



## MEDIA RELEASE

20 March 2025

### Public Consultation on the Proposed Acquisition of Interpublic Group of Companies by Omnicom Group Inc.

1. The Competition and Consumer Commission of Singapore (“**CCCS**”) invites public feedback on the proposed acquisition of Interpublic Group of Companies (“**IPG**”) by Omnicom Group Inc. (“**Omnicom**”) (collectively, the “**Parties**”) (the “**Proposed Transaction**”). This consultation aims to gather views from the public and industry stakeholders on how the proposed transaction might affect competition in Singapore's market.

#### The Parties

##### Omnicom

2. Omnicom has a global network of marketing communications companies, offering a diverse, comprehensive range of marketing and sales solutions spanning brand advertising, customer relationship management, media planning and buying services, public relations and specialty communications services to clients globally, including Singapore. It is based in New York and is publicly listed on the New York Stock Exchange.

##### IPG

3. IPG provides media planning and buying services, data and engagement solutions, integrated advertising and creativity solutions, public relations, specialised communications and experiential solutions to clients globally, including Singapore. It is based in Delaware and is publicly listed on the New York Stock Exchange.

## **Economic Activities of the Parties**

4. The Parties are of the view they overlap globally and in Singapore in the provision of advertising, marketing and communication services, specifically marketing communications services (“**MCS**”) and media buying services (“**MBS**”).
5. MCS focuses on creating and delivering messages that resonate with a target audience through various media channels. Examples of MCS are advertising, insight and consultancy, public relations, and brand identity and design.
6. MBS encompasses the planning and purchasing of advertising space and time across various media channels, for example, print, digital, and outdoor platforms, to ensure advertisements reach their intended audiences.

## **Public Consultation**

7. CCCS is inviting public feedback on the potential effects of the proposed transaction on the Singapore market, including the impact on customers and competitors. Industry stakeholders may provide insights on possible implications for their business, customers and the industry more generally. Further details can be found on CCCS’s public register, that can be accessed and downloaded from the CCCS website at <https://cccs.gov.sg> under the section “[Public Consultation](#)”.
8. The public can provide their feedback from 20 March 2025 to 5.00pm on 3 April 2025 via the [CCCS online form](https://go.gov.sg/ccconlineform) (<https://go.gov.sg/ccconlineform>), or by email to [cccs\\_consultation@cccs.gov.sg](mailto:cccs_consultation@cccs.gov.sg). If the feedback contains confidential information, please clearly mark or highlight the confidential portions in the submission.

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## About the Competition & Consumer Commission of Singapore

The Competition and Consumer Commission of Singapore (“**CCCS**”) is a statutory board of the Ministry of Trade and Industry. CCCS administers and enforces the Competition Act 2004 which empowers CCCS to investigate and adjudicate anti-competitive activities, issue directions to stop or prevent anti-competitive activities and impose financial penalties. CCCS is also the administering agency of the Consumer Protection (Fair Trading) Act 2003 (“**CPFTA**”) which protects consumers against unfair trade practices in Singapore. Our mission is to make markets work well to create opportunities and choices for businesses and consumers in Singapore.

For more information, please visit [www.cccs.gov.sg](http://www.cccs.gov.sg).

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