

Hall & Partners Appoints Caroline Frankum, CEO Europe

London, UK 26 February 2014 – Hall & Partners today announced that Caroline Frankum has been named CEO of its European Consumer business.

With nearly 20 years of experience, Caroline’s background spans all areas of quantitative and qualitative research for business strategy including: brand development, concept and pilot testing, programme commissioning, new channel launches and re-brands, multi-media brand migration, continuous brand, communications and CSR-focused tracking studies, consumer targeting and message communication optimisation, schedule and advertising campaign planning and development.

She most recently served as Hall & Partners’ Managing Partner, London, and before that, held various management roles in planning and research at BSkyB, UKTV, and Fox Kids/Jetix, part of Walt Disney Company.

Global CEO, Vanella Jackson said: “Caroline has done a fantastic job in her role of Managing Partner of London. She has demonstrated amazing tenacity and drive, delivering outstanding work to our clients. She is an inspiration to everyone who works with her. I am confident she is going to make an even bigger impact as CEO, Europe.”

About Hall & Partners

Hall & Partners (www.hallandpartners.com) is a leading global research boutique, specializing in brand engagement and communications research. 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 Chicago, London, Los Angeles, Melbourne, New York, Seattle, Singapore and Sydney. Hall & Partners is a part of Diversified Agency Service, a division of Omnicom Group Inc.

About Diversified Agency Services

Diversified Agency Services (DAS), a division of Omnicom Group Inc. (NYSE:OMC) (www.omnicomgroup.com), manages Omnicom's holdings in a variety of marketing communications disciplines. DAS includes over 200 companies, which operate through a combination of networks and regional organizations, serving international and local clients through more than 700 offices in 71 countries.

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