

## Hall & Partners makes an impact in the Middle East

**London/Dubai, 2 September 2015** – After opening its doors earlier this year, Hall & Partners today announced that the new Dubai office has already won projects from a diverse portfolio of clients including Pernod Ricard, Sephora, WWF, Dubai Media Inc., Azadea and the Saudi Olympic Committee.

Hall & Partners' MENA team is made up of leading research, data and analytics specialists, and is led by Managing Director Ziad Skaff. Prior to Hall & Partners, Ziad spent eight years as Regional Executive Director of Research and Insights at Omnicom Media Group MENA, where he developed the company's analytics and consultancy arm, Integral. Under his leadership, the division conducted regional studies on consumer and media trends in the communications industry for the group's agencies and their clients.

"The market for brand research and insights is evolving just as fast as the commercial sector in the Middle East," said Ziad. "This region is hungry for well-rounded thinking where research expertise and business sense go hand-in-hand. Hall & Partners' philosophy embraces a deep understanding of our clients' world in order to create bespoke solutions. Hall & Partners MENA combines local expertise with global access and experience."

Caroline Frankum, EMEA CEO for Hall & Partners, added: "As the Middle East is an important strategic market for many of our clients, it is only natural that we need to have a presence in the region. The local research industry is maturing to the point where it is ready for more exciting research offerings. Clients are looking for bolder, new thinking that challenges the status quo. We are thrilled to have Ziad and his team on board. Their wealth of regional knowledge helps us to collectively deliver a better service to key clients."

Further details about H&P MENA can be found at [www.hallandpartners.com/offices/middleeast](http://www.hallandpartners.com/offices/middleeast).

To learn more about key trends happening in the MENA region and their implications on brands, take a look at the latest installment of the Hall & Partners Now series, *MENA Now* [www.hallandpartners.com/bigreads/menanow](http://www.hallandpartners.com/bigreads/menanow).

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### About Hall & Partners

*Hall & Partners (www.hallandpartners.com) is the leading global research boutique, specializing in helping clients build strong brand relationships. Their innovative Engager® framework provides a new way to measure how people engage with brands and has helped revolutionize the way the advertising industry thinks about brand engagement. Hall & Partners carry out research in over 70 countries, and have offices in Boston, Chicago, Dubai, London, Los Angeles, Melbourne, New York, Salt Lake City, Seattle, Singapore and Sydney. Hall & Partners is a part of the DAS Group of Companies.*

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**About the DAS Group of Companies**

*The DAS Group of Companies, a division of Omnicom Group Inc. (NYSE: OMC) ([www.omicomgroup.com](http://www.omicomgroup.com)), is a global group of marketing services companies. DAS includes over 200 companies in the following marketing disciplines: specialty, PR, healthcare, CRM, events, promotional marketing, branding and research. Operating through a combination of networks and regional organizations, DAS serves international, regional, national and local clients through more than 700 offices in 71 countries.*

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