



C/2025/5778

29.10.2025

**Prior notification of a concentration**  
**(Case M.11902 – OMNICOM / IPG)**

(Text with EEA relevance)

(C/2025/5778)

1. On 20 October 2025, the Commission received notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 <sup>(1)</sup>.

This notification concerns the following undertakings:

- Omnicom Group Inc. ('Omnicom', USA),
- Interpublic Group Companies, Inc. ('IPG', USA).

Omnicom will acquire within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the whole of IPG.

The concentration is accomplished by way of contract or any other means.

2. The business activities of the undertakings concerned are the following:

- Omnicom is a New York based provider of marketing solutions spanning brand advertising, customer relationship management, media planning and buying services, public relations, and numerous specialty communications services,
- IPG is a Delaware based company providing its clients with media buying and planning services, data and engagement solutions, integrated advertising and creativity solutions, public relations and specialized communications and experiential solutions.

3. On preliminary examination, the Commission finds that the notified transaction could fall within the scope of the Merger Regulation. However, the final decision on this point is reserved.

4. The Commission invites interested third parties to submit their possible observations on the proposed concentration to the Commission.

Observations must reach the Commission not later than 10 days following the date of this publication. The following reference should always be specified:

M.11902 – OMNICOM / IPG

Observations can be sent to the Commission by email or by post. Please use the contact details below:

Email: COMP-MERGER-REGISTRY@ec.europa.eu

Postal address:

European Commission  
Directorate-General for Competition  
Merger Registry  
1049 Bruxelles/Brussel  
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<sup>(1)</sup> OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation').