

A top-down view of a person lying on a blue rug, watching a movie on a silver laptop. A white bowl of popcorn sits in front of the laptop. The person's hands are visible, one holding a piece of popcorn. The laptop screen shows a dark, atmospheric scene with a large building and a car. The overall mood is relaxed and cinematic.

Initiative



sky **SHOWTIME**

CREDENTIALS & RFI

25th July 2025

Initiative



skySHOWTIME

Dear Sky Showtime

*Thank you for inviting us to take part in this RFI.
We are delighted to have this opportunity to partner
with you on the next stage of your growth journey.*

*At Initiative, we help brands grow through Fame and Flow.
Fame is more than mere awareness or relevance. Famous brands
are sticky, memorable and talked about. Fame lodges your
brand deep into the consumer mindset and thereby
drives favourable brand choices when it matters most.*

*Flow moves consumers through the purchase process in the
most seamless way. Flow happens when experience design,
personalised content and precision media work in tandem to help
consumers navigate the complex decision-making process.*

*We believe SkyShowtime are perfectly positioned to benefit from
our approach, as you seek to evolve your marketing capabilities
to create more holistic and data-led viewer experiences.*

*We hope you find this document helpful and
a thoughtful response to your questions.*

JIMMY SCHOUGAARD
EMEA President

OUR CAPABILITIES FOR SKYSHOWTIME

Initiative is powered by IPG Mediabrands, a client-first, consulting-led, community-driven group of 22,500

media and marketing specialists in over 90 countries on

a mission to ensure our clients win in the marketplace. Collectively, we have a single goal: helping our clients grow. That focus on our clients, and their success story underpins everything we do.

Through our commitment to brand values and media responsibility, our culture of collaboration revolves around strategy, planning, investment, accountability, relationships and how we run our own business.

SUPPORTING INITIATIVE, WE HAVE 5 SPECIALISED, DEEPLY INTEGRATED, OPERATING ENTITIES

Kinesso is our Performance Marketing entity, Magna is our Accountability & Partnerships entity, Orion is our proprietary media and barter entity, Rapport specialises in OOH & Experiential, and Mediabrands Content Studio in Production, Content & Influencers.

As an industry leader and client-first company, our offerings are built around the needs of today's advertising reality – from OESP planning to content development, advanced data, commerce and automation. We are set up to offer our clients holistic solutions through access to consulting, content, media, and digital agency capabilities all under one roof. In doing so we provide the capabilities, talent and global network required to win in your field. These key credentials have allowed us to deliver a competitive advantage for clients such as Volvo, Nike, Amazon Business and Deliveroo.

YOUR FRONT DOOR AGENCY

FUELED BY

FACILITATED BY



While we articulate the unique services and expertise that set us apart above, the best measurement of our unparalleled performance is our IPG Mediabrands roster of impressive companies we proudly call our clients, including Dyson, Kenvue, American Express and Levi's.

Our work speaks for itself. We deliver tangible results to the world's leading organisations. In 2023, our efforts were acknowledged when the Initiative was named Ad Age's A-List Media Agency of the Year and Adweek's Global Media Agency of the Year, a feat never achieved.

Our high standard for performance and expertise extends globally, thanks to agency-wide mandated training on Fame & Flow, access to the best tech and data through our proprietary platform Interact, and a global investment in hiring superior craft leadership. In 2023 and 2024, we won a combined total of 100 awards across EMEA and are on track to achieve similar results, with 45 reported wins/shortlists in 2025.

HIGHLIGHTS OF OUR EMEA ACHIEVEMENTS



6 wins for Initiative at The Drum Marketing EMEA Awards 2025 including two golds



IPG Mediabrands won 8 Cannes Lions 2025 including a Grand Prix and 19 shortlists



Campaign awarded IPG Mediabrands the Global Media Network of the Year 2024 (Silver)



Kinesso won Performance Agency of the year 2024 whilst Initiative won Gold at Campaign Media Awards twice over as well as Festival of Media!

STRENGTH IN EMEA

NUMBER
OF OFFICES:

48

BILLINGS:

€16 BN

PEOPLE:

8000+

Initiative



INTERNATIONAL EXPERIENCE

We have a wealth of experience managing central services, digital and offline planning and buying across global and regional markets.

We are proud of our deep expertise across industries, with a proven track record at both international and local levels. Our long-standing relationships with Deliveroo, Patek Philippe, Canada Goose, Bupa and Merck spans multiple regions—where we provide offline and online media, content, and consulting services across 30+ European markets from our central hub in London. For Nike, Volvo and IBM, we have split central services between London and major European cities to reflect the clients’ specific operating model specific requirements.



REGIONAL/GLOBAL CLIENTS

LONDON-BASED CLIENT REFERENCES

DELIVEROO

Russell Jackson-Pugh
Head of Media
russell.jackson-pugh@deliveroo.co.uk

PATEK PHILLIPPE

Viviane Borges
Head of Public Relations and Communications
viviane.borges@patek.com

We kindly ask to be notified 1-2 business days in advance of any client references being contacted.

AT INITIATIVE, OUR PROMISE IS IN OUR NAME. WE PRIDE OURSELVES ON TAKING THE INITIATIVE.

That means anticipating change and acting ahead of the curve—helping our clients succeed in media, culture, and their categories. Today’s industry is obsessed with short-term, algorithm-driven media that rewards clicks without conscience, prioritising outrage over connection. It’s forced us to confront a hard truth: as agencies and marketers, we’ve been complicit in a divisive cultural discourse on a media canvas that splits rather than unites. Media is at a crossroads.

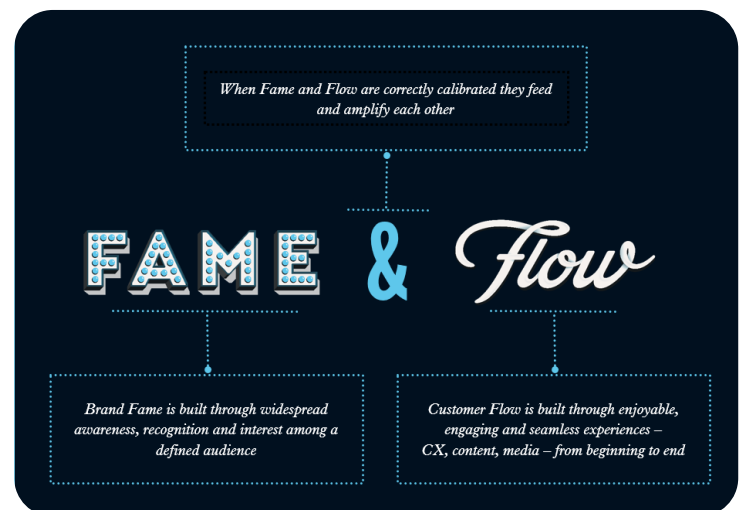
We know where Initiative stands; we embrace the opportunity to build powerful brands and grow businesses while building a more positive society and industry in the process. We believe that we can make the world a little bit better and our culture a little less divided if we can help brands balance both what unites people and what makes them different. Great brands have always used media to do those two fundamentally human things - connecting people to something bigger and connecting people to themselves. When brands unite people in culture, they build Fame, and when brands connect individuals to their unique journeys, they build customer Flow. Fame & Flow is the rallying cry that everyone in the Initiative family can get behind. We come to work every day to create great experiences that connect people to great brands that enrich their lives and our world.

We believe brands need Fame & Flow to grow. Fame is built through widespread awareness, interest, and social diffusion among a defined audience. Flow is built through enjoyable, engaging, personalised, seamless experiences connected along the customer journey and

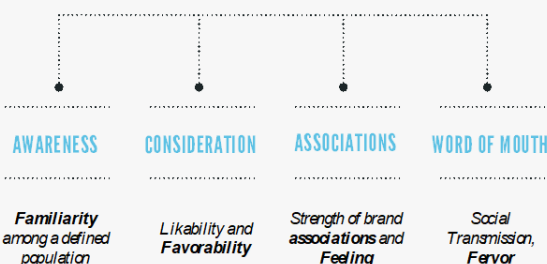
lifecycle. Critically, Fame & Flow do not exist in siloes - or in fragmented teams – they exist in synchrony, reinforcing and amplifying each other.

Importantly, Fame & Flow is more than a philosophy; it is a strategic system for marketing-driven growth. It is built on evidence from the likes of the Ehrenberg Bass Institute and the IPA. Fame & Flow has an analytical formula, which means it can be measured, benchmarked, and optimised.

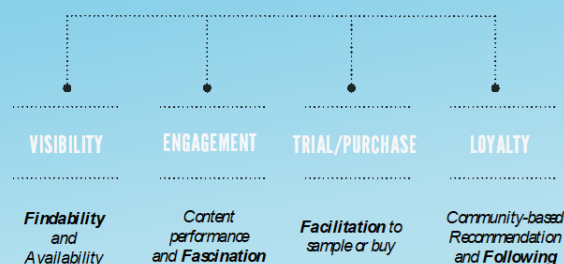
At the diagnostic level, we’ve deconstructed Fame & Flow into eight distinct metrics which we have affectionately given F-names. They include Fame drivers such as Familiarity (Awareness of a brand), Favorability (Consideration), Feeling (strength of brand Association to emotions, occasions and contexts), Fervor (social diffusion and WOM); and Flow drivers such as Findability (digital or physical availability), Facilitation (ease of purchase/trail), Fascination (Engagement with brand content), and Following (Loyalty and recommendation) – all of which neatly map to the brand tracking and measurement systems that modern marketers like SkyShowtime rely on.



FAME



Flow



To further validate the power of Fame and Flow, we recently completed one of the industry's most ambitious meta-studies of marketing effectiveness on the modern media canvas --conducted across 7 major advertising categories, and the three largest advertising markets globally.

It yielded three powerful findings:

1 FAME & FLOW BUILDS BUSINESSES

Brands with both high Fame & High Flow grow faster than their categories – exhibiting greater gains in market share and penetration.

2 FAME & FLOW AMPLIFY EACH OTHER

As the performance of brands' Fame driving communications improved, the influence and impact of Flow-driving experience on brand purchase increased significantly. The reverse is also true.

3 EVERY CATEGORY HAS A FAME & FLOW FORMULA

Fame & Flow is not one-size-fits-all. The retail category leads all categories in the importance of Fame in driving brand and business growth; however, brands that are growing the fastest outpace the category on Flow factors as well.

With the endless possibilities and capabilities brands can bring to anyone, consumer-brand Interaction, Fame & Flow, and the 8 metrics bring much-needed nuance that guides a clearer POV on marketing tasks and helps evolve and elevate the media experiences we design. Fame & Flow gives Initiative and SkyShowtime a common marketing language for planning across SkyShowtime's portfolio.

WE PROVIDE A FULLY HOLISTIC MARKETING OFFERING IN LONDON

Initiative offers a full suite of services to deliver our proposition Fame & Flow to our clients across the globe, powered by a broad coalition of IPG Mediabrands best-in-class agencies that are into one integrated offering for our clients.

Specifically, Initiative offers a comprehensive, competitive offering that is more expansive than most media agencies:

GROWTH STRATEGY

Growth is top of mind for CMOs. Initiative provides consultative services to uncover investment opportunities. Our team identifies Growth, Demand, and In-Market audiences, delivering a roadmap for conversion and sustained demand. Unlike major consultancies, we execute detailed plans that drive tangible results.

COMMS PLANNING & ACTIVATION

We deliver an expansive view of the entire marketing landscape. Our integrated planning process orchestrates a complex ecosystem of audiences, channels, platforms, and agency partners, and calibrates the right mix of marketing activities across owned, earned, shared and paid marketing to meet your KPIs.

PERFORMANCE MEDIA

As marketing shifts to algorithm-driven channels, it's easy to feel strategy is no longer in your hands—but our keyboard traders ensure you're in control. Backed by our data & tech teams, we build and accelerate Customer Flow through expert use of search, programmatic, SEO, content, and strategy to maximise ROI.

CONTENT

Where there are a million forgettable branded content pieces in the world, our content craft focuses on forging only the most creative and effective activations, whether through platforms, partners, influencers, or AI-driven decisioning.

DATA & TECHNOLOGY

We bring radical simplicity to data and technology through our central platform, Interact—from insight to activation. Whether using our AI-driven tools or your existing stack, we streamline architecture and martech, backed by Acxiom's robust, ethically sourced third-party data.

MARKETING OPERATIONS

Driving regional excellence across complex organisations takes a partner skilled in organisational design, go-to-market strategy, and change management. Our operations team dives deep into daily marketing ops, boosting performance safely and compliantly.



OUR BEST-IN-CLASS DATA OFFERING

Our strategic approach begins with Acxiom, **our data spine covering 68% of the world's adult population across 60 markets and 11k+ attributes**. Acxiom's 50+ years of privacy-first global data aggregation has rocketed them to be the largest ethically-sourced data company in the world.

Our powerful Acxiom data stack takes competitive advantage over other industry data systems on several impactful levels:

REACHING PROSPECTS



We reach 68% of the global adult population, while competitors mostly rely on survey data, client 1PD, or where they are close in size of records, those records are non-addressable.

RETAIL NETWORK DATA



Our data stack integrates harmonised retailer data from mass-merchandisers and provides visibility into conversion data understanding the effect of retail media spend on owned channel performance.

IDENTITY COMPONENTS



Acxiom is the most comprehensive and granular identity management company in the marketplace, providing more identity components than any other company. KII, a proprietary cross-domain graph that connects user IDs across online and offline touchpoints to enable data aggregation across the ecosystem is how we do it.

FUTURE PROOFED



Acxiom data is ID-based, not cookie or proxied based, and with GDPR a minimal 0.2% of records were lost. In comparison, our major competitors lost near 50% of their data and heavily rely on cookies and proxies.

SEAMLESS TECH INTEGRATION



With our 1:1 ID match to Adobe, Salesforce and Google, we have fast speed to market and fidelity.

NO CLIENT DATA SHARING



Acxiom data is portioned from client 1pd and never used to enhance Acxiom. This capability and practice are unique to competitors.

NO HISTORICAL DATA FINES



We take data governance seriously. Acxiom has had \$0 regulatory fines, and a major competitor has had over \$250MM in privacy fines incurred and others heavily rely on third parties who have also been fined.

ACXIOM



2.5B

ADDRESSABLE
CONSUMERS

68%

OF THE WORLD'S
DIGITAL POPULATION

30+

COUNTRIES ACROSS
THE GLOBE

THE WORLD'S LARGEST & MOST TRUSTED ETHICALLY SOURCED DATA SPINE

- Resolve & enrich
customer identities
- Find & understand
new prospects
- Reach consumers
through unique
media integrations
- Measure & optimise
with AI & cloud-
based applications

DATA
TYPES

MEDIA
BEHAVIOURS

CONSUMER

1ST PARTY

SHOPPER
PROFILES

ATTITUDINAL

MERCHANT

OPERATIONAL MEDIA EFFICIENCY, & EFFECTIVENESS TIED TO BUSINESS OUTCOMES

OUR APPROACH TO OPTIMISING TO BUSINESS OUTCOMES THROUGH THE FUNNEL

At Initiative, we take a holistic approach to measurement, combining various solutions and techniques to provide the most comprehensive view of media impact in the short and long term.

We would work collaboratively with SkyShowtime to ensure that all measurement output, whether through SkyShowtime, Initiative or 3rd party, is being actively used, fuelling tools to make decisions. We are very much 'glass box' not 'black box' and offer full transparency on the way performance metrics are calculated and mix recommendations derived. Crucially, we have designed our approach and capabilities to work seamlessly with our client's own in-house analytics capabilities and outsourced vendors. For example, within our Make

workspace, we can integrate response curves from our full funnel marketing workstreams and set up to onboard curves from external partners.

Custom performance dashboards and data lake can act as a bridge for the media and competitive data provision as well as being able to optimise against response curves. Indeed, we pride ourselves on our proactive partnership approach that ensures our analytics capabilities always fuel outcomes and aren't 'analytics as an outcome'.

Our successful collaboration with other clients' inhouse/outsourced analytics teams is a testament to our track record and the trust we have built in the industry.

INTERACT REPORTING IN ACTION FOR NIKE EMEA

THE CHALLENGE

Nike needed a flexible consultative approach from our EMEA team – leveraging network centres of excellence alongside local capabilities to both effectively consolidate media reporting across EMEA, and “bridge” the gaps between in-house, vendor and our media data.

THE SOLUTION

We implemented our Interact data management and reporting suite and built a customised approach to dashboarding and modelling performance data on iDemand (DTC Ecom) activity on a real-time basis, delivering highly accurate weekly iDemand MMA (marketing mix attribution) forecasts and getting all stakeholders linked to one single source of truth for reporting.

THE RESULTS

- Stood-up dashboarding and marketing mix attribution forecasting and reporting solution in just 6 weeks from transition.
- Joint roadmap and development plan with the client's own marketing science and IT teams.
- Enabling ROAS +25% across performance channels and a +147% increase in iDemand revenue YOY.

EMEA WEEKLY iDEMAND ESTIMATE



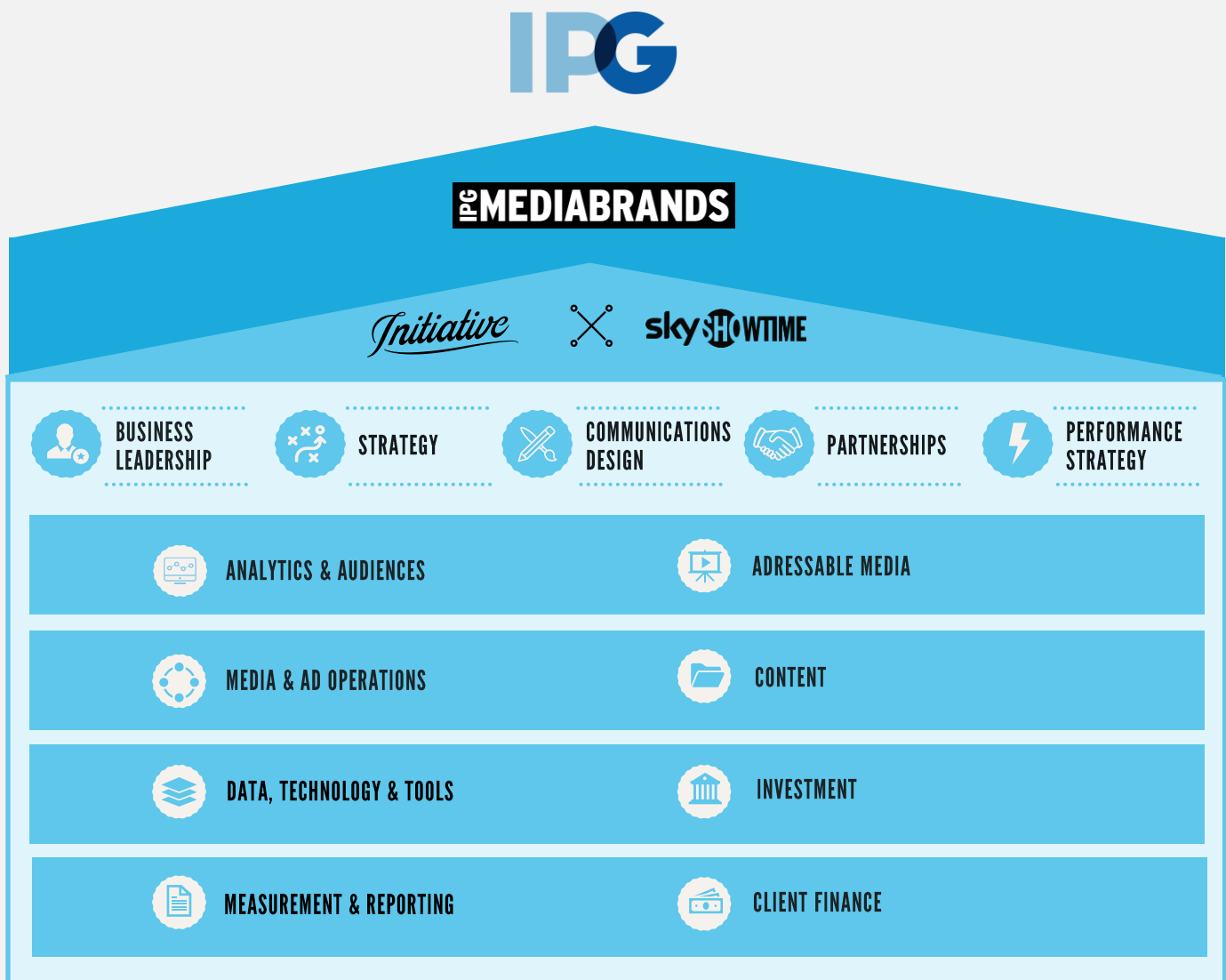
INTEGRATED DIGITAL REPORTING & JOINT ENHANCEMENT PLAN



A MODULAR AGENCY STRUCTURE TO MOVE AT YOUR SPEED

The integrated solutions we promise Initiative clients require our London based teams to be dynamic, innovative, and flexible in their structure and their ways of working. All account teams comprise a Business Lead who connects the specialisms and markets working in service of our clients. Account teams are designed to maximise collaboration and follow our Fame & Flow process.

Initiative reports into IPG Mediabrands, our parent company - which allows us to tap into a huge breadth of technologies and capabilities across a series of expert craft pillars. IPG Mediabrands, in turn, reports into our holding company Interpublic Group, who celebrate the distinctiveness of each agency brand while providing a unified infrastructure for operations and technology across all offices globally.



A top-down view of a person lying on a blue blanket, watching a laptop. A bowl of popcorn is in front of them. The laptop screen shows a dark, possibly cinematic scene. The keyboard is visible and has Cyrillic characters.

Thank You

Initiative



skySHOWTIME