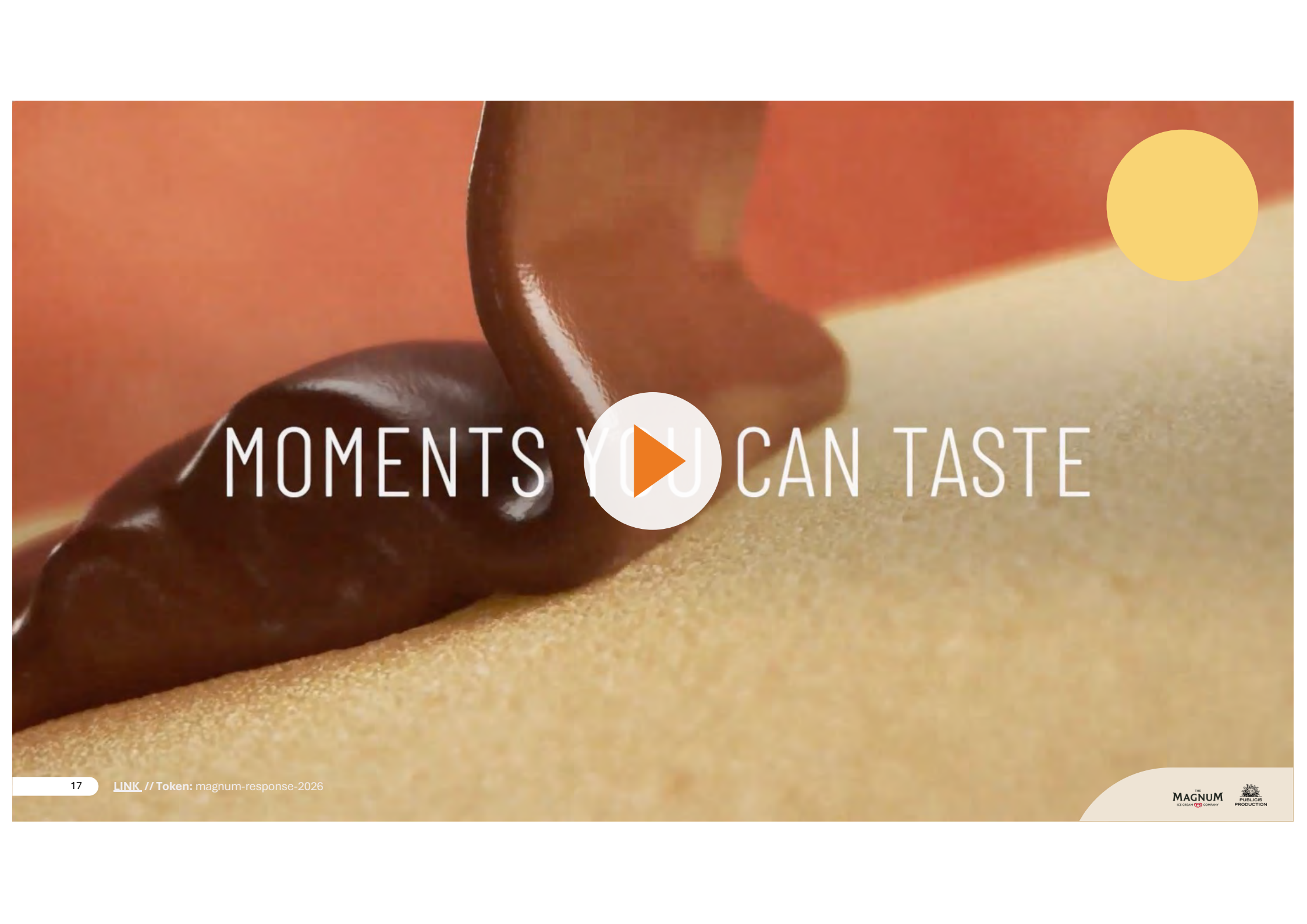
**TMICC NEED AN
INTELLIGENT ECOSYSTEM.**



*An
Ecosystem
is fast and
efficient
and effective*

*And only
Publicis can
build it.*

Because we already hold your media, we can connect the dots others can't — joining your content to the audiences, media and moments that make it perform.



MOMENTS  CAN TASTE

THE FIVE IMPERATIVES TO BRING THIS INTELLIGENT ECOSYSTEM TO LIFE

DESIGN A TRANSFORMATIVE MODEL

One consistent standard across
every market – at speed.

Imperative **01**

INTEGRATE ADVANCED TECHNOLOGY TOOLS

One connected system; less waste, duplication,
recreating from scratch, and admin

Imperative **02**

PRODUCE WITH EXCELLENCE W/ TEST EXAMPLES

Craft & CGI quality that holds up in
every format and market

Imperative **03**

CONNECT THE ECOSYSTEM

Smarter content decisions,
backed by data

Imperative **04**

UNLOCK NEW GROWTH BY SCALING CAPABILITIES

TBC

Imperative **05**

BE COMMERCIALY COMPELLING

TBC

Imperative **06**



Imperative
01

DESIGN A TRANSFORMATIVE MODEL

WE'VE HEARD WHAT'S HOLDING YOU BACK

We've heard the challenges of today's model from your brief: a newly independent business, delivering a large volume of assets annually across 5 brands and 80 markets, and ready to refresh every process, partnership and way of working from the ground up.

Brief intake is fragmented

cross regions, brands and channels with no single front door for TMICC marketers, and no shared view of demand at network level.

Product demo CG variant adaptation runs at 3 months

a labour-intensive bottleneck across 26+ Traditional CG variants a year, made harder because master CG simulation files aren't always available from master post houses. Every market variant requires workarounds.

Adaptation, translation, transcreation, localisation and clearance sit as unconnected steps

with manual process challenges upstream (briefing, market approvals) and downstream (clearance, playout, distribution).

Governance is layered but not unified

80 markets, 5 brands, no single mirror to Ad Pro, no single source of truth for volumes, savings and innovation.

The result:

an ecosystem that can't deliver the pace, cost efficiency or agility and can't unlock the 20% cost reduction ambition without a fundamentally different model.

THE PRINCIPLES OF OUR OPERATING MODEL

When designing your future operating model, four core principles guided every decision from hub configuration and talent to ways of working and technology. They're the reason the model is built to scale, adapt and deliver against your six evaluation KPIs.

01

*Built on
assets, not
projects*

We combine connected workflows, production technology and asset intelligence to ensure every master is designed to scale across markets, formats and channels, reducing duplication and unlocking greater value over time.

02

*Craft-led,
technology
powered*

We sit at the forefront of production and tech innovation. From advanced CGI and GenAI to workflow automation and connected production platforms, we bring proven technologies together to create faster, smarter and more scalable content production without compromising craft.

03

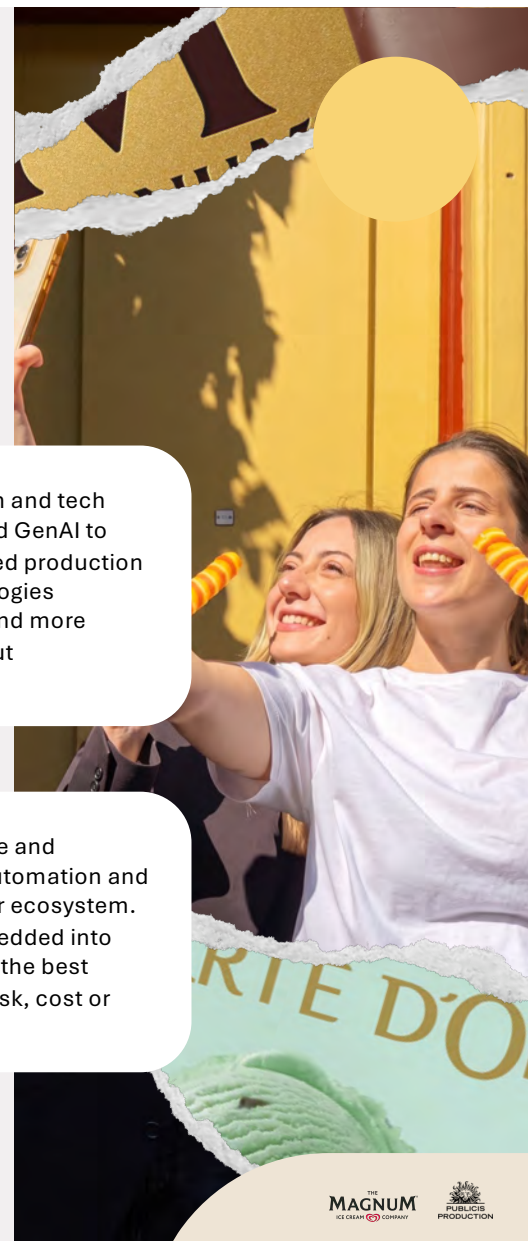
*Powered by
data in real
time*

Every brief informed by intelligence audience signals, performance data and Connected ID flowing in. Every asset tracked in real time. Every insight fed back into the next brief. Delivering to your Ad Pro standard from global to local, on a live dashboard.

04

*Future ready
by design*

We continuously evaluate, integrate and operationalise the latest CGI, AI, automation and production technologies across our ecosystem. Because innovation is already embedded into how we work, TMICC benefits from the best emerging capabilities without the risk, cost or disruption of building them itself.



ONE HIGHLY CONNECTED MODEL:

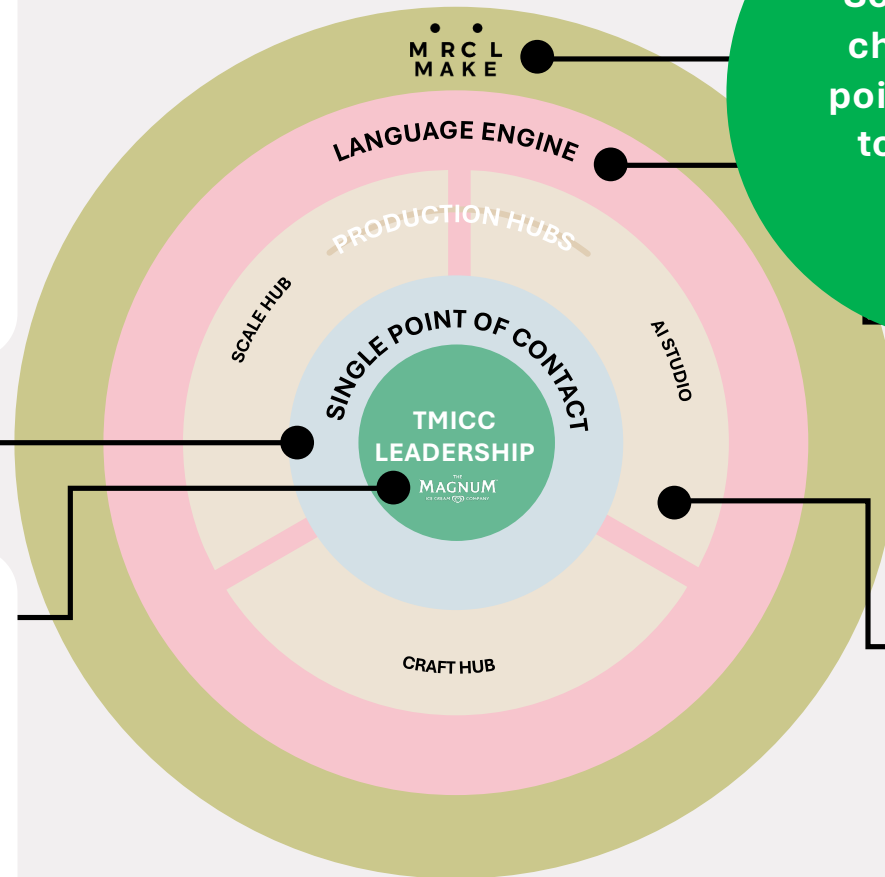
Your operating model runs on five connected layers each playing a distinct role, working as one connected system.

Always-on contact

Your Global Production Ops Lead owns every brief annual masters, rolling localisation, ad-hoc portfolio. Triaged in 24 hours, priced against your rate card, routed to the right hub. One name to talk to. One hand on every brief.

Ensuring governance

One senior team, delivering to your Ad Pro standard and working alongside your Global Localisation team. Governance from global to local one source of truth, nothing outside your view.



Sorry – can we change single point of contact to always-on contact

Powered by AI and our language services centre of excellence. 13,000 linguists and over 300 studios globally.

Intelligent hubs

Craft, AI Studio and Scale Hubs designed to bring quality, capability and efficiency together to deliver at speed and scale.

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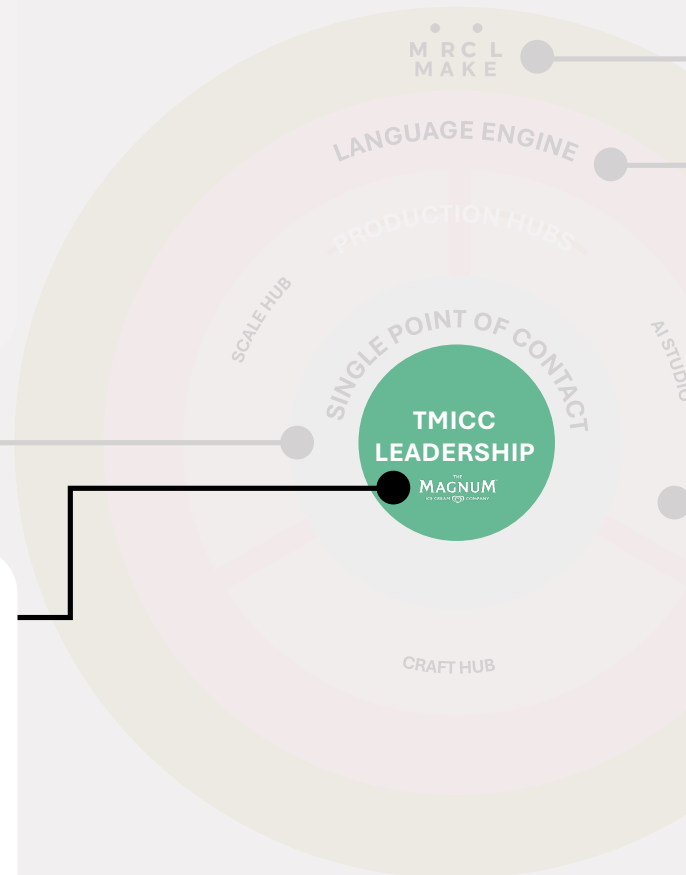
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THE TMIC LEADERS TEAM

WHAT IS IT:

At the heart of your operating model sits a senior leadership team of five, collectively responsible for setting the standard, driving performance and future-proofing the way TMICC delivers content. Spanning Executive Sponsorship, Client Leadership, Production Operations, AI & Creative Technology, and Language & Localisation, these five principals provide the strategic oversight and accountability that keeps the model coherent and evolving across every market and every brand, working directly with your Ad Pro team on governance and standards, and with your Global Localisation team on day-to-day briefing flow.

JOE

DEEPTI / DEMET?
GLOBAL PROD OPS?

Exec
production
sponsor

Jay
Humphreys

Global
Client Lead

Ensuring
governance



XX

Global
Production
Ops Lead



Sarah
Mrowicki

Global
Language Lead



Jon
Lefley

AI Creative
Technologist

Overall Responsibilities

SET AND UPHOLD global standards across creativity, production, AI and operations mirroring the standards of your Ad Pro team

PROVIDE OVERSIGHT AND GOVERNANCE across all 80 markets and 5 brands, balancing consistency with local relevance through balancing consistency with local relevance through weekly delivery reviews, monthly business reports and quarterly Ad Pro governance reviews.

ACT AS THE DECISION-MAKING AUTHORITY and escalation point across every layer of the model

DRIVE CONTINUOUS IMPROVEMENT, INNOVATION AND TRANSFORMATION with dedicated leadership across AI adoption and operational excellence

OWN THE TALENT AND CAPABILITY AGENDA at every level flexed to your calendar, sized for your September peak

OWN THE TALENT AND CAPABILITY AGENDA at every level flexed to your calendar, sized for your September peak

LEAD THE INTEGRATION OF AI tools and emerging technologies across the network, including ownership of the AI content policy, brand safety, compliance frameworks, ensuring the model remains future-fit and delivers the guaranteed YoY reduction

ENSURE OPERATIONAL EFFICIENCY AND SCALABILITY across all markets, with Magnum Make as your single source of truth

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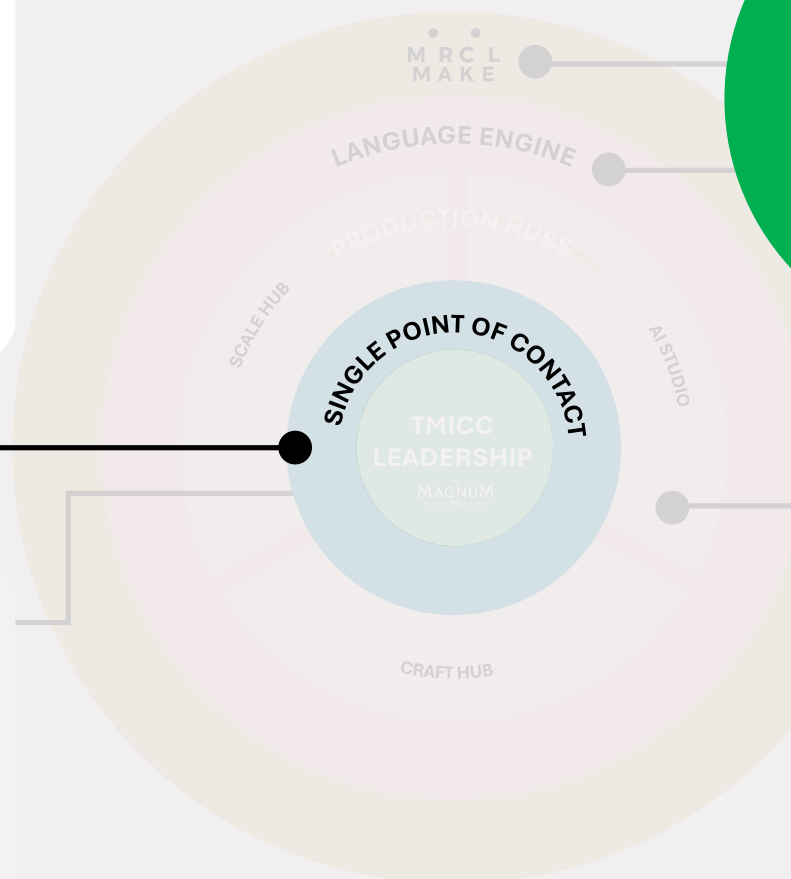
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YOUR ALWAYS ON CONTACT, ONE ACCOUNTABLE OWNER

WHAT IS IT:

Your Always-On Contact one accountable owner for every brief that enters the model. Your Global Production Ops Lead triages, prices and routes every brief within 24 hours delivering to your rate card and to the right hub. Always available. Always accountable.

*Always-on
contact*



*Name
name*

Global Production
Ops Lead

Overall Responsibilities

OWN EVERY BRIEF: from annual master briefs, to rolling localisation, to ad-hoc portfolio requests

TRIAGE WITHIN 24 HOURS: categorising, prioritising and routing to the right hub

PRICE AGAINST YOUR RATE CARD: every asset accurately costed to your commercial model

ROUTE INTELLIGENTLY: matching each brief to the right hub (Craft, AI or Scale) for delivery

HANDLE THE SEPTEMBER PEAK: scaled resourcing to absorb 65% of Magnum's annual briefs without breaking the 24-hour SLA

MANAGE STAKEHOLDER

RELATIONSHIPS: one name for Ad Pro, Global Localisation team, and Global Brand teams to talk to

MAINTAIN VISIBILITY IN MRCL MAKE: every brief tracked, every status shared, single source of truth

ENSURE SLA COMPLIANCE: 24-hour triage, monthly reports, quarterly reviews
ESCALATE APPROPRIATELY: to the Global Client Lead for strategic decisions, to the leadership team for operational escalations

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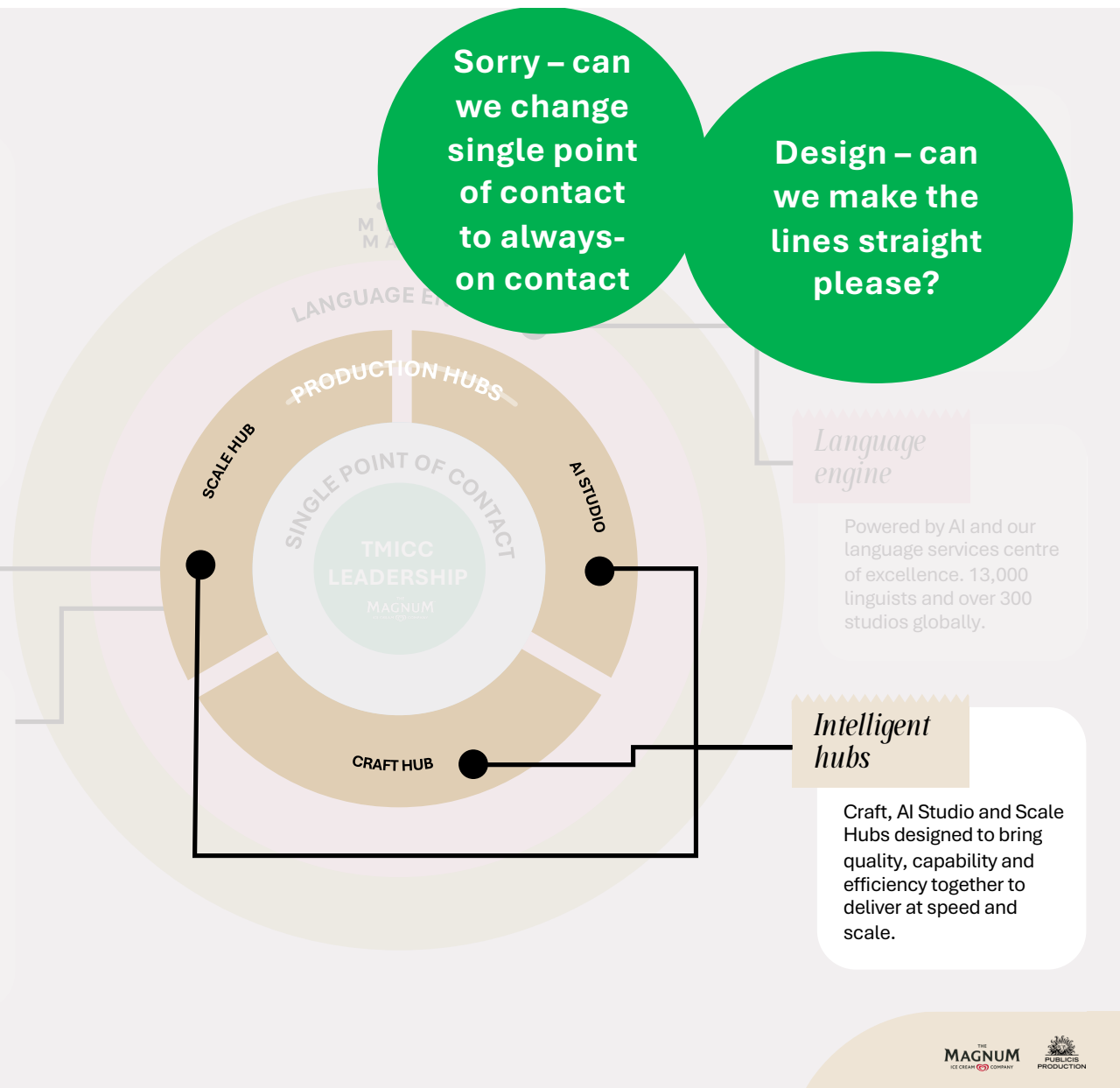
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A PRODUCTION HUB CAPABILITY NETWORK BUILT FOR EFFICIENCY

WHAT IS IT:

A streamlined global network of three specialist hubs designed to deliver the cost savings, speed, innovation and scale your brief calls for. Craft, AI Production and Scale each purpose built for a specific type of work, all connected through MRCL Make. Faster turnaround. Streamlined workflows. Every asset priced against your rate card. Every euro tracked.

Overall Responsibilities

1 Craft & Complex

CRAFT HUB

Complex/craft AI support
Advanced post-production
High-touch adaptation
Technical quality review

Specialist craft production

World Class
Industry Leading
CGI Specialism
(Nuke & Houdini)

2 AI Studio

AI STUDIO

AI production & adaptation
Prompt engineering
AI-assisted video/image production
Workflow automation

AI enabled specialist production

Extended coverage across the globe and future proofing

3 Scale Production

SCALE HUB

Standard adaptations
Versioning & localisation
QA / QC
Content assembly

Specialist volume production

Cost effective scaling for high volume

Intelligent hubs



WHAT EACH HUB OWNS

How each hub delivers cost savings, speed, innovation and scale.

CRAFT HUB

Your **Craft Hub** is a specialist production centre for the highest-craft, highest-complexity work. Combining world-class CGI expertise (including Nuke and Houdini), advanced post-production, senior craft directors and AI-enabled workflows, it creates the master assets, product variants and hero content that define your brand. Every asset is reviewed and signed off by craft directors, strengthened by specialist food craft expertise.

WHAT THE CRAFT HUB OWNS:

Master asset creation	CGI product demos, master toolkit builds, hero content
CGI production	Hero variants (e.g. Pistachio → Peach) using CGI masters as visual anchors.
Advanced post-production	Nuke and Houdini specialism, complex compositing, senior grading
Complex adaptation	High-complexity edits, talent integration, food craft expertise
Technical quality review	Craft director sign-off on every hero asset before it flows downstream

AI STUDIO

Your **AI Production Hub** is a specialist AI-enabled production centre for AI-driven adaptation, versioning, transcreation and voice at speed and scale. Combining prompt engineering expertise, AI-assisted video and image production, workflow automation and the Publicis Groupe's language services centre of excellence, it powers the volume AI work that unlocks your €2M+ savings ambition. Every output is powered by MRCL Make and reviewed by human specialists for quality, brand fit and compliance.

WHAT THE AI STUDIO OWNS:

AI-driven volume adaptation	Gen AI translation, transcreation, cutdowns, resize, product variant stills
AI voice and dubbing	VO cloning, AI VO adaptation, video dubbing at scale
CGI AI variants	AI generated variants of craft-built masters
Language services CoE	The Publicis Groupe centre of excellence for translation, transcreation and localisation
Workflow automation	End-to-end AI production pipelines integrated with MRCL Make

SCALE HUB

Your **Scale Production Hub** is a specialist volume production centre for standard adaptations, versioning and localisation at scale cost-effectively, consistently, and at speed. Combining specialist production teams, QA/QC expertise and content assembly capability, it handles the high-volume adaptation work that drives efficiency across the model. Every asset delivered to your rate card, powered by MRCL Make, ensuring consistency, quality and operational control. delivery without compromising standards.

WHAT THE SCALE HUB OWNS:

Standard adaptations	Market versions, pack swaps, format variants at volume
Versioning and localisation	VO adapts, audio edits, cutdowns, bumpers, end tags
QA / QC	Quality control on every asset before market release
Content assembly	Playout, distribution, digital and social delivery
Cost-effective scaling	Where the majority of your annual volume gets made

Intelligent hubs



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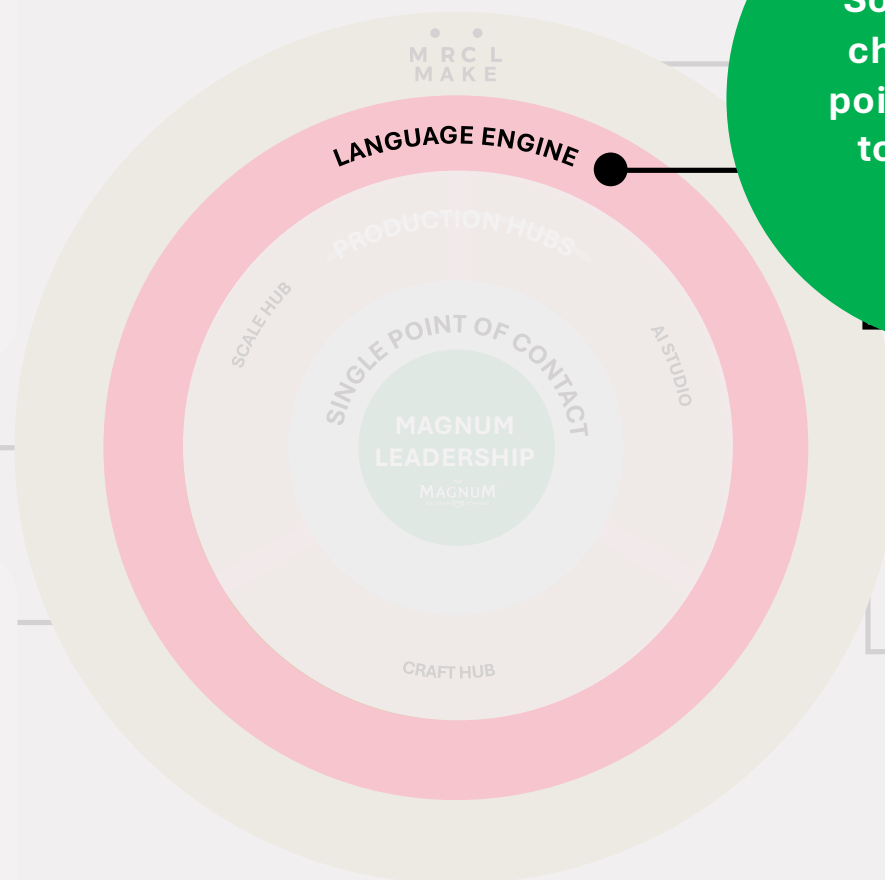
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THE LANGUAGE ENGINE

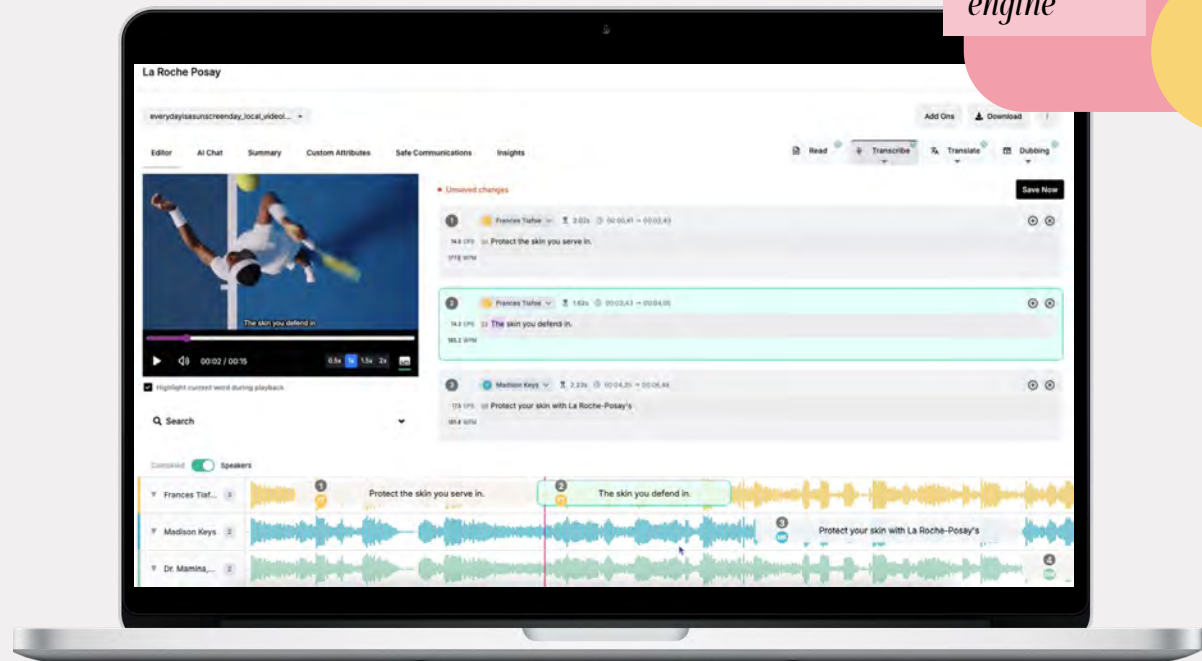
WHAT IS IT:

Your Language Engine is a specialist language services layer combining two things that most language partners can't seamlessly offer together:

- 1) Senior in-market copywriters for transcreation, cultural nuance and human-quality craft
- 2) Best-in-class translation and AI technology for scale, speed and consistency.

The result is a language capability that's culturally resonant, technically enabled, and delivered at TMICC craft standard across every asset, language and market driving **35% average cost savings, 40% faster end-to-end processes, and +19% quality score improvements** for our global clients.

Language engine



Overall Responsibilities

IN MARKET TRANSCREATION:

Senior copywriters based in every priority market for cultural adaptation and human-quality craft

AI ENBAED TRANSLATION AND VO

Scale, speed and consistency across 500+ language combinations, powered by best-in-class LLM, NMT and VO technology

HUMAN IN THE LOOP QUALITY

Every asset touched by both human linguists and technology for optimal outcomes

CULTURAL INTELLIGENCE

Proprietary agentic cultural intelligence layer ensuring localisation is not just linguistically correct but culturally resonant

FULLY EMBEDDED IN YOUR WORKFLOWS

End-to-end language services (copywriting, transcreation, human VO, AI VO, and translation) actioned as an integrated part of the model, not a siloed service

SUPPORTED BY A GLOBAL NETWORK OF NATIVE SPECIALISTS

*A globally distributed
language network with
senior in-market talent
in every priority market
for TMICC.*

specialists
per region

As the largest, most awarded, and most certified language team of any global communications network, Publicis Production's language capability is second to none.

AN INTEGRATED LANGUAGE SOLUTION THAT BLENDS THE BEST OF TWO WORLDS:

- 1 The quality, scale and tech-focus of a top ten language service provider
- 2 The creativity, speed and client focus of a fully embedded delivery engine within our Production Hubs.

WHAT DOES THIS MEAN FOR TMICC?

Unparalleled, scalable access to top-tier in-market talent, all tech-enabled and governed by a bespoke centralised operating model.

The result? Cultural relevance and unmatched quality without compromising transparency, efficiency or global consistency.

SCALE

13,000+ specialists | 300+ studios | 500 language combinations

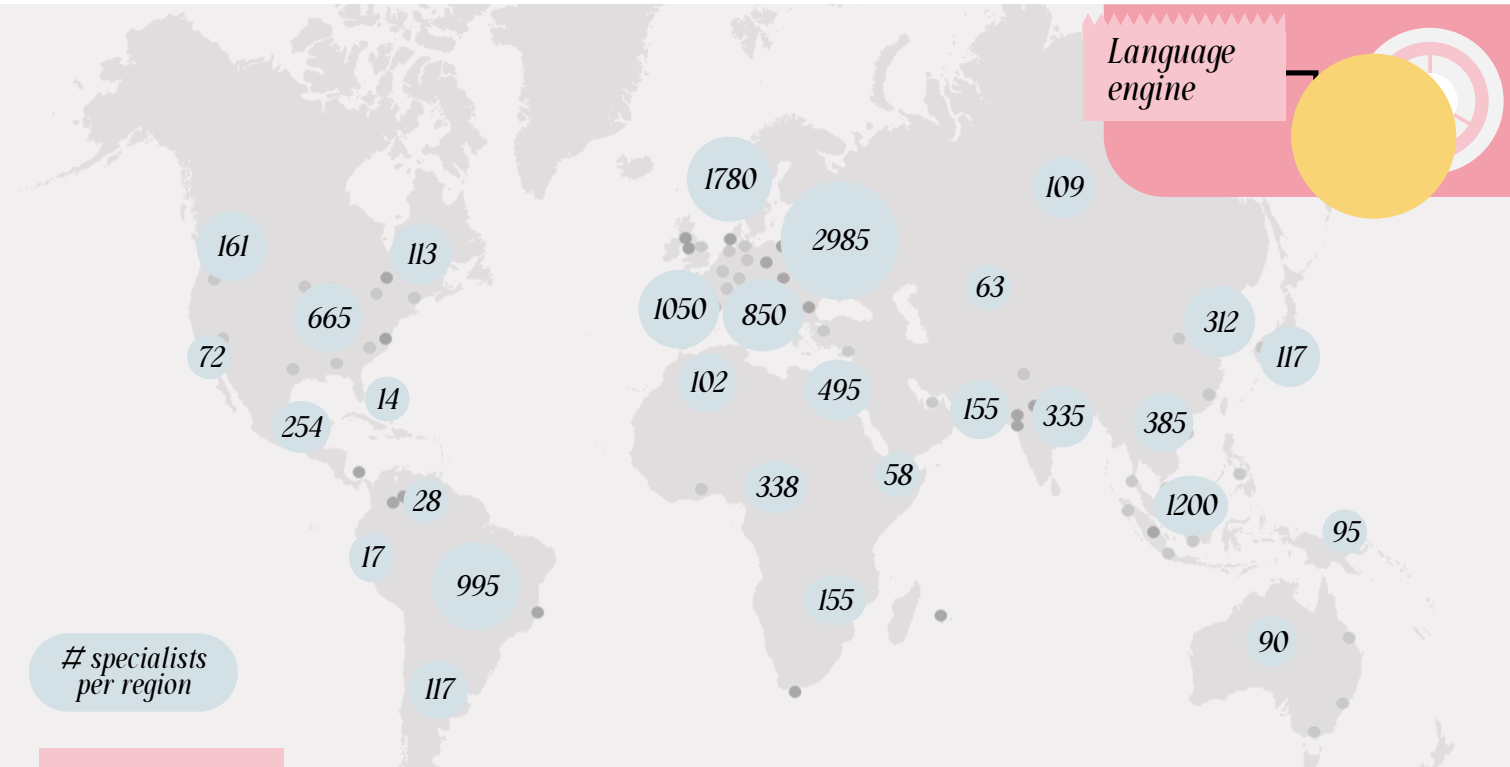
QUALITY CERTIFICATIONS:

ISO 17100, 9001, 14001, 5060, 13485 and 18587 with ISO 27001-certified IT infrastructure

ACCOLADES:



Language
engine



ONE HIGHLY CONNECTED MODEL:

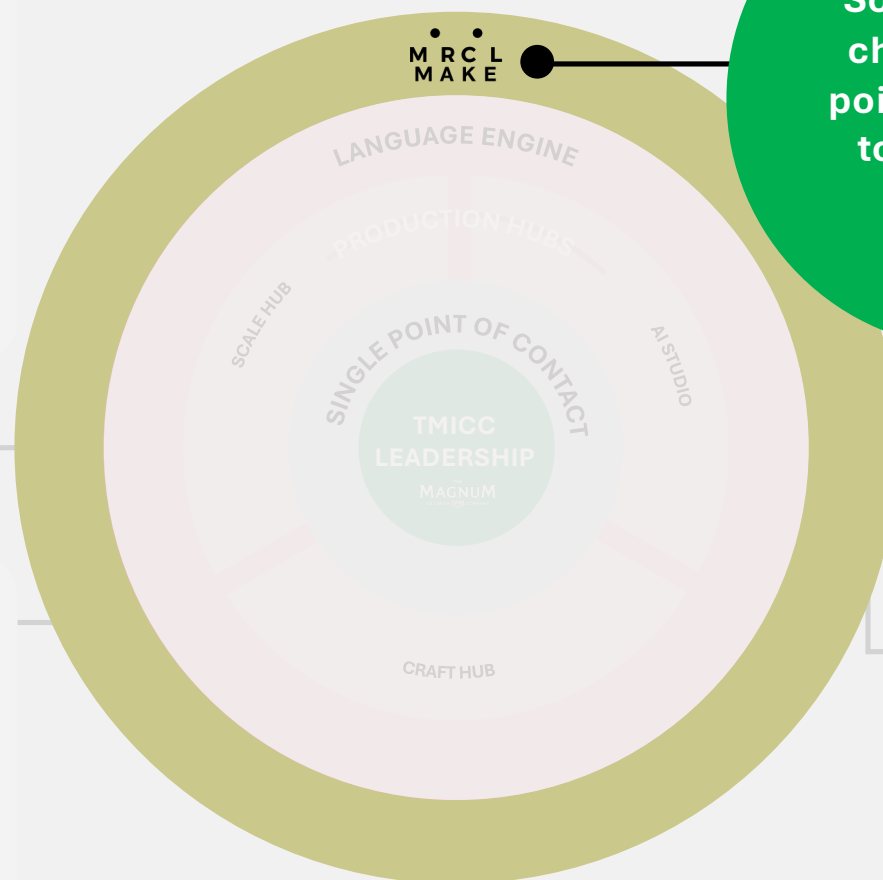
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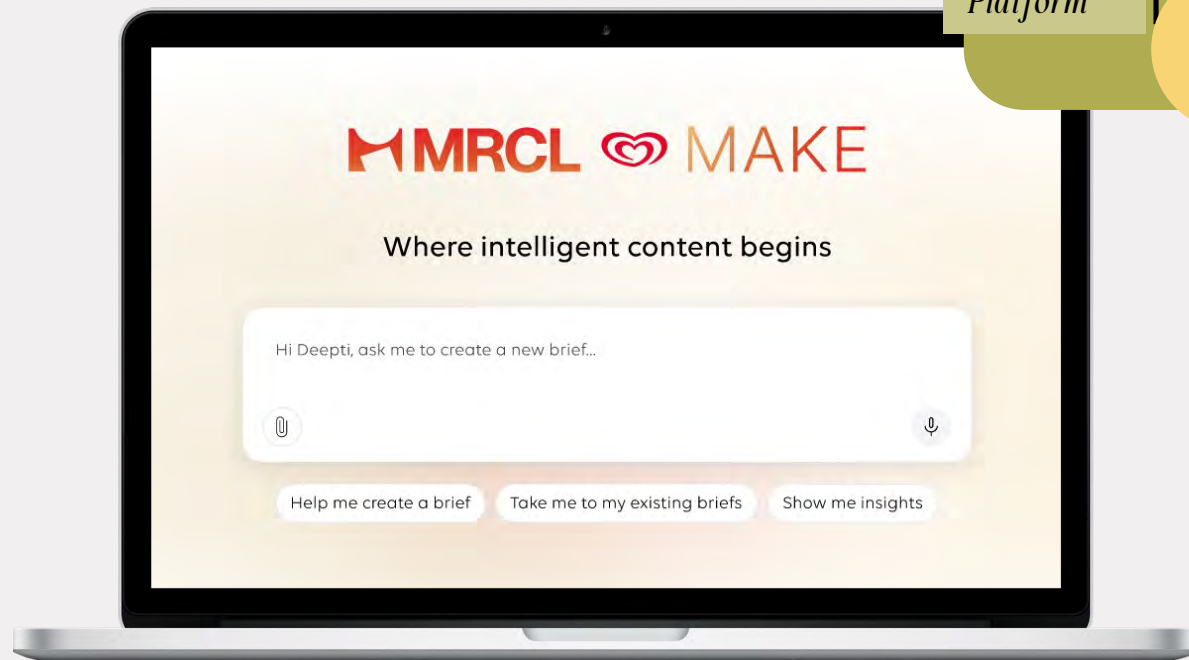
THE INTELLIGENT PLATFORM UNDERPINNING EVERY LAYER, EVERY BRIEF AND EVERY ASSET

WHAT IS IT:

Explained in the next Imperative, our proposed technology is the connective layer that runs across the entire operating model. Solid processes and governance are the foundation. Our technology ensures they are applied consistently and efficiently at scale.

The full technical architecture, integrations and tooling specifications will be defined with the TMICC technology team during onboarding.

Intelligent Platform



Overall Responsibilities

SINGLE POINT OF INTAKE AND ASSET REVIEW

MANAGES ASSET REUSE

ENFORCES BRAND STANDARDS

ENABLES WORKFLOW AUTOMATION

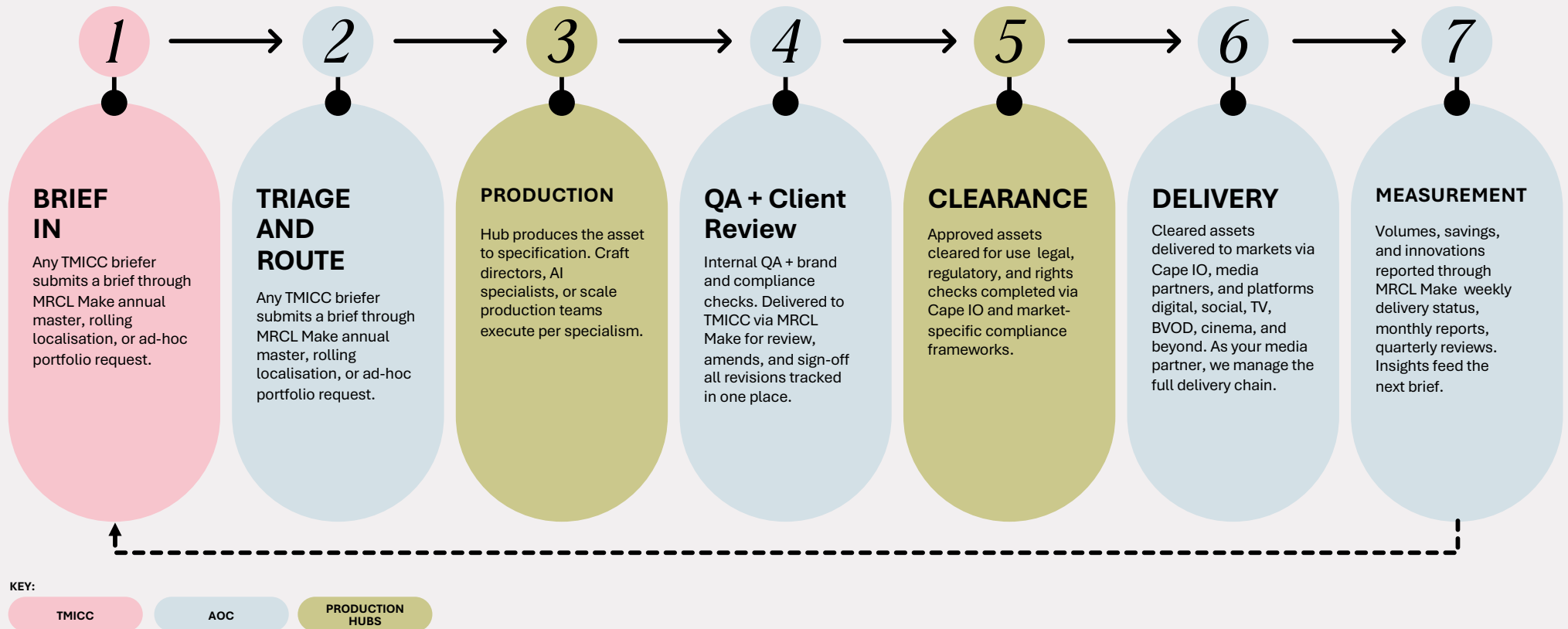
PROVIDES REAL-TIME VISIBILITY AND REPORTING

HOW YOUR PRODUCTION MODEL WORKS

Now we've outlined the model, the next slide will deep dive into how the process runs from any brief entering through your Always-On Contact, to triage, production, review, delivery and reporting. All briefs enter a single workflow, providing one accountable owner from intake through to delivery. Requests are triaged and routed to the most appropriate hub with a clear feedback loop for approvals and amends ensuring quality, efficiency and consistency across every market. Imperative 2 explores the connected technology ecosystem that enables and scales this process.

HOW YOUR PRODUCTION MODEL WORKS END TO END

From brief in to asset out, one connected process, one accountable owner, one platform.



IN SUMMARY: DESIGN A TRANSFORMATIVE MODEL

01

One front door for every brief

Your Global Production Ops lead owns every brief, triaged in 24 hours, routed through the right hub.

02

Intelligent technology powering every layer

MRCL Make underpins the entire model, every brief, asset in one place from day one.

03

Flexed to your calendar, built for your ambition

Sized for your September peak, scaled across our hub network. Capacity moves to where your demand is.





Imperative
02

INTEGRATE ADVANCED TECHNOLOGY TOOLS

A CONNECTED FOUNDATION FOR YOUR ADAPTATION OPERATION

Our technology proposition to suit all your needs

We know that at TMICC, you have high ambitions for the speed, efficiency, and intelligence of your adaptation and localisation operation, and that establishing the right production partner is central to achieving them.

We also see that the current adapt ecosystem faces several challenges, stemming from fragmented briefing and approval processes across markets and brands, leading to slow CG variant turnaround, limited AI adoption, and a lack of end-to-end visibility of asset volumes, cost, and performance.

Our production solution addresses these challenges and establishes a core foundation to centralise adaptation workflows, standardise processes across markets, and enable faster, smarter asset versioning at scale. It delivers end-to-end transparency, optimisation of CG and localisation production through AI and automation, and data-driven planning, ultimately making TMICC's content operation more agile, cost-efficient, and market-ready.

Fragmented market briefing

Fragmented playout and distribution across channels

Limited versioning capability at scale

Inconsistent governance and ai compliance frameworks

Fragmented workflows

Under-utilisation of ai and automation in production

Manual and slow market approval workflows

Lack of reporting and insights

Lack of end-to-end asset visibility

Limited end-to-end transparency

THE OBJECTIVES IT DELIVERS AGAINST

The following objectives form the fundamentals of our technology proposition

Each objective has been defined in direct response to the priorities and challenges you outlined, from the requirement for seamless integration and end-to-end production visibility, to the ambition to accelerate CG variant adaptation through AI, scale, and localisation across a complex multi-brand portfolio, and achieve a speed reduction in brief-to-delivery turnaround.

These are not aspirations. They are the measurable commitments against which MRCL Make will be held accountable.

*Integration
and
scalability*

*E2E
production
and
adaptation
visibility*

*AI-powered
CG variant
acceleration*

*Multi-brand
multi-market
localisation at
scale*

*Faster brief-
to-delivery
turnaround*



MRCL MAKE – THE INTELLIGENT CONTENT PLATFORM

MRCL Make platform runs through every layer of your model, from brief intake to market intelligence. Every brief, every asset, every market, visible in real time.



E2E AGENTIC INTELLIGENT CONTENT ENGINE



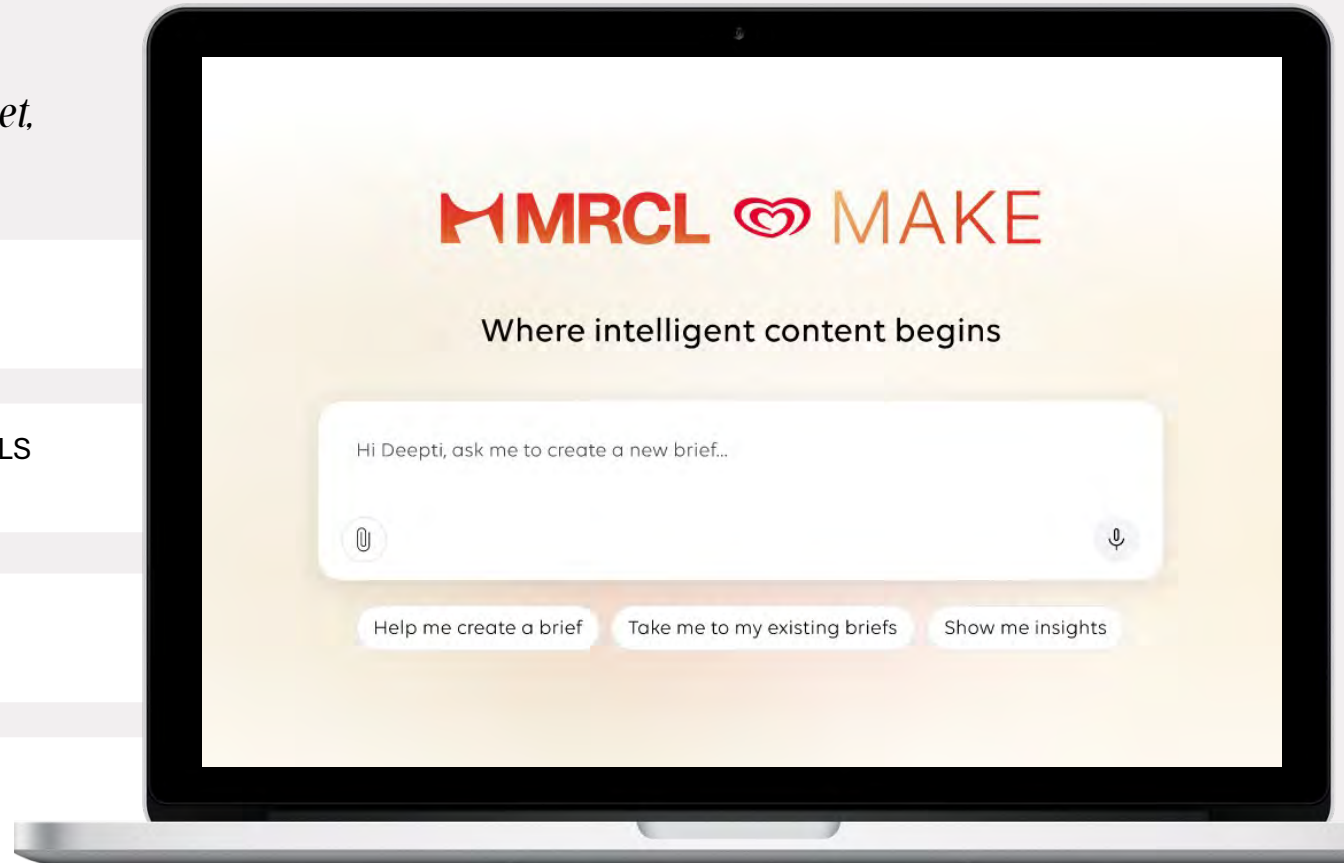
CENTRAL BRIEFING PORTAL, APPROVALS AND PERFORMANCE DASHBOARD



STREAMLINED GLOBAL CONTENT ADAPTATION



FULLY INTEGRATED WITH YOUR DAM



E2E AGENTIC, INTELLIGENT CONTENT ENGINE

All TMICC brand and market stakeholders and Publicis Production teams will benefit from working within MRCL Make daily, supported by a core set of capabilities and functionality. MRCL Make will be the single source of truth for every adapt brief, every market, and every asset.

The platform and production teams will work seamlessly with TMICC's existing tech and tools, including Aprimo, CreativeX, SWOP and Cape IO.

Each **TMICC Marketer** touchpoint is outlined in the following slides.

Homepage

Smart Brief

Asset Recommender

Production

Content Score

Review Accelerator

Reporting & Analytics



MARKETER *Experience*

Homepage

Smart Brief

Asset Recommender

Production

Content Score

Review Accelerator

Reporting & Analytics

Homepage overview

The Homepage is every user's entry point into production. A dynamic, Publicis-managed landing page that surfaces live briefs, pending approvals, insights and top-performing work at a glance.

Designed to promote reuse and reduce duplication across brands and markets.

Why is it needed?

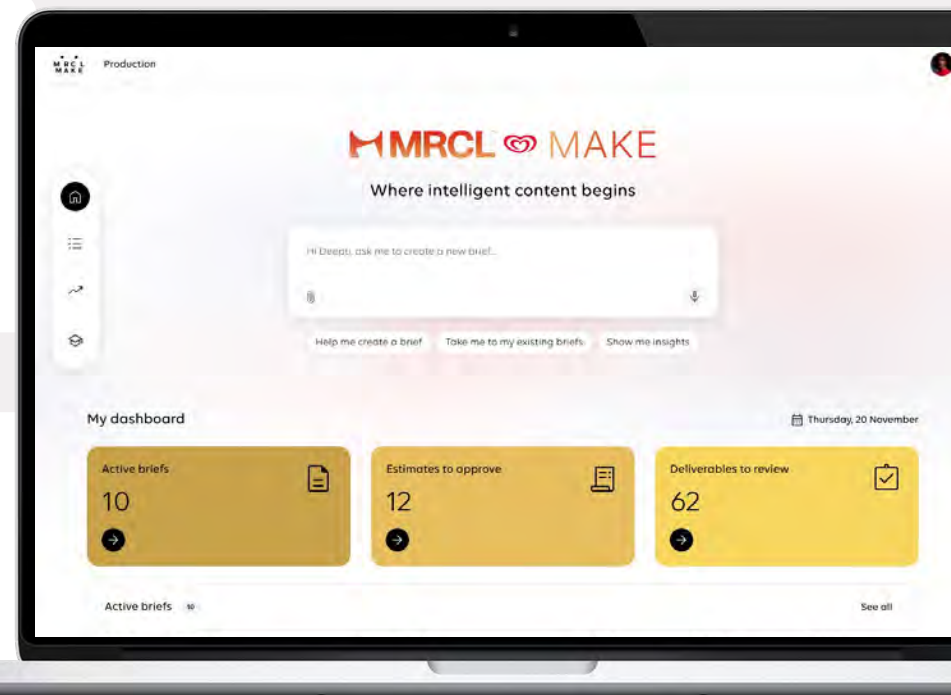
Today, visibility across deliverables is fragmented. Teams lack a shared view of what's in progress, what's been approved, and what's already been produced. The Homepage creates a single source of truth, reducing duplication and closing the governance gaps that add admin and slow delivery.

Major features

- Personalised dashboard showing active briefs, pending estimates, and assets awaiting review
- Direct access to agentic assistant
- Quick-access shortcuts to core platform sections (e.g. Briefs, Reviews, Estimates)

Major benefits to TMICC

- Instant visibility into production status across all materials, reducing chaser emails and manual reporting
- Gives brand leadership a live, trusted view of output, without needing to dig into the workflow



Homepage

Smart BriefAsset
Recommender

Production

Content
ScoreReview
AcceleratorReporting
& Analytics

Smart Brief overview

Smart Brief is an AI-powered conversational briefing agent that helps TMICC marketers create complete, structured briefs from unstructured inputs. You can turn meeting notes, documents, and campaign context into a standardised brief, ready for production.

Why is it needed?

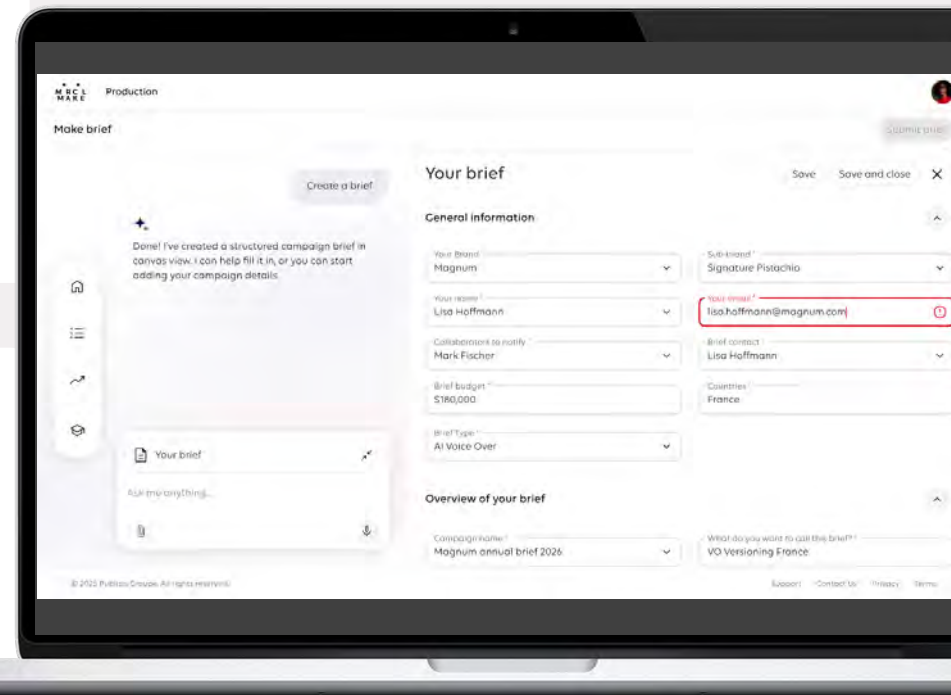
Briefs entering production can be incomplete, inconsistent, and unclear, ultimately creating rework, mis-scoping, and downstream delays. Without a structured briefing process, teams across brands and markets operate from different starting points, compounding governance gaps and inflating production costs.

Major features

- Conversational AI agent guides marketers through brief creation in natural language
- Auto-populates brief fields from unstructured inputs like documents, decks, meeting notes
- Supports multiple customisable brief types across brands and stakeholders
- Integration with Aprimo surfaces relevant existing assets at the point of briefing
- Connected ID to recommend target audiences and media plans at briefing stage

Major benefits to TMICC

- Sharper, insight-led briefs reduce approval rounds and accelerate time to production
- Consistent brief quality across all stakeholders strengthens governance and reduces misalignment
- Connectivity with Aprimo at briefing stage drives asset reuse from day one, reducing origination spend



MARKETER *Experience*



Homepage

Smart Brief

Asset Recommender

Production

Content
Score

Review
Accelerator

Reporting
& Analytics

Asset Recommender overview

The Asset Recommender surfaces the most relevant, highest-performing existing assets from Aprimo at the point of briefing. It leverages semantic and visual intelligence to match brief content against the existing asset library before any new production begins.

Why is it needed?

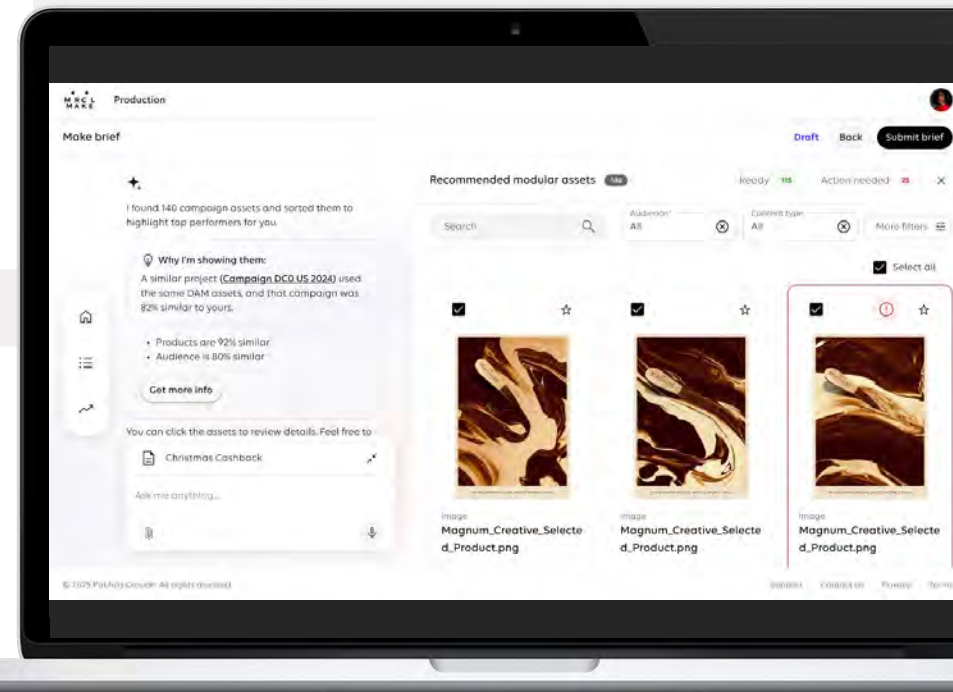
Significant production effort is spent recreating content that already exists. Without an intelligent recommendation engine connected to the briefing process, reuse relies on individual knowledge rather than systematic discovery and drives unnecessary origination cost and undermining efficiency targets.

Major features

- Semantic and visual AI matching of brief inputs against the asset library in Aprimo
- Surfaces reusable assets ranked by brand alignment, audience cohort, and brief relevance
- Integrates directly into the briefing journey so recommendations appear before production is scoped
- Displays Content Score alongside each asset so teams can assess quality before selecting

Major benefits to TMICC

- Reduces origination spend by making reuse the default, not the exception
- Eliminates the institutional knowledge gap: any team member can find the right asset, not just those who know where to look
- Connects directly to TMICC assets visibility objectives by keeping assets within a governed, searchable ecosystem



MARKETER *Experience*

Homepage

Smart
BriefAsset
Recommender

Production

Content ScoreReview
AcceleratorReporting
& Analytics

Content Score overview

Content Score is an AI-powered evaluation tool that automatically assesses creative assets for brand compliance, audience relevance, and fatigue risk before they go live. It gives all stakeholders confidence that every asset is on-brand, on-strategy, and built to perform.

Why is it needed?

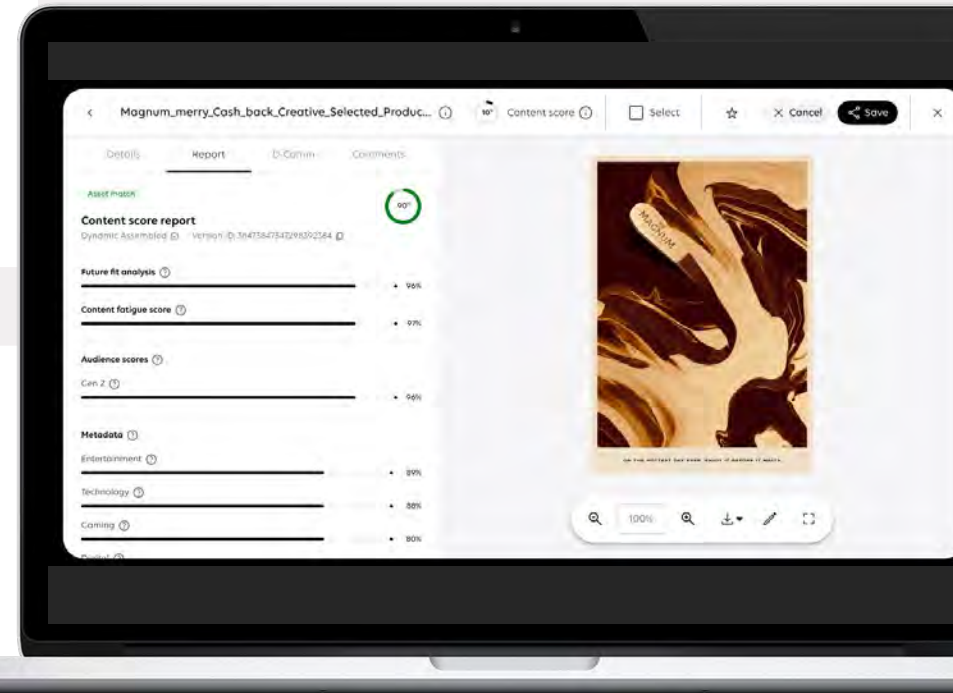
Brand, compliance, and quality issues caught late drive costly rework and delay time to market. Across a portfolio as broad as TMICC's, inconsistent asset quality across brands and markets creates governance risk and undermines campaign effectiveness.

Major features

- Automated brand compliance checks across formats using multimodal AI
- Audience relevance scoring to assess alignment with target demographics
- Predictive fatigue scoring to flag overused assets and guide refresh decisions
- Integration with Creative X and Adge for additional insights

Major benefits to TMICC

- Fewer late-stage amends and production rework cycles across all deliverables
- Brand teams can approve with confidence, knowing assets meet compliance standards before submission
- Fatigue signals protect campaign performance by surfacing when creative needs refreshing
- Production teams leverage the same functionality to ensure a right-first-time approach to production



MARKETER *Experience*

Homepage

Smart
BriefAsset
Recommender

Production

Content
Score**Review Accelerator**Reporting
& Analytics

Review Accelerator overview

Review Accelerator centralises asset review, feedback, and stakeholder sign-off in a single interface. It replaces fragmented email chains and disconnected tools with one streamlined approval workflow accessible to all stakeholders

Why is it needed?

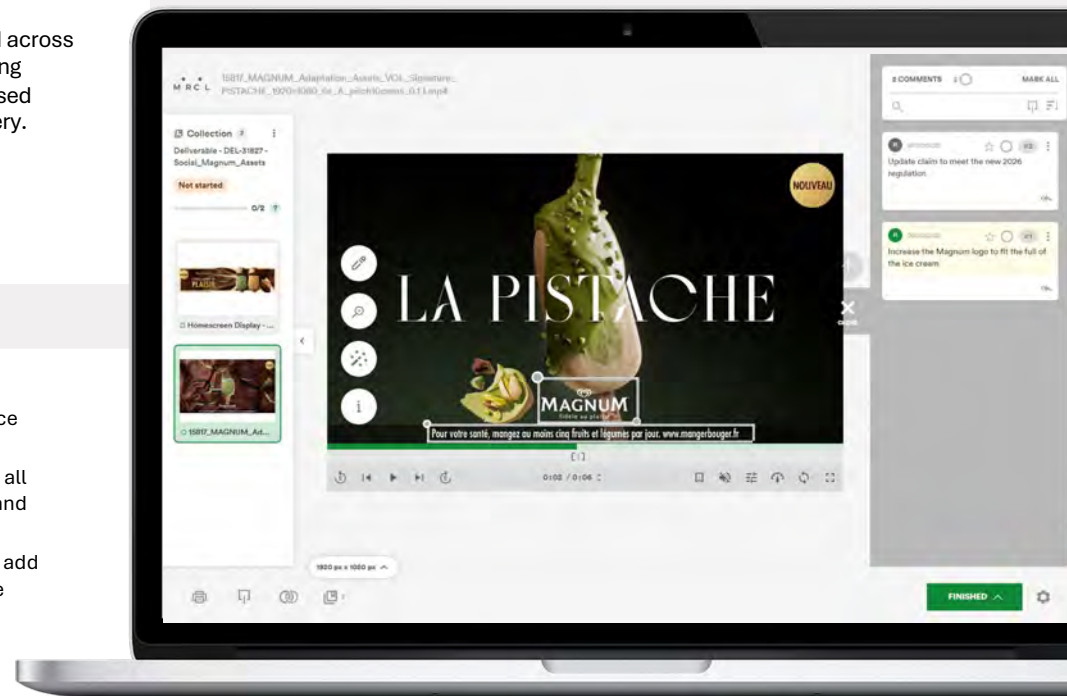
Today, review and approval is scattered across emails, decks, and chat tools. Conflicting comments, version confusion, and missed sign-offs create rework and delay delivery.

Major features

- Centralised review interface with real-time notifications and in-platform approval
- Version control preventing assets from being overwritten or confused
- Instant alerts when assets are ready for review, with one-click approval
- Works with image, documents and video so all asset types are covered
- Designed for both single approver stage or collaboration across multiple approvers

Major benefits to TMICC

- Faster, trackable approval cycles reduce delivery delays across all markets
- Full visibility and accountability across all stakeholders, including brand teams, and market leads
- Eliminates ad hoc approval routes that add admin burden and obscure governance



MARKETER *Experience*

Homepage

Smart
BriefAsset
Recommender

Production

Content
ScoreReview
Accelerator

Reporting & Analytics

Connected Performance overview

Connected Performance connects production activity to performance outcome. It offers real-time dashboards combining production metrics and campaign performance data. It gives stakeholders clear visibility into what's being created, where time and budget are spent, and how content is performing in-market.

Why is it needed?

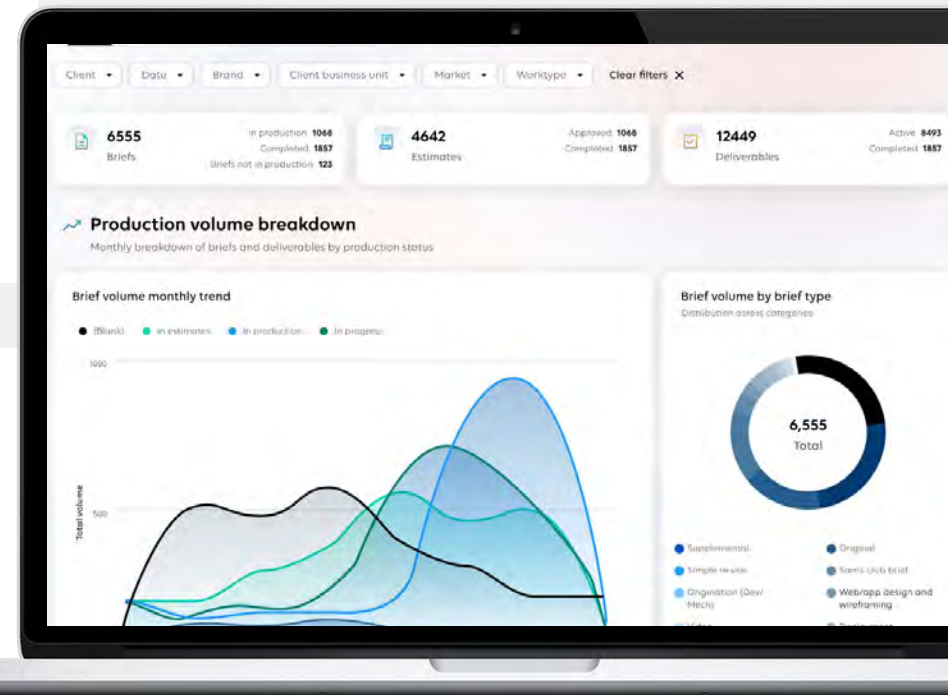
Today, reporting and insights are scattered across spreadsheets, static exports, and email threads. Conflicting numbers, version confusion, and missed data updates create blind spots and delay decision-making.

Major features

- Real-time visibility into production data
- Real-time visibility into performance data
- Customizable views for stakeholders to enable smarter decisions, better resource allocation and transparent ROI tracking
- Integration with Creative X and Adge for additional insights

Major benefits to TMICC

- Real-time visibility into production and performance data eliminating guesswork and enabling decision-making
- Full transparency and accountability across teams, with a single source of truth for every metric
- Eliminates ad hoc reporting requests that create admin burden and obscure what's actually driving results



IN SUMMARY: INTEGRATE ADVANCED TECHNOLOGY TOOLS

01

One platform, one source of truth

One place where every brief is received, produced, produced and delivered – across every brand and market. No silos. No guesswork.

02

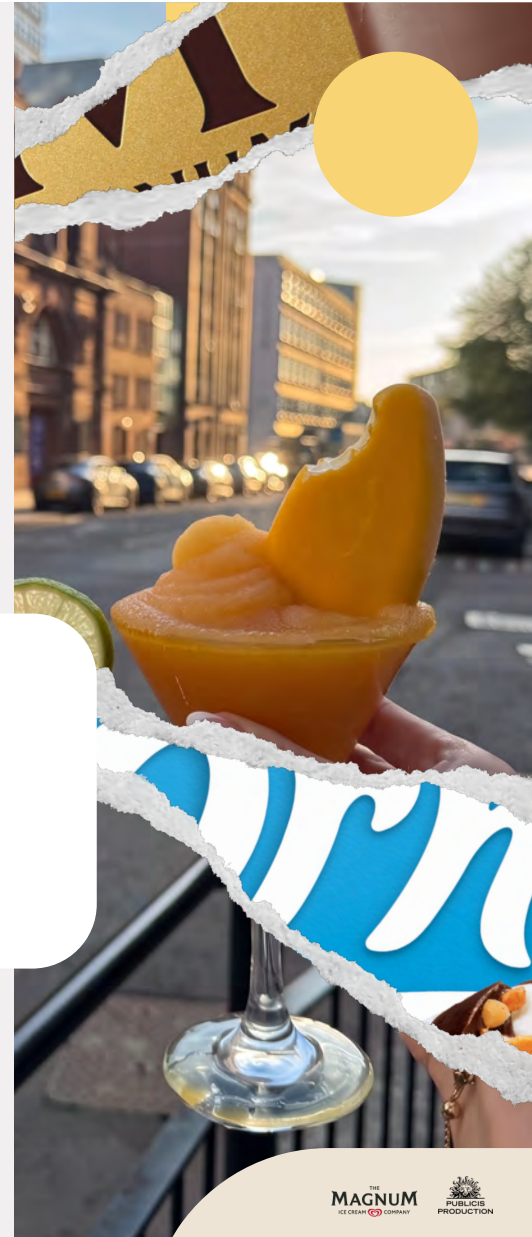
Reuse before produce

Existing assets are surfaced at the point of briefing, so nothing is made twice and origination spend goes only where it's needed.

03

Visibility at every stage

Live production and performance data in one view — so every cycle feeds the next, and the work gets more effective over time





Imperative
03

**PRODUCE WITH
EXCELLENCE**

YOUR ASK TO US – THE BRIEF

You asked us to demonstrate two AI capabilities – each judged on quality, speed, and cost at scale.

Task

01

AI PRODUCT-DEMO VARIANT ADAPT

Take an existing CG product-demo master (3 key shots, 2-3 seconds each) and use Gen AI to switch the flavor – turning La Pistache into La Pêche without reshooting a frame. The outcome should be a finished sequence, a realistic sense of how long it would take to complete, and the costs associated.

Task

02

AI VO VERSIONING

Take a UK English master VO and use AI to localise it into French, German, Turkish, and Spanish, each in a neutral accent. The response result should be versioned VO's, suggested end-to-end timings, and the costs associated.

As we mentioned on the Q&A call, the team had a lot of fun with these. We've responded to both briefs in full, and have gone one step further, adding an example in another flavour to show what the approach can really do.

The following slides walk you through the process and the outcomes for each.

OUR MODERNISED PRODUCTION APPROACH

What we bring to TMICC that no adapt partner can match

Deep tech DNA

Powered by Adept, Publicis' predictive testing platform, alongside AI-enabled workflows and connected technologies that help optimise content before launch, reduce rework and improve effectiveness at scale.

Media informed production

As TMICC's media partner, we connect audience, channel and performance intelligence directly into planning and production, helping shape smarter briefs, more effective content and better business outcomes.

Connected global delivery

Combining world class craft expertise, AI enabled production and scaled delivery capabilities to create high-quality content that performs consistently across brands, channels and markets.

Ready to transform

A unique combination of media intelligence, production expertise and technology capabilities. With established teams, governance and tools already in place, we can accelerate transformation from day one.

YOU'VE NOW SEEN THE PLATFORM

where every brief is received, tracked and approved, all in one place. Now we show you how the work is actually made: the tools, the talent, and how we approach content differently, to deliver the adaptations you need.

MRCL  **MAKE**

One seamless solution that delivers highly crafted adaptations efficiently — driven by human craft, powered by the most advanced intelligence and technology.



The question we set out to answer: how do we adapt and scale at volume, while keeping the craft and quality your brands deserve?

And rather than tell you, we'll show you – starting with your test brief, brought to life.

TAKE A BREAK FROM THIS PDF

*and watch this short video that gives
you a flavour of how we propose to
answer the big question.*



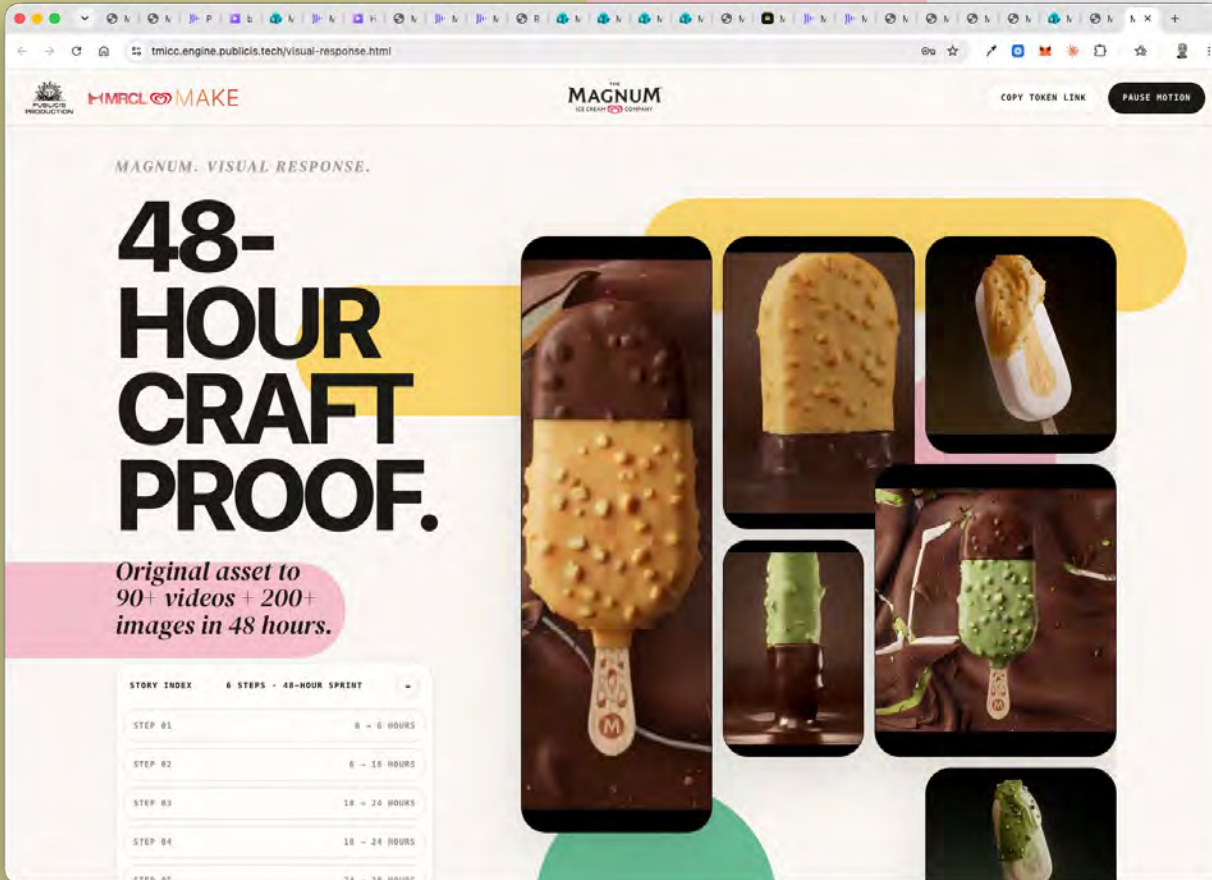
ANSWERING YOUR AI BRIEFS.

MIRCL

Part A VISUAL

To answer your visual brief, we took your Pistachio & Peach assets and ran them through the **AI Studio x Craft Hub** - to not only answer the brief, but demonstrate the depth and breadth of the content we're able to create from the 6 supplied, baked files.

Here's a Taste...



[LINK](#) // Token: magnum-response-2026

We've prepared a link to walk you through the response which is video rich, with the narrative also explained over the next few slides.



PLEASE CLICK THE IMAGE TO VIEW.

We created hundreds of component assets* in 48 hours and have built a workflow that can create thousands more based on data signals.

We'd love to show you this.

*We'd like to receive a full technical spec on every aspect of your master files in regard to product elements like viscosity, texture, shine and the other critical details that would allow us to meet your exacting product render standards. The examples shown in this response are just samples based on the 6 files you supplied.

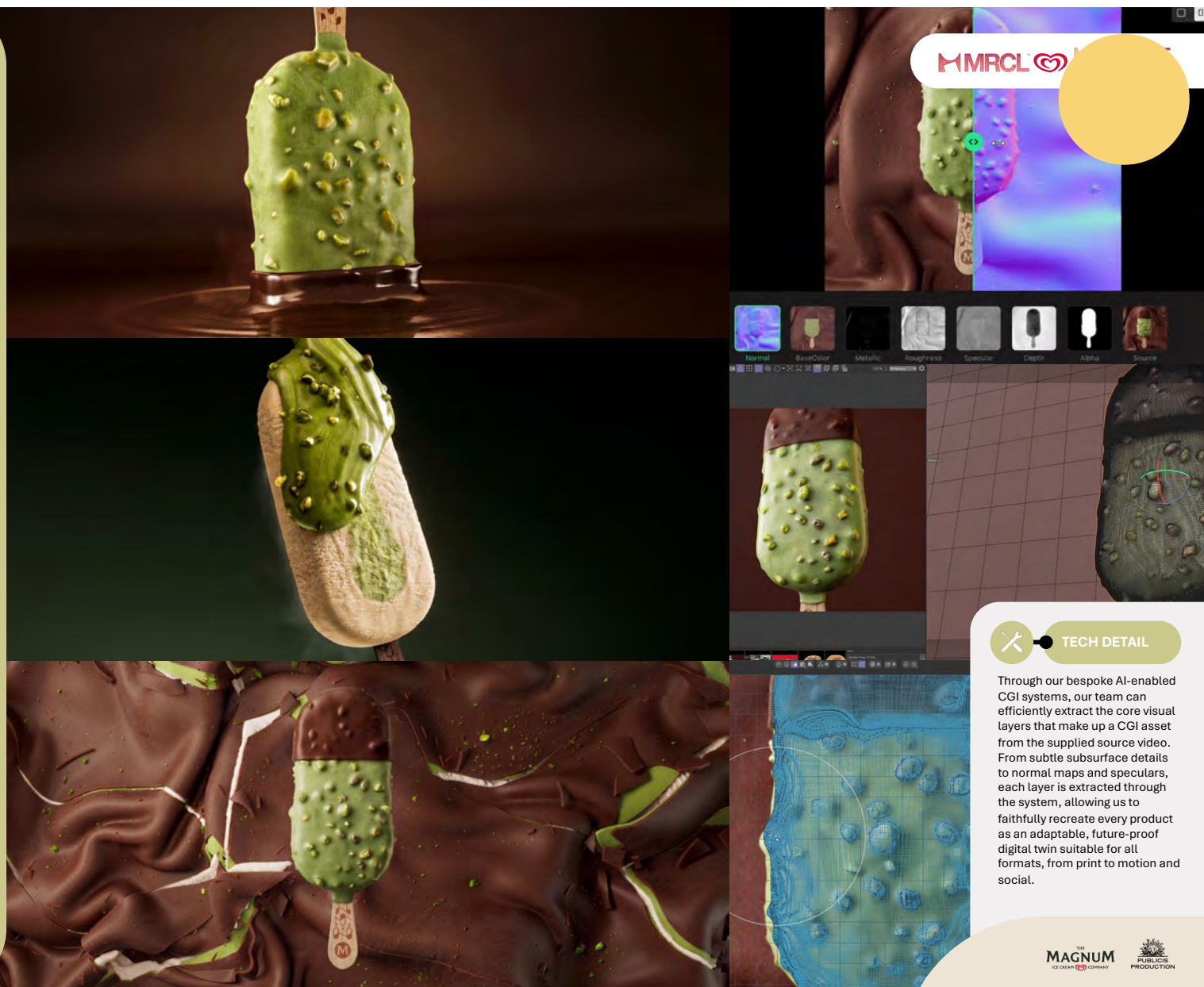
01

RECEIVE, REVIEW, DECONSTRUCT, REBUILD

We receive the supplied master files (open or flattened).
We then review, deconstruct and rebuild the product sequence around the key motion beats: crack, dip and pour.

Result

The first sprint block turns a locked master into a usable production source, so teams do not start from scratch for every market or flavour.



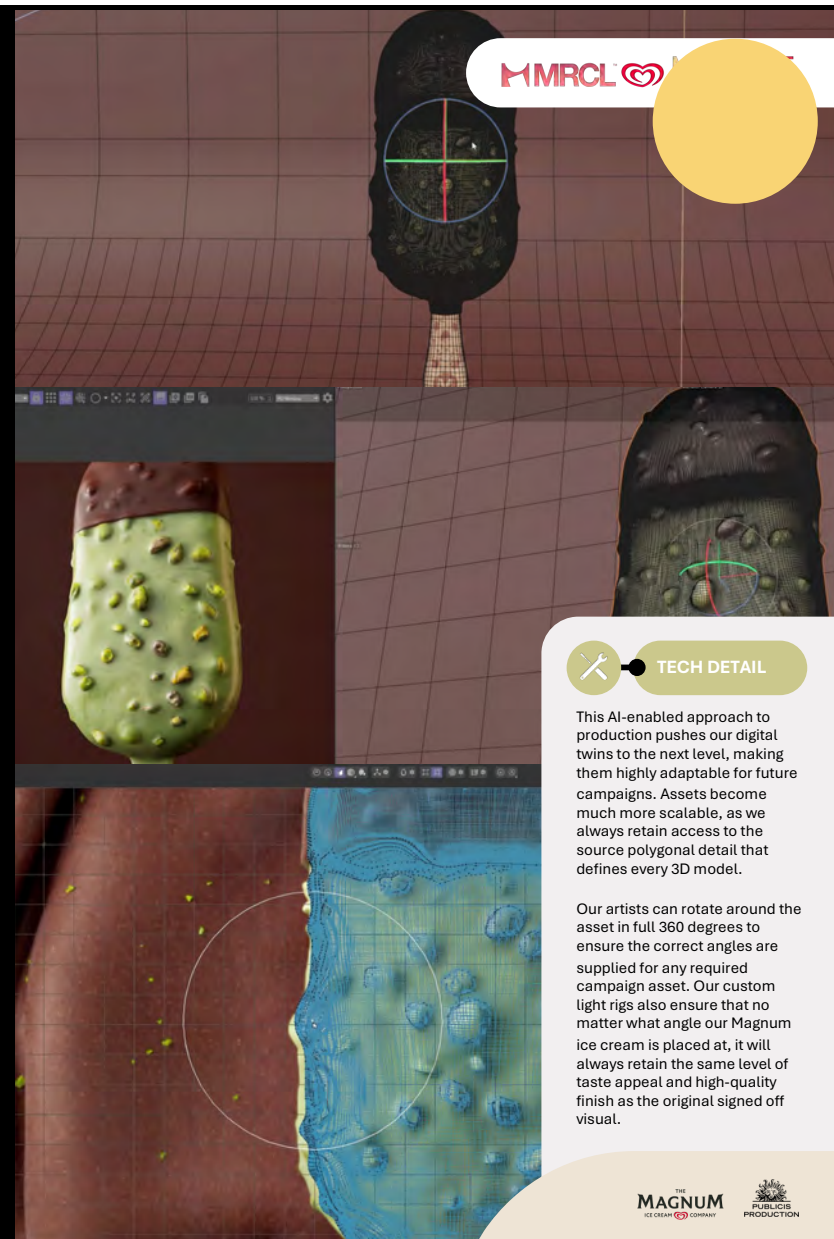
02

TURN COMPONENTS INTO EDITABLE DIGITAL TWINS

Every component is turned into editable layers and a digital twin of the product: stick, coating, dip, texture, logo, background and motion logic.

Result

one approved product world becomes a controllable asset system, reducing rework and protecting brand consistency.



TECH DETAIL

This AI-enabled approach to production pushes our digital twins to the next level, making them highly adaptable for future campaigns. Assets become much more scalable, as we always retain access to the source polygonal detail that defines every 3D model.

Our artists can rotate around the asset in full 360 degrees to ensure the correct angles are supplied for any required campaign asset. Our custom light rigs also ensure that no matter what angle our Magnum ice cream is placed at, it will always retain the same level of taste appeal and high-quality finish as the original signed off visual.

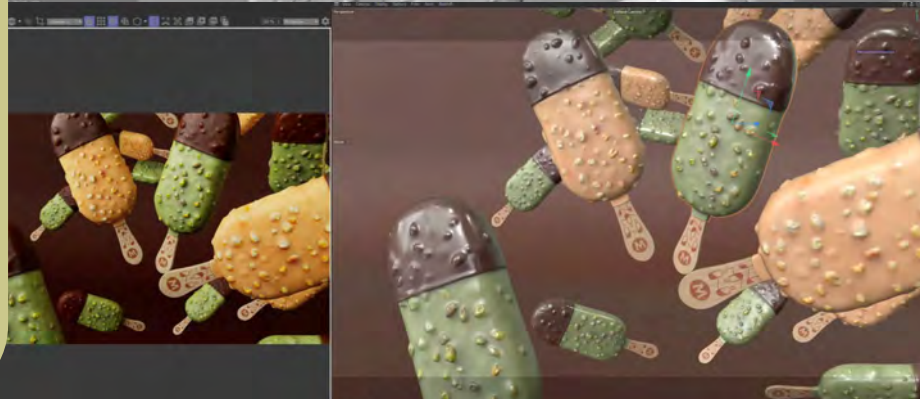
03

MODEL HAND-CRAFTED 3D COMPONENTS

Hand-crafted 3D components are modelled for the parts that need precision, control and repeatability.

Result

Craft handles the hard product details while the system stays fast enough for live-market adaptation.



MAGNUM

TECH DETAIL

With all these parts of technical CGI detail coming together through our AI-powered systems, this is where campaigns come to life. Our artists can push past the boundaries of traditional AI production through a custom technique developed by us, known as CGI-guided AI production.

By combining the 3D digital twin with a simple and easy-to-create block-in of our 3D world, we create the fundamental storytelling that underpins our AI generations. This ensures that the level of control traditionally reserved for high-cost, long-timeline CGI projects is now unlocked for the creation of AI visuals.

04

GENERATE AI TEXTURES, BACKGROUNDS AND CORE CONTENT

In parallel, AI generates textures, backgrounds, flavour worlds and core content treatments around the approved product structure.

Result

We can explore multiple taste profiles and visual routes at volume without multiplying shoot or render costs.



M MRC L

TECH DETAIL

Suddenly, these visuals all come to life. By combining our extracted digital twin with our bespoke CGI-guided AI production systems, we are able to create fantastic visuals where complex liquid simulations and the breaking of chocolate would have taken many weeks of R&D using our traditional CGI tools.

We have now unlocked a space where this level of high-end creativity can be afforded to more campaign assets than ever before. Through our guided ControlNet-based system, every fundamental 3D underpinning serves as the driving force for our AI generation, with the ability to remix this content again and again as part of a wider global infrastructure, creating campaigns that last well into the future while adapting and changing as per market needs.

THE
MAGNUM
ICE CREAM COMPANY

THE
PUBLICIS
PRODUCTION

05

ORCHESTRATE BOTH STREAMS AT RUNTIME

The craft and AI streams are compiled into controlled output sequences, so generated worlds can wrap around product-accurate assets.

Client benefit

Faster QA, fewer disconnected handoffs and a repeatable route from approved master to local variant.



MRC

TECH DETAIL

When all this comes together, the ability to adapt and remix content through these bespoke AI systems becomes the real moment of scalability for brands using this workflow.

With this unique underpinning of CGI-guided production, 3D digital twins, and AI-generated visual style frames, content can be produced at a much greater scale, with more flexibility to adjust and remix it in the future.

The flexibility afforded by this workflow is always at the forefront of our creations, and the workflows we build create a unique layered system that allows us to separate our ice cream from its environment, giving us the ultimate flexibility and control over both key elements.

THE
MAGNUM
ICE CREAM COMPANY

PUBLICIS
PRODUCTION

06

REMIX ANY TASTE PROFILE AT SCALE

Once the system is assembled, we can instantly remix taste profiles, colourways, backgrounds and applications to create 90+ videos + 200+ images in 48 hours.

Result

Speed, efficiency and scalable content volume from one original asset rather than repeated one-off production.



TECH DETAIL

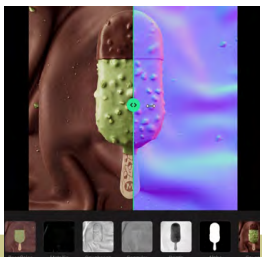
No matter the territory and its requirements, the ability to remix this content and output it at scale offers the greatest flexibility when it comes to generating world-leading campaigns.

By starting strong with a solid CGI technical basis underpinning everything we produce, alongside high-quality AI output with quality and taste appeal at its core, we can quickly move through the workflow and expand this into multiple adaptable versions, giving local markets the control they need for greater flexibility.

DECONSTRUCTION> ADAPTATION> DESIGN

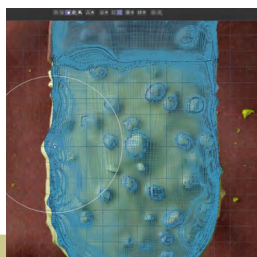
01

We receive files, open or flat we can review, deconstruct and rebuild.



02

Turning every component into editable layers and creating digital twins of products.



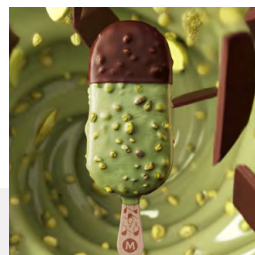
03

Technically complex yet easy to produce CGI block-in's guide our AI generation giving you control



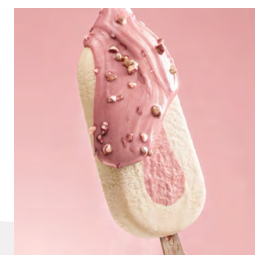
04

High quality AI style frames define your visual look and feel bringing you along for the journey at every stage



05

Workstreams are combined to create high quality CGI driven AI visuals quickly



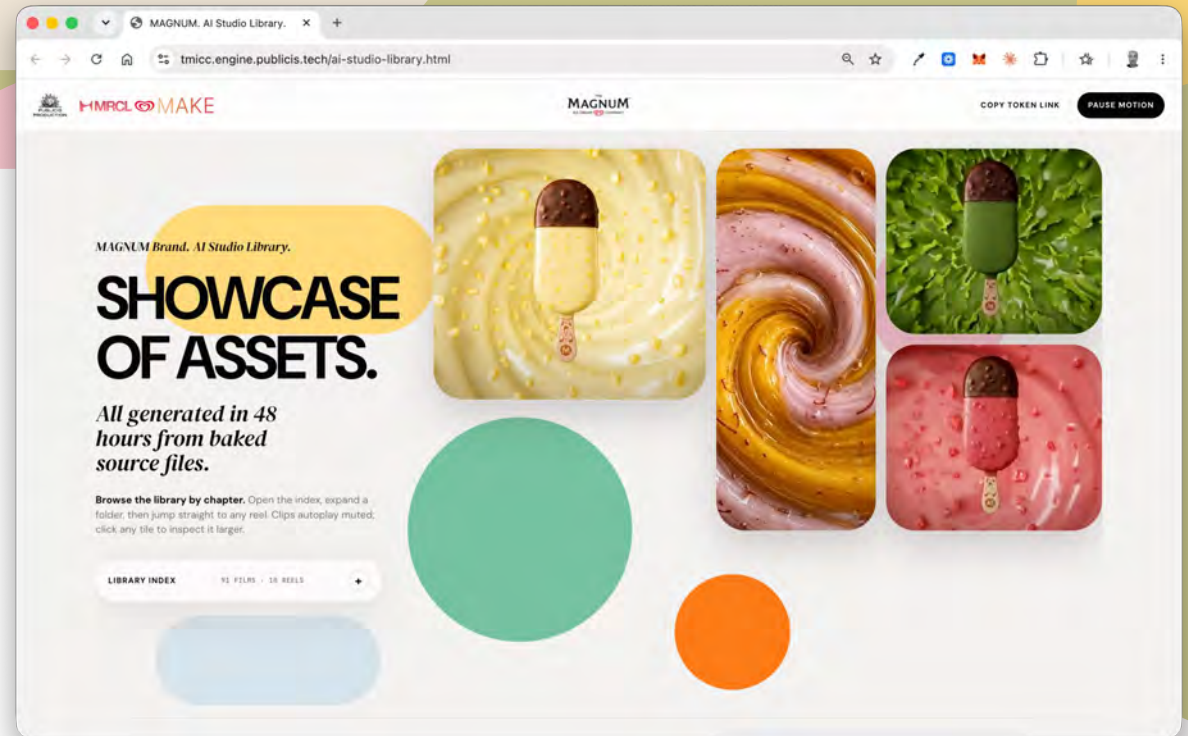
06

Allowing us to instantly remix any taste profile creating hundreds of variants and assets in 48 hours



Going BEYOND

Beyond the two test briefs, we've pulled together a wider showcase — a single place to see the full body of work we produced, including bonus World Cup material that shows how the same approach powers data-driven variants at scale. It's the clearest way to see what this looks like in practice, across more formats and moments than a brief alone can capture.



CLICK THE IMAGE TO SEE THE WHOLE RANGE OF DIPS, SWIRLS, BACKGROUNDS, AND EVEN DATA-DRIVEN WORLD CUP PAIRINGS.

[LINK](#) // Token: magnum-response-2026

ANSWERING YOUR AI BRIEFS.



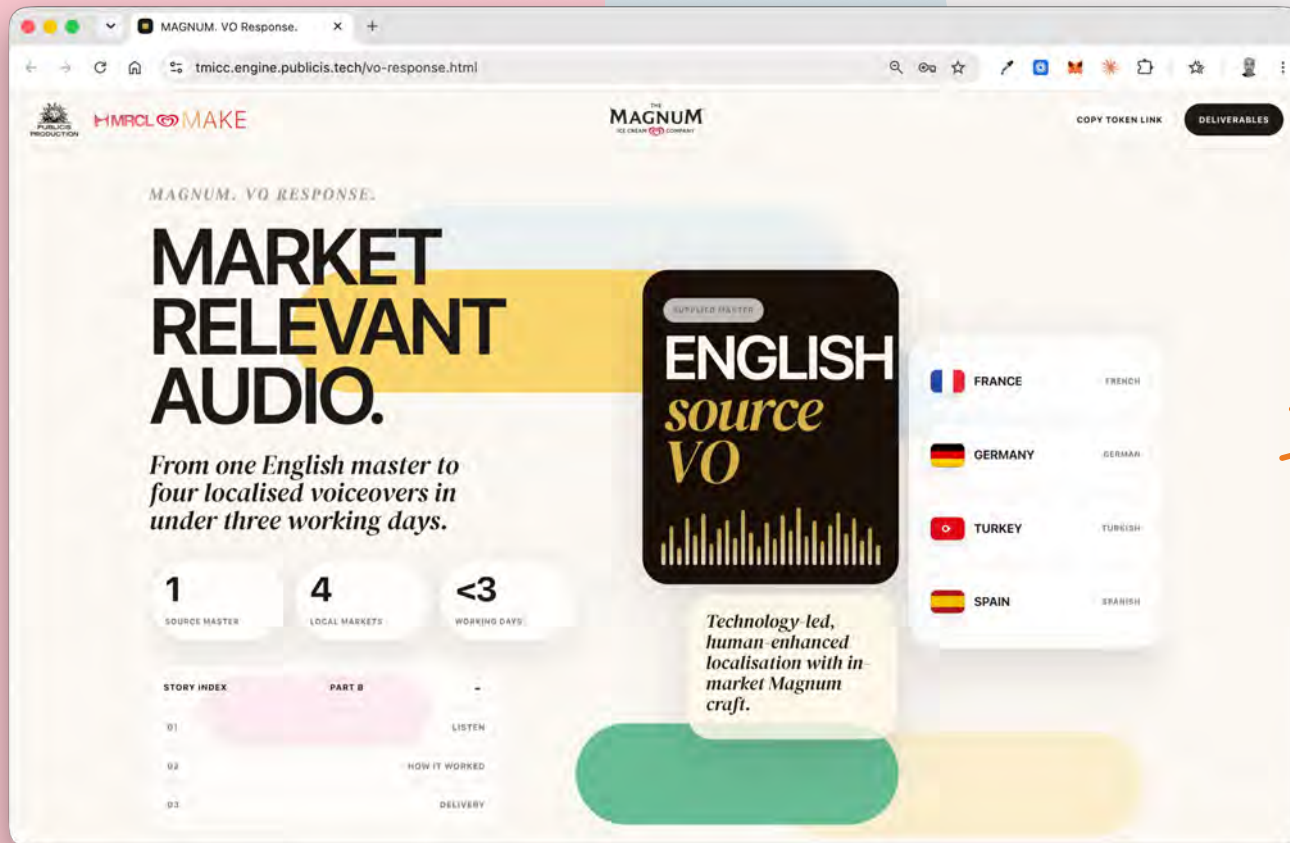
Part *B*_{vo}

For us, AI is never just AI. Our language workflows strive to marry human craft with technology, the latter dialled up or down according to the level of linguistic complexity.

Your AI VO test brief, which we completed in under three days, was delivered through a combination of AI and our in-market linguists – the speed of automation with the expertise of people who live and breathe the language. Our French, German, Turkish, and Spanish versions were not only fast to produce but were also quality checked to make sure they sound right in each market.

Senior copywriters assigned to Magnum stayed across every stage: brief triage, script transcription, casting, voice direction, and final QC.

*AI does the heavy lifting, but
our people make sure it's right.*



We've prepared a link to walk you through the response which is video rich, with the narrative also explained over the next few slides.



PLEASE CLICK THE IMAGE TO VIEW.

LINK // Token: magnum-response-2026

THIS IS HOW WE DID IT

*Technology-led,
human-enhanced*



TECHNOLOGY

HUMAN LINGUIST
TOUCHPOINT

Step 01

We fed the supplied audio files into our tool, then used AI to automatically transcribe and timecode the English script.

The master script output was then checked by our internal team for accuracy before moving into translation.

Step 02

AI translated the script into the 4 required languages at the touch of a button. You told us you only wanted an AI translation of the script, but we went one step further:

Our senior native linguists specialized in copywriting and AI Voice Over Direction (VOD) postedited and refined the localised scripts, taking into account the supplied brand reference material, ready for VO.

Step 03

A sound engineer cast a selection of neutral male voices for each market from our AI VO library, and shared these with our native linguists for assessment.

Ensuring that the original VO brief had been met, linguists then selected the voices to be used for their markets.

Step 04

A live AI VO session was scheduled, enabling the sound engineer to generate the AI VOs using the localised scripts;

The linguists worked with our sound engineer to prompt and refine the VO, correcting intonation and pronunciation to ensure the best possible output.

Step 05

The sound engineer then provided final mix with music and SFX.

Our linguists provided final review and sign-off, acting as an embedded part from end-to-end.

*3 working
days*

BUT AI VO SOLUTIONS ARE ONLY PART OF OUR PROPOSAL. WE PROVIDE A RANGE OF VO PROCESSES THAT CAN MEET YOUR BRIEF...

Our flexible and tailor-made offering for every voice over need, adding value through human-in-the-loop touchpoints

Traditional (studio)

Fully human, professional studios and talents across 60k talents and 300 in-market studios

AI-assisted Lip sync solution available.

Human touchpoints:

- Fully human process, including talent, studio support, VOD.
- If vubbing also required:
- Native linguist VO specialist involved at each QC stage to ensure human-like delivery.
- Real time transcreation of script in the event changes or edits are required to create a more human-like output.

Human voice cloning

Replica of talent's voice, preserving tonality.

Boosts consistency - works with human casting.

Human touchpoints:

- Native linguist VO specialist casts a human talent to be cloned and/or supports with review and direction of the output
- Native linguist QC throughout full process to strong delivery, correcting any issues like timing, etc.

Synthetic / AI voice

Selection of fully AI-generated voice from database of AI VO talent based on specific brief into 50+ languages.

Native linguist engagement throughout full process, from casting to script refinement direction, and final sign off.

Production carried out by one of our specialized global localisation studios.

Human touchpoints:

- Native linguist VO specialist "casts" the AI talent based on brief and quality of output
- Native linguist preps the script and continually refines based on quality of output. For example, adding ellipses to support with timing or writing words phonetically in the event of incorrect pronunciation.

Direct-to-talent

A new offering from Publicis.

Eliminating the agent and central studio, this enables us to drive costs down for less complex audio projects, leveraging our 10k direct VO talents with options for full usage buy outs.

Human touchpoints:

- Fully human process, revolving around talent (home studio).

...AND OFFER CREATIVE SOLUTIONS THAT GO BEYOND

SO WHAT DO WE MEAN BY 'DIRECT-TO-TALENT' (DTT)?

Sitting somewhere between traditional studio VO and Cloned VO, DTT is a mid-range option, suitable for digital (mid-profile) assets and perfect for TMICC.

Why DTT for TMICC?

DIRECT
ACCESS TO
A WIDE
POOL OF
TALENTS

NON-UNION
TALENTS
AVAILABLE

CONVENIENT
UR
PACKAGES

MEDIUM
PROFILE AND
QUALITY
OUTPUT

NO STUDIO
HIRE
REQUIRED

DTT CAN OFFER SAVINGS OF AROUND 40% COMPARED TO TRADITIONAL (STUDIO-MANAGED) HUMAN VO, AND AROUND 30% SAVINGS COMPARED TO CLONED VO.

This model was not listed as part of your ask, but we believe it can be a highly beneficial low cost, human option across all markets. With the combination of traditional, DTT, cloned, and synthetic, we can provide a fully end-to-end VO solution that meets every business need.

MMRCL @ TMICC

IN SUMMARY: PRODUCE WITH EXCELLENCE

01

*One master,
endless variants*

Your gold-standard master becomes new flavours, new formats, even new products – deconstructed and remixed, never remade from scratch.

02

*Craft in charge,
AI at speed*

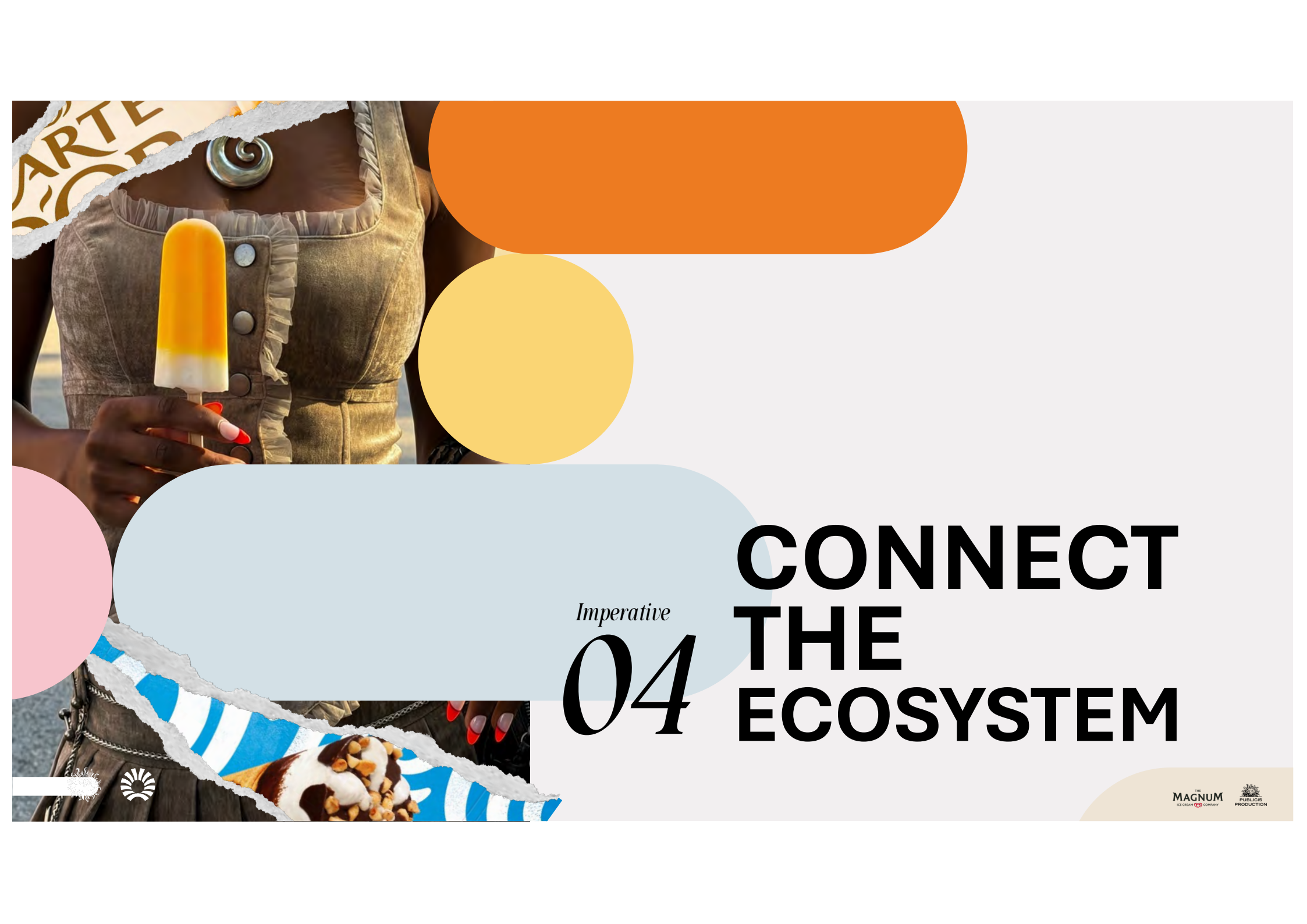
Every asset is signed off by a human craft director — exemplified in our test brief responses, delivered in 48 hours.

03

*Every language,
every market
covered*

13,000 in-market linguists across 500 language combinations — with multiple VO routes, from full studio to fully synthetic.





Imperative
04

CONNECT THE ECOSYSTEM

THE
MAGNUM
ICE CREAM COMPANY

PUBLICIS
PRODUCTION

MEDIA SHOULD SHAPE CONTENT, AND WE'RE BUILT TO MAKE THAT HAPPEN

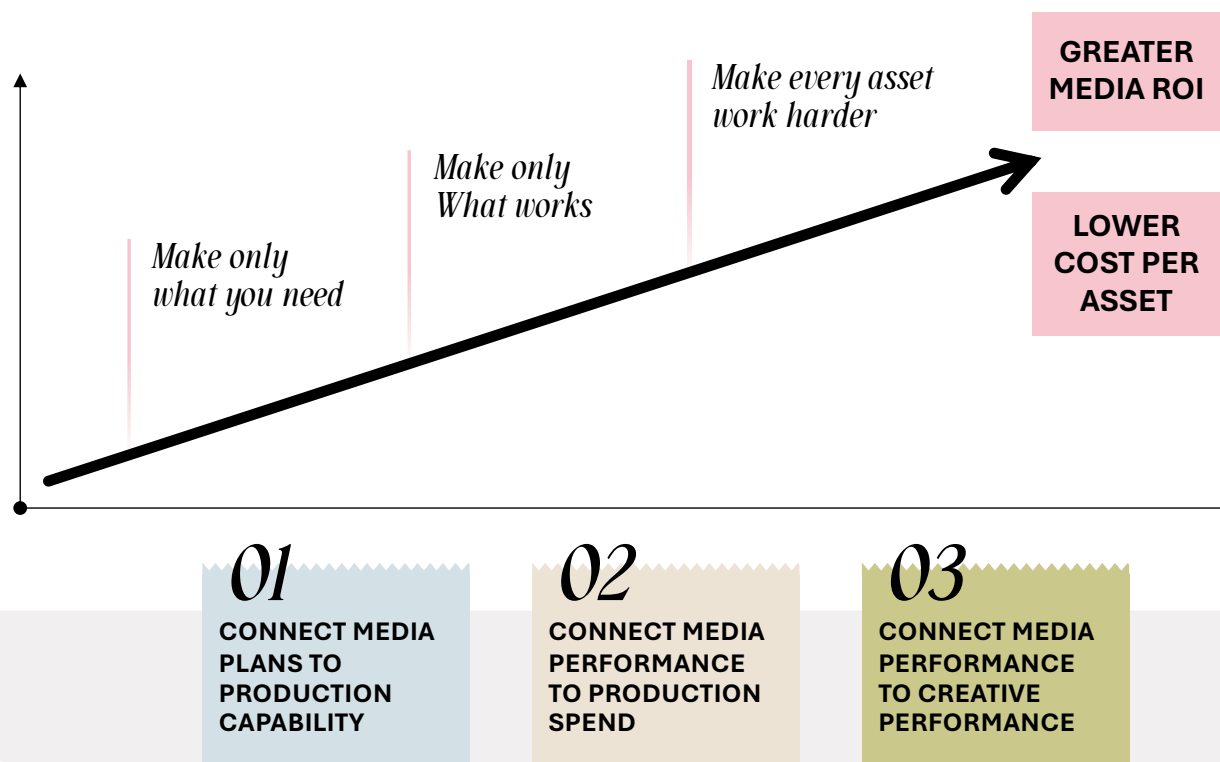
The best content is shaped by media – what's working, who's responding, and what the moment calls for. That is what makes content perform rather than content that gets made for the sake of it, and it is where most production partners fall short. Your current partners don't sit close enough to media to connect the two – however, we do.

Publicis already holds your media, and your teams already use and trust Connected ID, so we're able to start every brief with a clear view of the audience, the market, and the moment we're producing for.

Our work will be built to perform from the start, meaning fewer rounds of changes and a faster sign-off.

CONNECTING MEDIA AND CONTENT IS MORE IMPORTANT THAN EVER

Why delivering a connected ecosystem is more than just a smart way to produce content – it's a growth engine.



*Collaborative briefing,
reducing TMICC admin*

75% First time ready assets

*Early sight of media plans
and asset level
competitive analysis*

*Increased visibility to asset
level media performance*

IT ALL STARTS WITH CONNECTED IDENTITY - HELPING TO PLAN AGAINST ACTUAL CONSUMER BEHAVIOUR.

Connected Identity unlocks who and how to intersect with consumers, identifying growth opportunities and touchpoints to meet consumers in the moments that make the most impact.

Ready for design

Change visuals from beer to ice cream

CONNECTED IDENTITY

INTELLIGENT CONTENT ENGINE

Consumption occasions

At home (their own or someone else's home)

Inspiring events created by influencers

At trendy bars/cafés/pubs/restaurants

Real-time experiences

Local festivity boost

Special drops

New buyers enter the category

Moments when brand choice is made (CEPs)

Switch

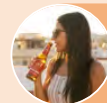


Grow

Channels

Social
OLV
Publishers
Connected TV (D)OOH
Linear TV
Radio
POS
Carrefour

Add local groceries if we can



Who they are



Where they live



Special occasions



9:16

1:1

16x9

More occasions won

New consumers

Higher penetration

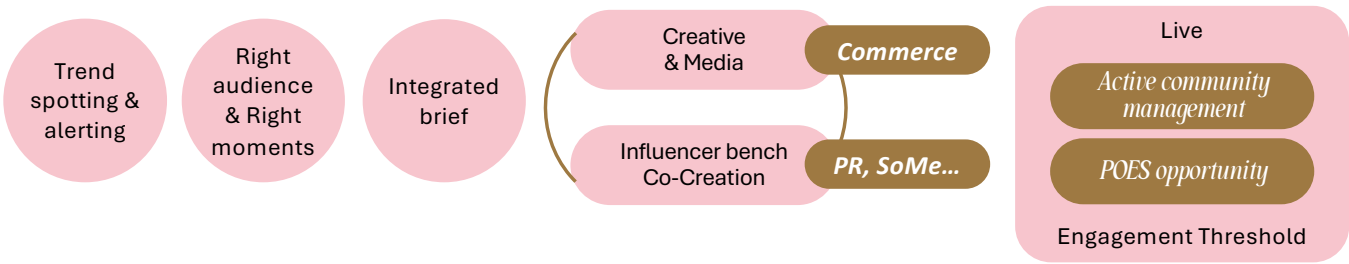
Brand chosen in special moments

CONNECTED IDENTITY FUELS THE SOCIAL PLAN THAT HAS TO REACT AT THE SPEED OF CULTURE.

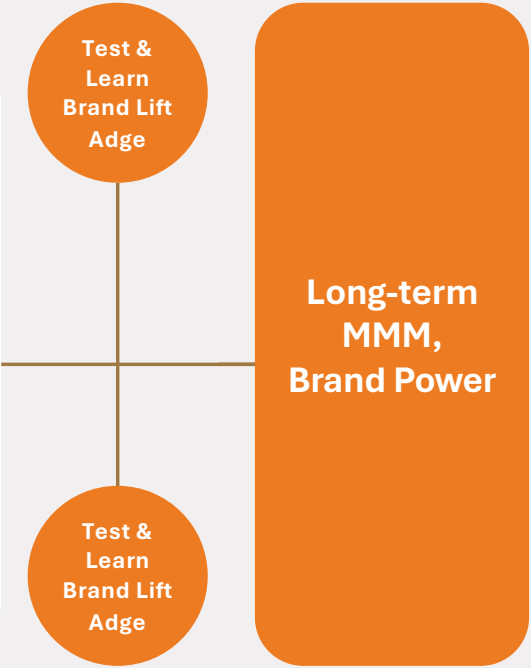
We know demand moments and occasions rarely stand still, and so agility - powered by Connected Identity - becomes TMICC's competitive edge.

70% Budget R&F first - golden rules

30% BUDGET SOCIAL & INFLUENCER FIRST - COMMUNITY RULES



GROWTH INSIGHTS + WORKFLOW + E2E PRODUCTION 24h



AN ECOSYSTEM THAT DELIVERS THE RIGHT PRODUCT, FOR THE RIGHT CONDITIONS

Temperature is one of the most precise purchase triggers in your category. A shift of just two or three degrees changes which product someone reaches for, or whether they buy at all.

Ogan

Having the connected ecosystem allowed us to turn that live signal into the right product, message, and format, for the conditions on the day, served dynamically without rebuilding the asset each time.

And because it runs on a small set of smart templates rather than dozens of disposable variants, it scales across markets without the cost increasing each time. Media holds the route to activate this and we bring the content engine that feeds it.

ONE THAT'S MADE LOCAL, MADE EFFICIENT

*The real power isn't just the right product for the weather –
it's the right product in the right place.*

For example

A Magnum composited into a sun-lit Barcelona promenade at 29 degrees, on a screen two streets from the beach. Or, a tub on an Amsterdam canal terrace on a warm afternoon. We build these scenes ahead of time from your existing CGI product library, holding them in a scene library keyed to city, temperature and format.

Our tool, Clinch Flight Control, then assembles the right product into the right scene the moment conditions match, while ConnectedID makes sure it reaches the audiences most likely to convert at that temperature — so spend goes to the impressions that count. The scenes are quality assured in advance, so each one is checked and signed off before it ever runs. It looks like a location shoot, at a fraction of the cost.



AN ECOSYSTEM THAT'S CONTINUOUSLY IMPROVING ASSET LEVEL PERFORMANCE

Adge.AI is Publicis Groupe's proprietary creative performance AI tool which uses powerful machine learning technology to assess creative performance in more detail than any tool or system in the market. It ensures that TMICC are delivering culturally relevant, fit-for-platform assets – allowing you to learn, predict and scale.

adge[™]

Learn

Analyses brand and competitor data to identify what performs.



Predict

Identify white spaces and stress-test creative concepts before paid media kicks off.



Scale

Focus production on the highest-performing creative ideas.



Ready for design

WHERE ADGE FITS INTO THE CONNECTED ECOSYSTEM

By bringing Media and Production closer, we can build brand specific bespoke TMICC rules instead of platform specific dictated adherence rules. Adge does this by benchmarking creative performance across your brand and platforms and your creative against industry and competitors to power a data-driven recommendation engine focused on performance.

Pre-flight



- Check previous campaign learnings and benchmarks via Dashboard
- Which audiences or local/global assets performs best
- Which layouts perform best and what call to actions perform best

5-10%

improvement in media KPIs

In-Flight



Check live dashboards to optimise campaigns in real-time and in asset level and make recommendations regarding how to reallocate paid media budgets against assets that perform better

15-20%

improvement in media KPIs

Post-Flight



Campaign Learnings Fed Back Into Dashboards and Covered in PCAs and baked into TL agenda through new hypothesis

20-30%

improvement in media KPIs

Ready for design

AND THIS IS HOW ADGE DOES IT

Adge currently covers the key social media platforms to ingest, enrich and analyse data that powers asset level performance decision making.

- Using advanced machine learning and AI, Adge.AI decodes every atom of an asset and breaks it down multidimensionally, separating elements like the hook, narrative, tone, talent, sequencing and topic.
- Then, using asset-level data, it identifies the specific elements that drive outcome and performance
- Adge.AI then serves this data in an easy-to-digest way through a dynamic platform

Data

TWO MAJOR SOURCES OF DATA

Internal

Your ads platform data

External (competitor)

Gathers all the competitor ads from ad libraries

All the data is sliced, diced, enriched and analyzed with advanced AI infrastructure

Meta

YouTube

TikTok



APPROVIN

Ready for design

Insert Adge Magnum fr data – 3 slides

BETTER INTELLIGENCE DOESN'T JUST IMPROVE CONTENT – IT DRIVES GROWTH

The connection between audience intelligence and business growth isn't theoretical. After brand size, creative quality is the single biggest driver of advertising profitability. And creative quality starts with knowing who you're talking to.

12x

more profit ROI from best-in-class creative vs average quality

Paul Dyson, Accelero 2023 — 30,000+ global campaigns

20%

ROI uplift delivered by Connected Identity in market

Precise targeting, reduced wastage, improved consistency

+28%

purchase intent when Connected ID powers the full funnel

ID-connected media through the funnel

Connected ID



Smarter briefs



Better creative



Consideration grows



TMICC wins share



IN SUMMARY: CONNECT THE ECOSYSTEM

01

*Connectivity is a
necessity*

Connected Identity
unites Media and
Production, and in turn,
delivers a connected
ecosystem that drives
real business growth.

02

xxxx

xxxx

03

xxxx

xxxx





Imperative
05

**ACCELERATE
FOR
GROWTH**

THE
MAGNUM
ICE CREAM COMPANY

PUBLICIS
PRODUCTION

WE TOOK YOUR ADDITIONAL OPPORTUNITIES SERIOUSLY... THEN WENT FURTHER

Your brief identified a set of additional opportunities beyond the core adaptation and localisation partnership. Rather than respond to each in a line, we have gone deep on each one to showcase how we can add the most value

GROWTH MARKET
SPOTLIGHT:

India

SOCIAL:
**Winning a
larger share
of the fastest
growing
channel**

**Upstream
shoot
integrations**

**Smart VO
versioning and
personalisation**

**Playout and
distribution
management**

**Usage rights
and renewal
management**

And then we went one step further than the brief - Ice cream is a category built on occasions — so we have developed **Occasionist**, a cultural moment engine that identifies the moments that matter for every brand in every market.



more visually
interesting?
Imagery,
additional
elements etc.?

GROWTH MARKET OPPORTUNITIES: *India*

BUILDING NEW MARKETS:

India is TMICC's stated growth priority – we already have production at scale there

You have described India as one of your biggest strategic resets since becoming a standalone company with the potential to become your largest market. Each part of that plan increases the volume of content your business needs, and the case for producing it locally.

Market Growth

India's ice cream market is worth around USD 3bn in 2026 and forecast to grow at roughly 10% a year through 2032. Per capita consumption has quadrupled since 2011 and remains well below developed markets.

Portfolio Reset

Wall's, Cornetto and Magnum are being repositioned in India: the move to dairy ice cream, lower price points and localised flavours. Each change requires new packaging, campaigns and content, at national scale and in multiple languages.

Quick Commerce:

Quick commerce is now a major sales channel for ice cream in India, and TMICC is investing in it alongside a freezer-cabinet rollout into semi-urban markets. Both channels need a continuous supply of product content, offers and seasonal assets.

Cost Pressure:

Sales are growing above 50%, but profitability is under pressure from infrastructure investment. Producing content locally, at local cost, keeps production spend affordable while the business scales.

INDIA, A PERFECT BLEND OF HIGH CRAFT AND SCALE



70+

CLIENTS

300+

PRODUCTION
SPECIALISTS

160+

DEVELOPERS
& DESIGNERS

130+

DIRECTORS

150

CAMPAIGNS

3K+

PROJECTS
IN 2025

33K+

ASSETS
IN 2025

100%

ON-TIME
DELIVERY

99%

CONSISTENT
QUALITY



MUMBAI STUDIO

8,000+ Sq Ft · 95+ Crafters

- 2 Offline Edit Suites
- 2 Online Edit Suites
- 1 Grading Studio
- 1 Audio Mix Room

- 15 CGI Stations
- 8 Motion Graphics
- 20 Static Retouchers
- 3 Edit Workstations

AWARD-WINNING WORK



Data. Tech. Content. Influencers. Activations. At Scale.

HOW ICE CREAM WINS IN INDIA

SEASONAL & CULTURAL MOMENTS

Ice cream demand in India follows festivals, weddings, cricket and the summer season. Competing well means producing content for each occasion, in the right language and at the right price point — which is a production requirement before it is a media one.

LOCALISED FLAVOURS

TMICC is introducing flavours developed for Indian tastes. Each launch needs pack, film, social and retail content produced at the same speed as the launch calendar.

QUICK COMMERCE CONTENT

Product content, offer assets and seasonal refreshes for Blinkit, Zepto and Instamart require volume, consistency and fast turnaround — a different production rhythm from campaign cycles.

Joe

Each of these create creates always-on content demand.

Our Mumbai and Bangalore studios already produce this type of work for:





WINNING A LARGER SHARE OF SOCIAL

TBC

TBC

Joe to confirm if we want this



Joe



ADDITIONAL OPPORTUNITIES IDENTIFIED IN YOUR BRIEF

UPSTREAM end-to-end production solution

Jay
H

**Closing the gap further, we
have shoot solutions that
streamline the entire
process with a range of best-
in-class services.**

***Benefitting speed to market, costs savings,
ensuring quality at scale.***

Brand asset creators

UK produces shareable approved
footage toolkits for remixing edits. To
combine with CG and AI assets.

Global film studios

UK, Budapest, Bagota and Cairo
Specializing in TVC production, social
and influencer channels

Harbour pictures

World famous award winning Color,
Sound and VFX house working on

Harbor sets the benchmark for production quality

Quality and craft in the spirits sector is the difference between good and great. Harbor is our internal production and post-production studio with offices across the globe. Today they create for some of the biggest brands in the world. Filled of some of the industries best production and post-production talent, Harbor is available for any Pernod Ricard brand.

CLICK HERE TO WATCH



HARBOR

Award-winning Craft Production & Post-Production studio

LONDON | NEW YORK | LOS ANGELES | CHICAGO | ATLANTA

Best-in-class Origination work

AWARD-WINNING CRAFT PRODUCTION & POST-PRODUCTION

Cutting-edge capabilities

- Planning & management
- Original production
- Live action
- Photography
- Print & design
- Broadcast TV
- Audio
- VO artist sourcing
- Music licensing
- Celebrity talent & rights management
- Web3, AR & VR
- Motion graphics/ CGI & VFX
- High-end, cinematic quality retouching (2D & 3D)
- Business affairs

50%
LESS
ORIGINATION

30%
SAVINGS IN
PRODUCTION
COST

30%
SAVINGS
IN PRODUCTION
SPEND

4
ACADEMY
AWARD
NOMINATIONS

30%
LESS CARBON
FOOTPRINT
IN FIRST YEAR

Fair
REPRESENTATION IN
FRONT AND BEHIND
THE CAMERA

Accelerated by specialist AI-agents

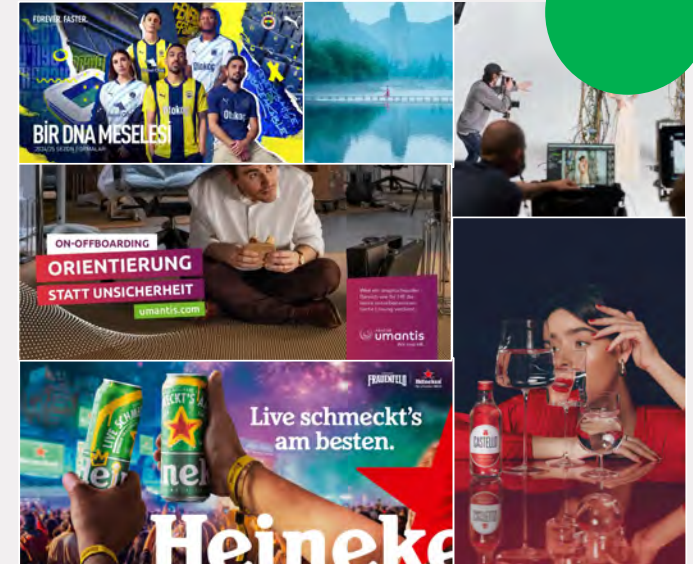
AUDIENCE SIMULATOR

AI STUDIO

CREATIVE PLAYGROUND

NEUROSCIENCE EFFECTIVENESS SCORING

BRAND CHECK



Our Origination Studios and Hub are responsible for the delivery of unmissable content. They will leverage our owned facilities such as our 400M2 XR studio – the most advanced in Europe, our award-winning in-house talent, the world's biggest roster of craft talent built over 100+ years bringing great creative ideas to life and best in-class technology from our preferred partners and new entrants. In addition to your Origination Hub, we have local production capability in everyone of your markets.

How we collaborate with production houses for origination

We know that not all production for every single Pernod Ricard brand is appropriate to be internalised.

For The Mix 2.0 we would design a specific and carefully considered roster of production houses to meet your specific requirements.

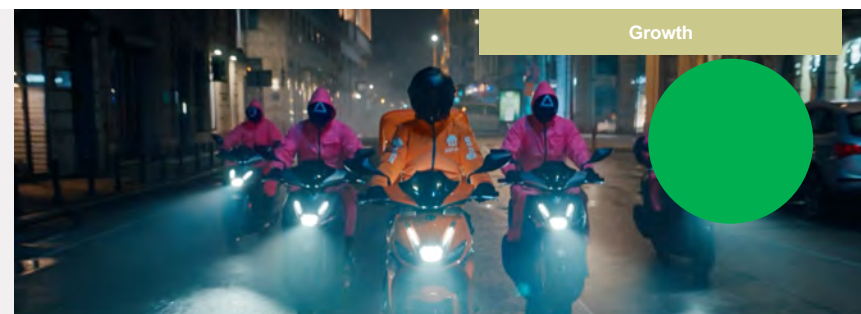
HOW WE DO IT

- Designed for specialist, high-impact production needs
- Ideal for elevated craft, unique formats or niche capabilities
- Powered by a trusted global network of top-tier external partners
- Built on years of collaboration on award-winning, high-profile campaigns
- Provides access to cutting-edge innovation and specialist talent
- Maintains full strategic oversight, governance and brand alignment

VALUE TO PERNOD RICARD

- Access to industry-leading creative execution for flagship campaigns
- Enables creative differentiation in crowded, competitive markets
- Reduces risk in high-investment productions with proven, trusted teams
- Supports bold creative ambition with confidence in delivery quality
- Saves time and resources by eliminating lengthy vendor onboarding
- Accelerates strategy-to-execution alignment through experienced partners
- Delivers high-impact, brand-defining content with speed and precision

Growth



Europe's most advanced XR studio London x Paris

450+

CRAFTERS

X

5+

SPECIALIST AI
AGENTS

3,000 sqm

TOTAL SHOOTING SPACE

500 sqm

XR SHOOTING STAGE

200 sqm

LED screens including ceiling



SMART VO VERSIONING & PERSONALISATION AN EYE ON FUTURE DEVELOPMENTS AND ENHANCED EFFICIENCIES

The voice technology landscape is evolving rapidly. Advances in AI-generated voices now deliver levels of realism that are increasingly indistinguishable from human performance, offering opportunities for significant efficiency gains and enhanced consistency across global campaigns.

Many leading global brands are exploring responsible, consent-based AI voice solutions as part of their long-term strategy, recognizing that these tools can complement, rather than replace, professional talent.

We see AI voice technology as an inevitable part of the future state, one that can unlock operational efficiencies while maintaining high-quality, authentic brand expression.

At the same time, voice cloning will remain vital for scenarios where authenticity is critical, such as working with celebrities or on-camera talent, or preserving regional accents to maintain cultural relevance and brand integrity.



English (UAE) with intentional Italian accent

+80%
further cost
savings

Exclusivity
achievable for all
markets



Voice 1: Original (ES)

Voice 2: Cloned Voice (ES > EN) Retains speech patterns, intonations, and vocal characteristics of the talent.

Voice 3: Synthetic / AI Voice (ES > EN) Delivers the most accurate replica of the talent's voice sounding more natural in the target language.

USAGE RIGHTS & RENEWAL MANAGEMENT

Managed inside the same ecosystem as your content

EMBEDDED FROM THE START

Our Business Affairs teams are part of the workflow from the first brief, not brought in when something goes wrong. Rights are contracted correctly upfront and tracked through every adaptation.

BUILT FOR A PEAK SEASON CATEGORY

Adapted assets are verified for every market they run in. Because ice cream campaigns are seasonal and often re-run each year, renewals are tracked and managed ahead of expiry rather than dealt with reactively.

ONE CONNECTED VIEW

A single view of rights across originations, adaptations and renewals gives full visibility of what can run, where, and until when — so assets can be reused wherever the rights allow.



WHAT RIGHTS MANAGEMENT ACTUALLY COVERS

ORIGNATION

Contracting rights correctly at the point of production — talent, music, footage — in line with your commercial and regulatory requirements, so every master starts with the correct rights in place.

ADAPTATION & LOCALISATION

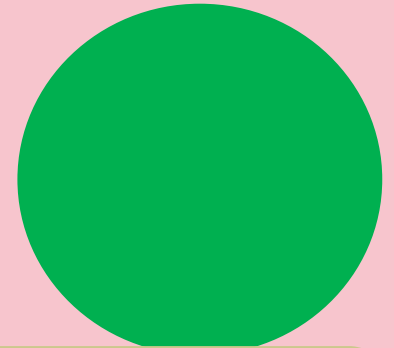
Verifying the master's rights before adaptation begins, and actioning market-specific requirements — additional media, territories or durations — as assets are localised. The core of this partnership.

MASTER CAMPAIGN RENEWAL

Ongoing tracking of master campaign rights and proactive renewal negotiation. In a seasonal category where campaigns re-run each year, a missed renewal means a campaign cannot run in that market.

CLEARANCE & TRAFFIC

Confirming assets are cleared for the markets they'll run in, then delivering them to the right broadcast and digital partners — correctly and on time.



ONE PARTNER ACCOUNTABLE FOR CLEARANCE & DELIVERY

Rather than TMICC having to manage multiple vendors, we can oversee all clearance and delivery, selecting the best route market by market

PUBLIC IN-HOUSE

We have our own clearance capability in key global markets — USA, UK, France, Canada — coordinated through our production hubs to keep costs down.

EXTREME REACH (XR)

The largest provider in clearance, talent payroll, traffic and rights-management technology. Our established partner where scale and coverage are the priority.

CAPE IO

A distribution partner with a broad global network and a strong service record. We work with Cape across other client ecosystems and route traffic through Cape or XR depending on requirements.

Joe

INTEGRATED WITH MEDIA DELIVERY VIA CAPE.IO ENSURING COMPLIANCE FIRST TIME

We're recommending to retain Cape.IO for clearance, playout and media delivery, to leverage the established workflow already trusted across the majority of markets. This approach minimises operational change while enabling the benefits of MRCL Make within the existing supply chain.

By retaining Cape.IO for this crucial part of the process, teams can continue to use familiar compliance, trafficking and delivery processes through trusted distribution infrastructure.

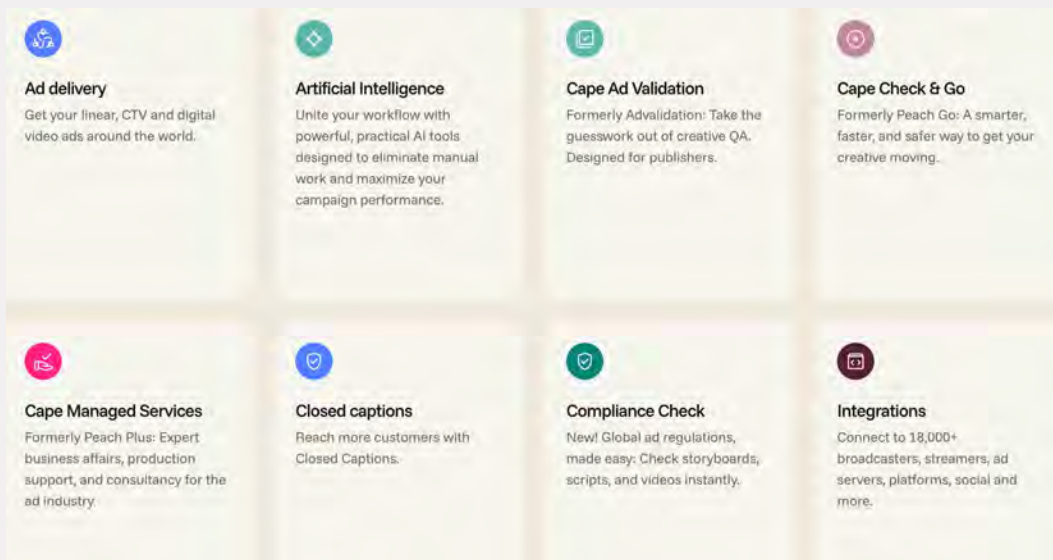
Specifically, this allows:

- No disruption to existing clearance and delivery operations
- Established broadcaster and media owner connectivity
- Trusted compliance and quality-control processes
- Faster deployment with minimal change management
- Seamless integration between content creation and distribution

MRCL MAKE



© cape.io



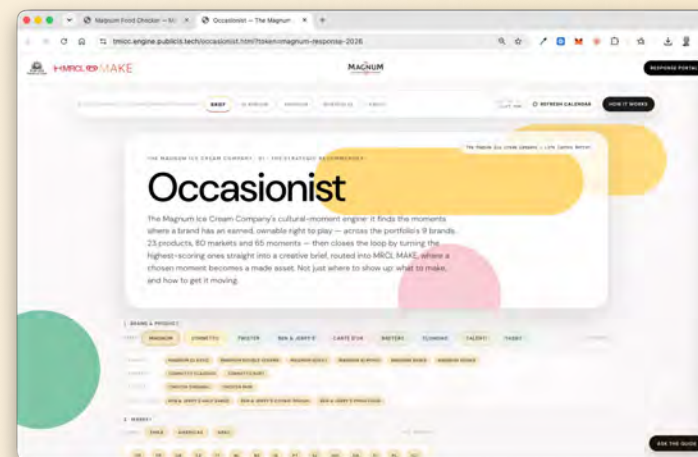
Always innovating.

We are curious by nature, and our team are constantly striving to find new ways to help our clients' business.

One idea we have built out is the **Occasionist**.

Click on the site image. Explore the idea of a tool that helps identify cultural moments where your brands might have a "right to play"*

*It's just a POC we've modelled out for you based on publicly available information. It isn't 100% accurate (yet) but we hope you see the thinking behind it, and potential utility.



What this does for you- A global **Cultural Moment Engine** that helps identify the key moments in Fashion, Art and Festivals where each brand and product has a credible, ownable role to play across markets, then turns the best opportunities into actionable creative briefs.

SUMMARY SLIDE





Imperative
06

**BE
COMMERCIALLY
COMPELLING**

THE
MAGNUM
ICE CREAM COMPANY

PUBLICIS
PRODUCTION

A SUSTAINABLE COMMERCIAL FRAMEWORK

WE UNDERSTAND THE ASK

We understand the ask for transparent pricing, competitive rates, and demonstratable savings against what you spend today. We commit to delivering the efficiencies this brief calls for through clear, sustainable savings trajectory:

Phase 01 **Deliver Your Efficiencies:** CG product demos → cutting 3 month CG bottleneck in half

Phase 02 **Onboard the rest:** Consolidate across markets, strip out duplication, and scale AI

Phase 03 **Elevate and grow:** 20% cost reduction by automating across the workflow and moving upstream → unlocking new value.

ENSURING A SUSTAINABLE APPROACH TO DELIVERING SAVINGS

Transparent rates

A transparent, asset-level rate card priced to reflect the true value of each output with no hidden pass-through.

Higher productivity

Smarter ways of working and the right talent matched to each task. Introducing unified briefing so every piece of work starts from one, clear, complete brief resulting in fewer rounds of amends.

AI efficiencies

AI is embedded across the whole adaptation workflow — the single biggest driver of cost and speed. We start with the high-volume, low-complexity adapts for the fastest wins, then scale into complex CG and localisation work.

Scope discipline and Asset recommender

Our proprietary Asset Recommender automatically triages every incoming brief against the full archive of completed work, flagging where a similar asset already exists before any time is spent in production. This eliminates redundant work at source, reduces rounds of amends, and ensures budgets are directed only to genuinely new production needs.

Technology implementation

MRCL MAKE will function as the single technology stack covering workflow management, Aprimo DAM integration and GenAI platforms, removing the cost and friction of fragmented tooling across markets. Standardised technology means faster onboarding, consistent data visibility, and a platform that scales with your ambitions rather than against them.

TAKING A LONG-TERM VIEW OF THE PARTNERSHIP

*We view this brief as the start to a long term partnership.
Our ambition is to transform how Magnum creates,
adapts, and delivers content – while delivering the
efficiencies this brief calls out from the start.*

We are approaching the model with a three-phased plan that evolves with you as your needs change.

Phase 01 **Deliver Your Efficiencies** is about transitioning cleanly and delivering savings and speed.

Phase 02 **Onboard the rest** is about consolidating across markets and scaling what works

Phase 03 **Elevate and grow** is about automation, innovation and unlocking new value together. Incorporating more technology and AI and ensuring there is a mutually agreed strategy

1
PHASE

**DELIVER
YOUR
EFFICIENCIES**

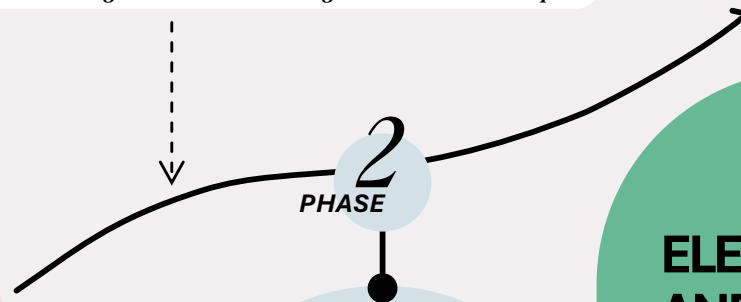
2
PHASE

**ONBOARDING
THE REST**

3
PHASE

**ELEVATE
AND GROW**

Year on year value through Publicis Groupe



OUR TRANSFORMATION EFFICIENCY PLAN



DELIVER YOUR EFFICIENCIES

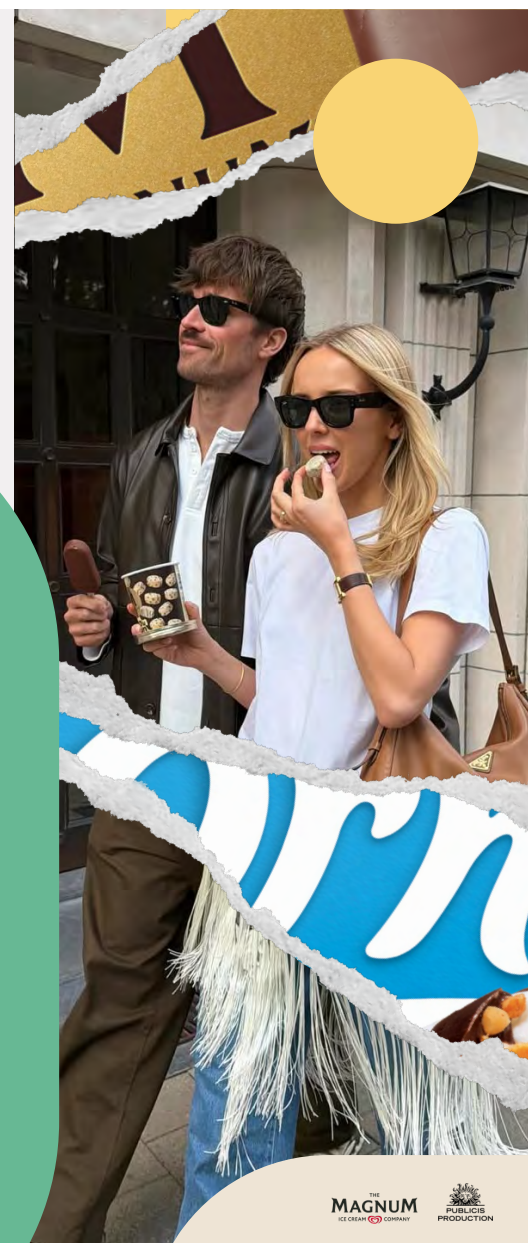
- Transition cleanly, with zero disruption to live work
- Cut the CG product-demo bottleneck in half with faster turnarounds
- Stand up transparent, asset-level pricing
- Apply AI to the high-volume, low complexity adapts first.
- Establish reporting on volumes, turnaround, and early savings.
- Introduce unified briefing – one clear, complete brief per job, reducing rework and rounds of amends.

ONBOARDING THE REST

- Consolidate delivery across the wider regional footprint
- Scale AI into more complex CG and localisation work
- Extend process optimisation upstream (briefing, approvals) and downstream (clearance, playout, distribution)
- Bring in upstream shoot integration and smart VO versioning
- Deepen re-use through the Asset Recommender and asset audit
- Stand up closed-loop reporting – performance and delivery data feeding back to sharpen what's we produce next

ELEVATE AND GROW

- Automate across the full production workflow
- Move upstream into master shoots and usage-rights management
- Establish continuous, data-led improvement cycles
- Set the benchmark for AI-native ice cream content production
- Extend into new formats, channels, and markets as capabilities scale



IN SUMMARY: BE COMMERCIALLY COMPELLING

01

Transparent

Asset-level pricing so you can see exactly where every cost and saving sits.

02

Proven Savings

20% cost reduction driven by better rates, higher productivity, AI and less duplication.

03

Built to grow

Savings that deepen as scope consolidates and AI scales, toward the €2m annual saving ambition.





TRANSITION & IMPLEMENTATION

A PROVEN TRACK RECORD OF SEAMLESS, DISRUPTION-FREE TRANSITIONS FOR BUSINESSES LIKE TMICC

Transitioning your production takes knowledge, expertise, and a team with years of hands on experience of moving live operations without missing a beat. Publicis Groupe brings a proven track record of seamless transitions, delivered with zero disruption to the business – for clients navigating exactly the kind of change you're in.

 Santander®

 Pfizer

 Mondelēz International

 STELLANTIS

 Meta

Brands	3	70	76	14	4
Markets	13	4	80	30	40
Transition days	90 Days	120 Days	90 Days	60 Days	90 Days
Year	2025	2024	2023	2021	2022



The agency transition was deemed to be a 'spectacular success' by Meta ... we would like to thank Publicis for a faultless transition which was remarkably smooth

 Meta

Brendan Taylor,
Global Client
Partnership Lead



WE COMMIT TO A SEAMLESS TRANSITION WHERE BUSINESS CONTINUITY TAKES PRIORITY

You're moving production at scale, mid-flight, without pausing work. That takes a partner who has done this before, at this level, and knows exactly where transition usually fails – and how to prevent it.

We've transitioned some of the world's most demanding creative and production operations, and we've already done it once for you: your media was moved to Publicis and stood up in 42 days. The commitment on the right are the non-negotiables we hold ourselves to on every transition we lead.

- Zero disruption to your live production throughout the transition
- That means a dedicated transition lead and team in place before go live, a thorough onboarding audit that ensures nothing is missed and nothing is assumed
- Full transparency at every stage means TMICC always knows exactly where the transition always stands
- Our job is to absorb every complexity of the transition internally and make the change as low-effort as possible

Audit

Via thorough on-boarding

Dedicated

Transition lead and team, from day one

100%

Transitioned within your timeframe

100%

Transparency throughout

Zero

Disruption to existing business

100%

Team in place for go live date

A DETAILED VIEW OF OUR TRANSITION KEY MILESTONES

Our transition team is already ear marked and we've already started preparing key transition needs so that your September briefing peak runs through a full operational model, not through a transition.

PRE-PREP

- Transition team earmarked and brief on the account, ready to mobilise in full the day the contract is signed.
- Using asset volumes disclosed, we'll model hub capacity and resourcing against your demand – including headroom for the September peak.
- Onboarding audit drafted and ready to run in week one – covering live campaigns, in-flight briefs, asset locations, and approval routes.
- Asset structure is set up in our commercial systems, so the moment SWOP access is granted, scoping can begin.
- MRCL MAKE is set up for TMICC – brief types, brands, markets, approval workflows – all ready to configure once we have access to your systems.
- September plan drafted and ready to pressure test with AdPro at kickoff.

AWARD → GO LIVE

- MSA and first SOW executed on TMICC's standard template; access provisioned to SWOP, Aprimo and Cape IO so connection work starts immediately
- TMICC formally instructs the incumbent to begin handover
- Requests issued to master post houses for CG simulation files, campaign by campaign, so we know what exists — and what needs rebuilding — before the audit starts.
- Ways of working, approval routes, escalation paths and the transition cadence agreed in one session, then locked.
- The earmarked team moves onto the account the day of signature — leadership, production, AI and language leads active from day one.

FIRST 30 DAYS

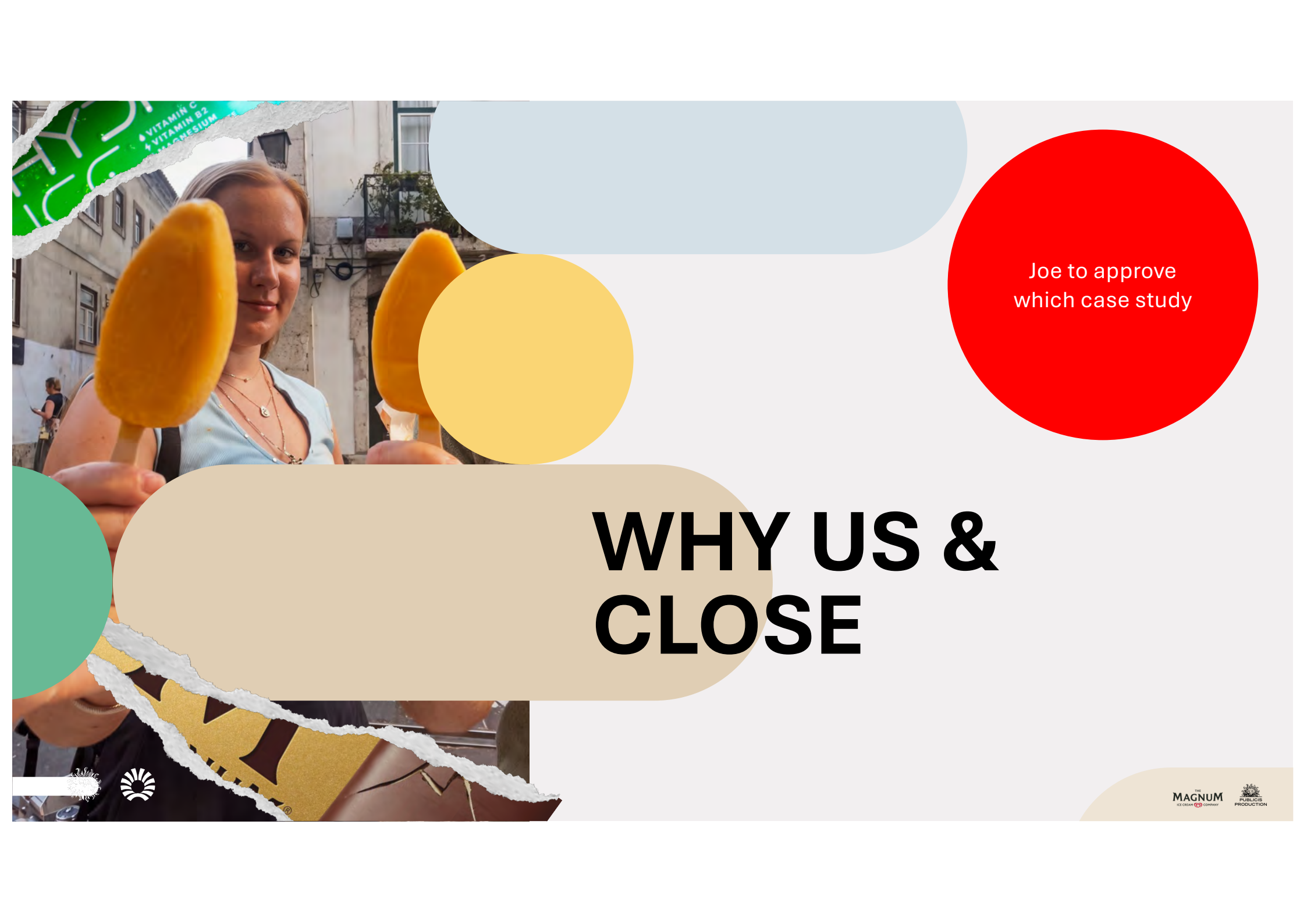
- First live adaptation briefs picked up and delivered to the new rate card – no gap in output through the handover
- Onboarding audit completed: every in-flight campaign, asset, and open brief accounted for, with sim-file availability confirmed campaign by campaign
- CG product-demo turnaround improvements begin on the first eligible briefs, tracked against the speed target
- AI tools applied to the low hanging fruit adaptations first, as the fastest route to cost and speed gains.
- First reporting cycle stood up – asset volumes, brief types, turnaround, and early savings
- Incumbent handover completed and closed out.

60- 90 DAYS

- Wider brand and market scope onboarded beyond the initial priority set, without disruption to live work.
- Process optimisation extended upstream (briefing, market approvals) and downstream (clearance, payout, distribution to media team)
- AI scaled beyond the low hanging fruit adaptations into more complex product demo and localisation work
- Savings tracked and reported against the agreed trajectory, with the levers driving them made visible
- Governance embedded – acting as a mirror to Ad Pro, guiding brand teams, and consolidating a single source of truth
- Quarterly review established: performance, savings, innovation, and next-phase priorities agreed together.

BAU 90 DAYS ON

- Full scope running across all mandated brands and markets, at the agreed rate card and SLA's
- CG product-demo turnaround consistently at the speed reduction benchmark, at premium quality
- AI embedded across the adaptation workflow
- Continuous savings delivery, tracked, and reported against agreed trajectory
- Upstream and downstream fully connected – briefing through to clearance, payout and distribution
- Quarterly business reviews driving performance, innovation, and next-phase growth together
- A single source of truth maintained, with governance and reporting running



Joe to approve
which case study

WHY US & CLOSE

WHAT IMPROVES FROM DAY ONE:

- 01 3-MONTH CG LEAD TIMES, LABOUR INTENSIVE AT EVERY STEP → *Turnaround halved, with quality still intact*
- 02 EXPENSIVE WAYS OF WORKING → *20% guaranteed cost savings, year on year*
- 03 AI UNDERUSED IN PRODUCTION → *AI tools working across every stage of production*
- 04 MANUAL BRIEFING, APPROVALS, CLEARANCE AND PLAYOUT → *One connected workflow, from briefing to playout*
- 05 GOVERNANCE RESTING ON ADPRO ALONE → *A partner that mirrors your standards; one source of truth*
- 06 REPORTING THAT ARRIVES TOO LATE TO ACT ON → *Live reporting, feeding every cycle back into the next*

SO, WHY PUBLICIS?

01

We already hold your media

Most partners would have to learn your business before they could improve it. We don't, we're already in it. That head start is what lets us connect production to media from the first brief. No other partner can start from here.

02

The largest connect production network

Scale on its own doesn't win anything. Ours is worth talking about because of how it's built: 6,000 people across 52 studios, close enough to every market to get the culture right, joined up centrally so nothing is duplicated or lost between them. For a brand that has to land in dozens of markets at once, this is how you get local relevance and global consistency at the same time.

03

Market-leading technology

We run on a single proprietary platform, MRCL MAKE — workflow, assets and AI in one place, rather than spread across separate tools.

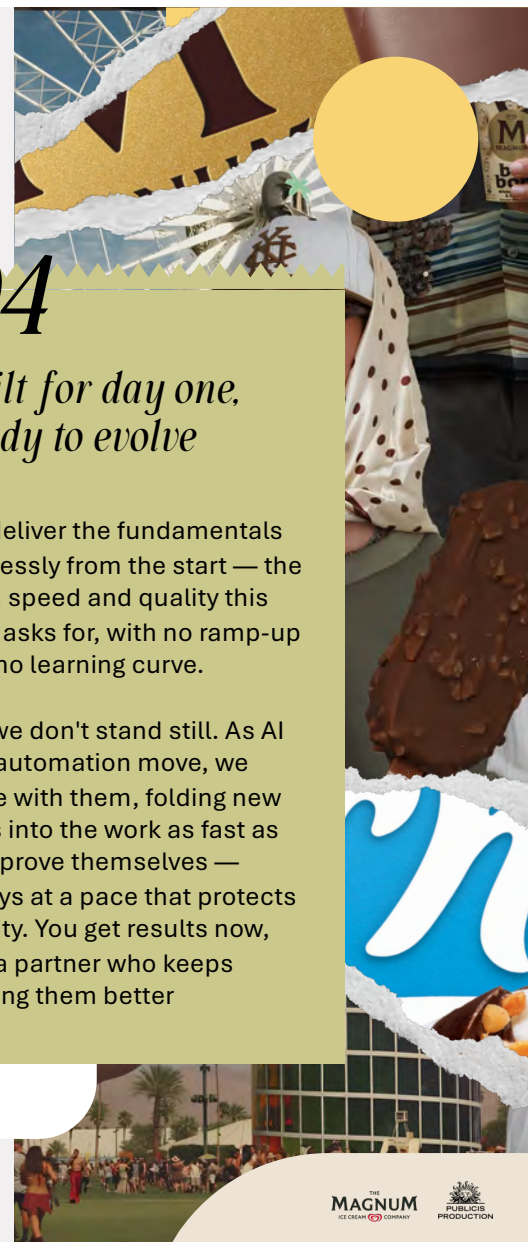
It means less friction at every stage, a clear view across every market, and AI working where it genuinely saves time and cost. Technology that speeds the work up, and keeps it consistent everywhere

04

Built for day one, ready to evolve

We deliver the fundamentals flawlessly from the start — the cost, speed and quality this brief asks for, with no ramp-up and no learning curve.

But we don't stand still. As AI and automation move, we move with them, folding new tools into the work as fast as they prove themselves — always at a pace that protects quality. You get results now, and a partner who keeps making them better



WE'VE BEEN A RELIABLE PARTNER FOR GLOBAL BRANDS DRIVING MEANINGFUL IMPACT THROUGH PRODUCTION, ADAPTATION AND LOCALISATION



*50+ campaigns,
100,000+ assets*

From manual and siloed asset creation to integrated production from National TV to dealer end tags.

30%

faster speed-to-market

35%

cost reduction



*300+ campaigns,
8 BUs*

Omnichannel content supporting the full funnel.

+14.65%

increase in average CTR



*28 Brands,
135 Markets*

From fragmented content creation to cost-efficient, tailored content all from a single platform.

+7,400

hotels empowered with pre-approved ads suited to their markets



*11 Brands,
120 Markets*

From fragmented and manual content creation to AI-assisted centralised content adaptation.

Enhanced personalisation at scale

HALEON

*100+ Brands,
90 Markets*

From 80% waste to data-driven efficiency and effectiveness.

50%

savings

40%

faster speed-to-market

60%

uplift in CTR

SEPHORA

1,500 Campaigns

From campaign-specific production to personalised journeys.

30%

cost savings

177%

lift in ROAS from dynamic content

L'ORÉAL

*20 Brands,
100+ Markets*

From campaign-centric to consumer-centric content.

30%

more content

30%

savings



*100+ Brands,
83 Markets*

From channel-driven to scaled consumer-first production.

70%

asset reuse

**up from
5%**

DON'T JUST TAKE OUR WORD FOR IT



P&G

“What was impressive was how quickly they came together to change... Not long after applying the Power of One model (in the US) we applied it to both UK and China and both of these markets are doing a lot better as a result.”

Marc Pritchard,
Chief Brand Officer, P&G



**Mondelez
International**

“Over the last 3 years we have been on a transformational journey, and we have found a great partner in Publicis. Whether it was trying to figure out our GTM model in Latin America, or the right creative network to support Oreo, or how to solve for our production challenges in Europe they've been there as amazing thought partners, and the proof is in the numbers. Our agency scores have significantly increased as we've moved to the new model, reflecting the positive impact Publicis is having on our local BU's as well as how they have won the hearts and minds of our global team.”

Jonathan Halverson,
*Previously Global SVP
Consumer Experience, Mondelez,
Current: Chief Marketing Officer,
Kenvue*



HALEON

“As an ex-agency person myself, not Publicis I should add, I know that relationships and delivery on the pitch promise are just as important as the commercials. And I am proud that the team we have collectively built around the world as GSK... being consumer centric and agile in our ways of working is the key to real business growth and I am excited about the journey that we are on with Publicis.”

Sandra McDill,
*Global Head of Content
Production, Haleon
(formerly GSK)*



NIVEA

“What is the secret behind this model, to me, it's a bespoke one. We created a kind of partnership. Being together as a team, having the same business challenges which translates into communication challenges and brand challenges, cracking them makes it much more efficient and creates this kind of spirit.

Within this new agency model we managed within 6 weeks to create a global campaign which we rolled out in most of our countries which was a huge success for our brand.”

Tobias Collee,
*Nivea (Beiersdorf)
VP Global Masterbrand,
Communication & Media*



Santander

“We are excited about this new partnership and confident that advanced data and technology capabilities will help us to connect in a more engaging way with our current and future customers. Bringing all our marketing activities together under a single agency will allow us to take advantage of our unique global presence and scale our best practices in a more effective way.”

Juan Manuel Cendoya,
*Global Head of Communications,
Corporate Marketing and Research,
and Vice Chair, Santander*



Thank you



Joe to
approve
which case
study

APPENDIX



CRAFT HAS BEEN OUR DNA FOR *100 YEARS!*



WE'VE BUILT THE LARGEST PRODUCTION NETWORK *ACROSS THE GLOBE!*

30+ Specialist AI agents

6,000+ Makers

15M Influencers & Creators

13,000 Linguists & Copywriters

- *5 Global* Scaling Hubs Across 10 Studio Locations
- *43 Local* Studios
- *7 Specialist* Centres Of Excellence



OPTIONAL SLIDE: DEEPER-DIVE INTO TIER 1

BRINGING CREATIVE IDEAS TO LIFE *SINCE 1926* WITH AWARD-WINNING PRODUCTION & POST-PRODUCTION

7+
specialist AI
agents

5,000 sqm
owned
shooting
space

Most
advanced
XR shooting
studio
in Europe

Feature-film-level
post-production
HARBOR

SHOW DE EDIÇÃO!

OPTIONAL SLIDE: SAME AS PREVIOUS

DEEPER-DIVE INTO TIER 1 WITH ADDED BENEFITS

High craft

7 onshore
centers of excellence

450 crafters
x 7+ specialist ai agents

55,000 sqft
owned shooting space

BRINGING CREATIVE IDEAS TO LIFE *SINCE 1926* WITH AWARD-WINNING PRODUCTION & POST-PRODUCTION

45%
Faster
campaign
deployment

30%
Savings in
production
spend

30%
Less carbon
footprint in
first year

Fair
Representation
in front and
behind the
camera

When it's in fact women's football

SHOW DE EDIÇÃO!

COMERCIAL EM APOIO A SELEÇÃO FRANCESA VIRALIZ

Platform-first
social and digital

60
Local Ideation
Studios

5+ nearshore
shooting studios

1,500 makers
x 9+ specialist AI agents

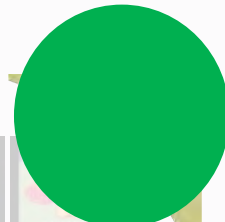
15M Influencers

Amplifying content across every platform and market at the speed of culture

40% savings
per asset

3x Faster content
output

70% Faster variance
creation



9+
specialist AI agents

5
Global Hubs

13,000
Linguists

200
Markets

Adapting at the scale of every market, need and consumer

60% Modular-based reuse

2.5x More localised assets

>95% Visual replication fidelity

AI-driven

MARRIOTT BONVOY | CLUSTERS & SPACES

HIGH-VOLUME ORIGATION AND LOCALISATION DELIVERY ACROSS MULTI-MARKET CHANNELS

1C

 **11** BESPOKE MASTERS

 **137** TOTAL ASSETS

 **3** LANGUAGE VERSIONS

 **4+** PLATFORM ECOSYSTEMS

 **5-6** WEEK TURNAROUND (4 WEEKS FOR MASTERS)

The Challenge

- Tight-turnaround origination shoot in Turkey
- VFX sky replacement and actor compositing
- Bespoke animated endframes that adapt by hotel
- Localised from English into German and Arabic
- Converted for BVOD, YouTube, Meta and TikTok



Project Summary

CLUSTERS

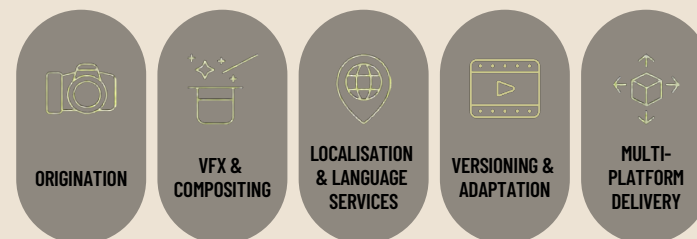
6 BESPOKE MASTERS **89** FINAL ASSETS

SPACES

5 BESPOKE MASTERS **48** FINAL ASSETS

TOTAL **137** FINAL ASSETS

Our Approach



BVOD

Meta

TikTok

YouTube

KEY TAKEAWAY

Delivered 11 bespoke masters and 137 final assets across 3 languages and 4+ platforms within a 5-6 week production window.

 **SCALABLE PRODUCTION**

 **SPEED TO MARKET**

 **QUALITY & CONSISTENCY**

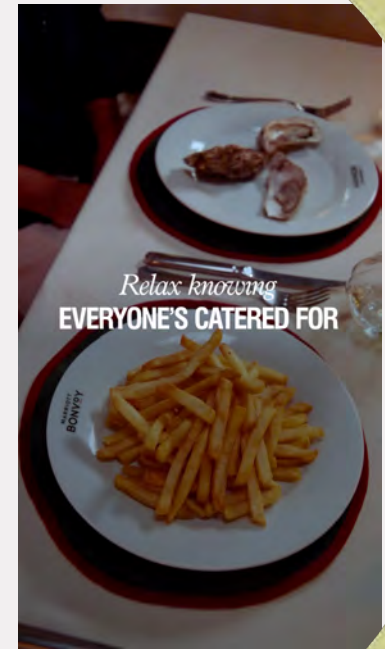
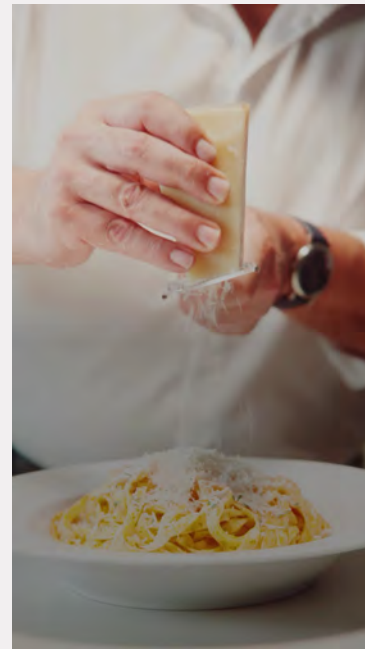
 **GLOBAL REACH**

MARRIOTT BONVOY | CLUSTERS & SPACES

1C



MARRIOTT
BONVOY
presents



PAYPAL | DOOH & SOCIAL ADAPTATION

HIGH-VOLUME ADAPTATION DELIVERED AT SPEED

1C

 **10+** BESPOKE MASTERS

 **140** TOTAL ASSETS

 **3** X10-DAY SPRINTS DELIVERED AT SPEED

 **25+** DOOH SIZES ACROSS 100+ SITES

 **QC'd** TO SITE SPECS ACROSS ALL DELIVERABLES

The Challenge

- Adapt US-supplied masters for DOOH and social across multiple formats and markets.
- Deliver a high-volume of assets across 25+ bespoke DOOH sizes and multiple social ratios.
- Ensure all assets met strict platform and site specifications with full QC.

PayPal

Project Summary

DOOH

25+ bespoke sizes across 100+ sites

90+ FINAL ASSETS

SOCIAL

Multiple ratios for paid & organic

50+ FINAL ASSETS

TOTAL 140 FINAL ASSETS

KEY TAKEAWAY

Using supplied US masters, over 140 assets delivered in 3x10-day sprints for DOOH & social. DOOH sites had 25+ bespoke sizes. All QC'd to the site specs.


AGILE SPRINT MODEL
3X10-DAY SPRINTS


DELIVERED AT SPEED
HIGH-VOLUME OUTPUT


COMPLEX VERSIONING
25+ DOOH SIZES


QUALITY ASSURED
QC'D TO SITE SPECS

The PayPal logo is displayed in a large, bold, blue font, centered within a white rectangular area. The logo is surrounded by a faint, multi-colored circular glow effect.The PayPal logo is displayed in a bold, blue font, centered within a white rectangular area. The logo is surrounded by a faint, multi-colored circular glow effect.The PayPal logo is displayed in a bold, blue font, centered within a white rectangular area. The logo is surrounded by a faint, multi-colored circular glow effect.

Automation at the scale of 170 markets.

NIVEA

Challenge

NIVEA operated a costly and inefficient 60+ local partner roster. Adaptation of master assets were carried out in-market, with very little control and visibility in the consistency and quality of the final assets being delivered to consumers.

Solution

A multi-market adaptation solution with nine global hubs was deployed within two months of winning the business. Within three years, Publicis and NIVEA consolidated this to four regional hubs, thereby standardising operations. To further enable best-in-class ways of working, NIVEA centralised all post-production with Publicis.

- Our workflow tool and governance model connected to NIVEA's owned DAM. Giving NIVEA project transparency and unprecedented visibility over what is being produced by local markets.
- We worked closely with NIVEA's teams to define KPIs, then captured and presented campaign information in both live dashboards and quarterly reviews of campaigns, ensuring asset efficiencies.
- We leverage AI for concepting and animatics, rapid versioning and automation, reducing delivery times and cost per asset, while ensuring brand consistency across markets.

Results

- 70% savings
- 100% Brand Consistency
- 60% Reduction in Delivery Time

131

AI-driven, centralised transcreation connected with E2E workflow tool

100%
Brand consistency across markets

20%
saving in post-production

Reduction in cost per asset due to automation

70%
savings

Asset approval and delivery time reduced

60%
saving

File format for Video Templates File format for Display Templates Shows the campaign Modularity, templates, Dynamic variable, And content Describes every Modularity, templates, Dynamic variable, Their function, and Meta data. Reference renders For how the output Should look.

DELIVERING ADAPTATION SCALE & LOCAL PRECISION FOR NIVEA

NIVEA

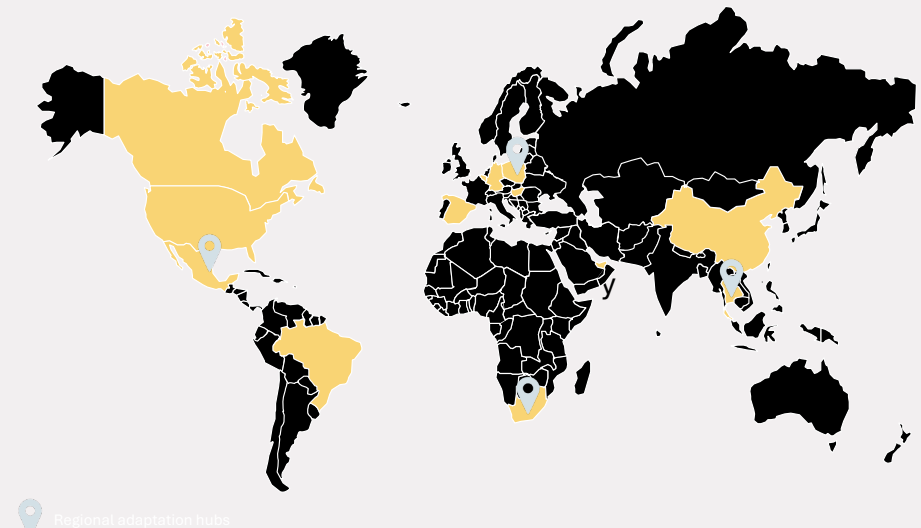
2020 (5 categories, 179 markets)

Version

In 2020, NIVEA sought to modernize and harmonize its global branding and 60+ local production agencies to alleviate disjointed ways of working and inconsistent output – all within a 5-week onboarding period.

- Publicis launched the Publicis One Touch model (based in Germany for proximity to the client), creating a global adaptation network, covering all time zones and streamlining operations for unified creative production while bolstering NIVEA's digital presence
- Consolidated into just four regional hubs within three years (Mexico, Poland, South Africa & Thailand), centralizing ways of working for consistency
- Automated heavily with modular content and revolutionized pack shot localisation via GRIP, moving past manual rotoscoping for additional cost savings and to deliver more personalized content at scale

- 100% brand consistency across international markets
- Achieved a 70% reduction in cost per asset due to automation
- Cut asset delivery times by 60%, enabling swifter platform uploads
- Generated 20% savings in origination post-production through a centralized hub



FROM 60 AGENCIES TO 1 TRANSCREATION PARTNER: INCREASING CONSISTENCY AND BETTER LOCAL RELEVANCE



2019
Integrated multi-market adaptation solution deployed in two months, across nine global hubs



2022
Centralized all transcreation scope to four hubs, connected with E2E workflow tool supported by market activation reporting

2022
Centralised all primary production and post-production in one CoE to cover southern hemisphere



2023
Development and rollout of global governance model to track adoption and brand consistency.
Rolled out automation and dynamic content for local precision marketing (75% adoption - 500k cost savings)



2024
Introduced AI to turbo charge creative concepting, content production and delivery. Scaled automation across video, display and pack shot localisation



DECOUPLING OREO PRODUCTION: GAINING SCALE WITHOUT LOSING THE MAGIC

Born out of the need to scale content without sacrificing creative ambition, Publicis Production partnered with Mondelez to implement a decoupled production model for Oreo - separating creative development from execution while maintaining tight, end-to-end collaboration.

Over three years, this model has enabled OREO to deliver high-craft, talent-led global campaigns at scale, improving speed, cost efficiency, and consistency across markets.

At its core, transitioning production required a solution that preserved strong creative relationships rather than introducing new silos.

PRODUCTION MILESTONES

Decoupled, Not Disconnected
Transitioned to a production model where creative AORs retains creative ownership, while Publicis Production leads execution - removing friction without breaking creative relationships.

One Integrated Team
Publicis Production works alongside creative AORs and partner agencies from brief to delivery, presenting work jointly to OREO to ensure a unified, single-team experience.

Production at Scale
Centralized all production under one agency, unlocking access to nearshore production hubs, preferred rates, and best-in-class capabilities across film, social, VFX, and stills.

High-Impact Talent, Smarter Budgets
Enabled large-scale campaigns with global talent (Post Malone, Selena Gomez) and high-craft VFX - maintaining creative ambition while delivering measurable budget efficiencies.

INTELLIGENT CONTENT

Connected Scale
A network of North American production hubs, local-first but not local-only, supported by centralized toolkits and modular production frameworks to scale content seamlessly.

Connected Technology
Custom Gen AI engine built for Mondelez (AIDA) used for creative conceiving and for producing organic social and e-commerce static assets - extending value to partner agencies and increasing speed to market.

Connected Craft
Talent-led, culturally resonant campaigns tied to limited-edition flavors - combining pop-culture relevance with premium craft to drive attention and social impact.

OUTCOMES

2,400+

ASSETS P/YEAR

59%

ASSET
REUSE

100+

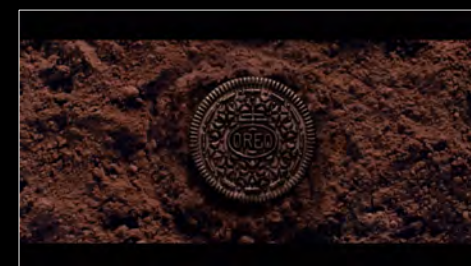
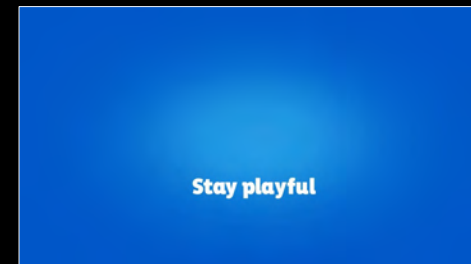
AWARDS WON
FOR XBOX
CAMPAIGN

+21%

SAVINGS IN
TALENT
INSOURCING
COSTS

“ Truly, this has to be one of the most well-oiled, collaborative, genuinely kind, supportive, committed, hard-working group of IAT partners that I've ever had the pleasure of working with in my career. ”

OREO Team, USA

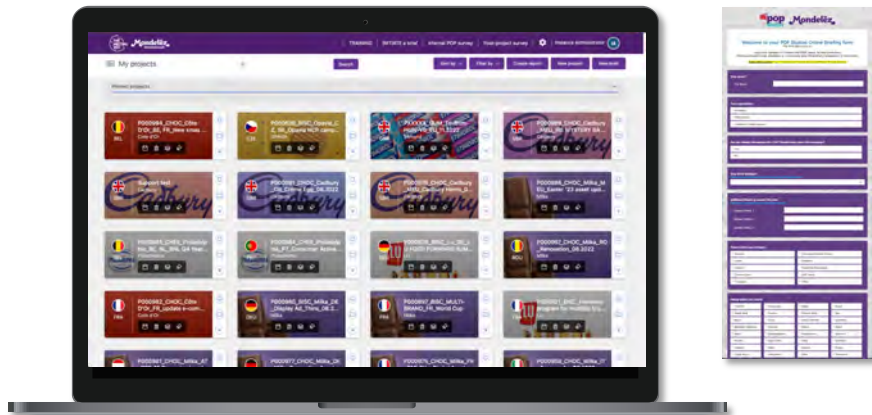


CAPABILITIES

- Live Action
- Photography
- Super shoots
- Post-production
- Always-on social
- Creator studio
- Art Buying
- Digital production
- Translation/transcreation
- Versioning

ENSURING RELEVANCE AT SCALE

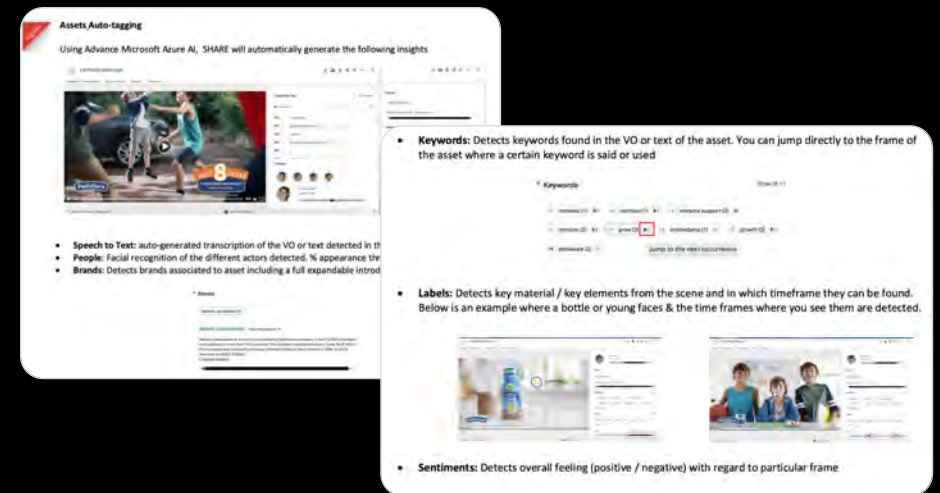
ONE TECH-PLATFORM TO SUPPORT



800

Trained users initiate briefs,
review, approve and distribute

ONE DATA SPINE FOR ASSET-LEVEL PERFORMANCE VISIBILITY



1

Taxonomy across
creative and media

60+

Meta-data filed
per asset

CLIENT STORY: HALEON

ACTIVATING SPEED AND EFFICIENCY AROUND THE GLOBE

Since becoming Haleon's global, end-to-end production partner in 2020, we have transformed a fragmented model into a scalable global ecosystem supporting 90+ power brands across 100 markets, improving speed, consistency, and efficiency through connected governance, integrated teams, and enabling technology.

In 2026, we brought Haleon's U.S. onsite studio under our oversight and integrated it with Publicis Production's studio network to increase transparency, improve delivery, reduce waste, and elevate production performance. We continue to evolve the model through targeted AI adoption, intelligent content solutions, and focused savings levers that drive greater agility and efficiency.

PRODUCTION MILESTONES

- Global, Always-on Adaptation: Activated a follow-the-sun production network across 13 global hubs to provide 24/7 coverage, paired with a localised service layer and in-market producer partnership to drive agile delivery, optimise post-production costs, and support complex brand demand in real time.
- Tentpole Moment in Culture: Delivered Haleon's Times Square New Year's flu-season campaign under a tight, unmovable deadline, bringing Advil, Robitussin, Theraflu, and Emergen-C to life through a high-visibility, multi-brand activation on one of the world's biggest NYE stages garnering millions of impressions and kiss cam engagement.
- Savings Levers: Drive production efficiencies through three core levers: consolidating activity via bundling and super shoots, optimising spend through strategic sourcing, and capturing incremental value through disciplined cost negotiations. Effectively delivering smarter planning and meaningful savings across the production ecosystem.
- China Studio: Won the China onsite studio business by connecting and integrating data, creative and media as well as AI innovation capabilities as power of one strong demonstration.

INTELLIGENT CONTENT

- Connected Craft Integrated high-end craft to scale versioning across specialized platforms and audiences as well as partnering with in market producers to optimise post-production efficiencies.
- Connected Scale A localised service layer ensures a dedicated point of contact in each time zone for brands to drive agile delivery across complex projects.
- Connected Tech Piloted multiple GenAI use cases that averaged ~ 40% savings, helping establish a globally approved capability designed to unlock broader efficiency across the content creation supply chain.



OUTCOMES

90+
markets

33K
assets delivered
in 2025

6+
GenAI pilots for
content creation

30%
savings strategic
sourcing

13
global
production hubs

97%
of shooting done
in bundles

42%
efficiencies found
Via AI utilization

+20%
production
savings

CAPABILITIES

- Photography
- Live Action /super shoots
- Post-Production
- VFX / CGI
- Creator studio
- Rights management
- Global versioning /adaptation
- Transcreation
- TVC/OLV
- Sound



CLIENT STORY: HALEON

CAST GLOBAL PRODUCTION NETWORK

