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## Hall & Partners and Direct Line Group win TMRE EXPLOR Award for their work on ‘The Hub’

**London, UK 25 November 2015** – Hall & Partners and Direct Line Group (DLG) are thrilled to announce that they have just been named the winner of the 2015 TMRE EXPLOR Award for their case study on The Hub.

The EXPLOR Award is an annual global competition that celebrates high-impact innovation in marketing research. It places particular focus on new technology and methods that enhance and advance the research and insights process.

The Hub is a pioneering data integration and publishing platform, which enables Insights professionals to become brand journalists, turning data and insights into memorable and actionable, bite-sized stories. The Hub helps clients make the most of all their data, with the ability for decision-makers to dig into multiple data sets directly from the stories, using intuitive, dynamic visualisations, all on their tablets. The case study highlights the journey of how Hall & Partners and DLG worked together to implement and evolve this platform within the Direct Line Group.

The global, world-class judging panel commented: “The Hub appears to be a great example of data integration and insight dissemination that really resonated with the judges.”

Hall & Partners’ Partner and founder of The Hub, Oliver Hayward said, “We are very honoured to receive this recognition for our work on The Hub with Direct Line Group. With the Hub, data no longer needs to be dry and overwhelming. It empowers our clients to deliver an engagement experience to their stakeholders, driving joined-up decision-making and action. For our industry, it’s fantastic to help organisations get the most out of their data, spending less time chasing spreadsheets and manually creating reports, and more time on extracting and publishing engaging insights across the business.”

Employees across Direct Line Group use The Hub, including Executive members, and it continues to roll out to the organisation’s wider audience, resulting in greater engagement and more joined-up decision making.

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### **About Hall & Partners**

*Hall & Partners ([www.hallandpartners.com](http://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, London, Los Angeles, Melbourne, New York, Salt Lake City, Seattle, Singapore and Sydney. Hall & Partners is a part of the DAS Group of Companies.*

### **About the DAS Group of Companies**

*The DAS Group of Companies, a division of Omnicom Group Inc. (NYSE: OMC) ([www.omnicomgroup.com](http://www.omnicomgroup.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.*

### **About Direct Line Group**

*Direct Line Group is headquartered in Bromley. Through its number of well known brands the Group offers a wide range of general insurance products to consumers. These brands include Direct Line, Churchill and Privilege. The Group also provides insurance services for third parties through its partnerships division, Brand Partners. In the commercial sector, the Group's NIG and Direct Line for Business operations offer insurance products for businesses distributed through brokers or direct, respectively.*