

## Hall & Partners Announces *Matters: Big Thinking on How to Matter*

London, UK 18 February 2014 – Hall & Partners today launched its latest publication, *Matters: Big Thinking on How to Matter*, containing thought leadership on building relationships that matter.

The publication includes contributions from experts at Hall & Partners and other thought leaders including:

- Gareth Kay, Founding Partner, Zeus Jones San Francisco
- Andy Hobsbawm, Founder and CMO, EVERYTHNG
- Justin Lyon, CEO, Simudyne
- Dr. Aiden Gregg, Senior Lecturer, Southampton University
- Ije Nwokorie, Managing Director, Wolff Olins London
- Daniel Solomons, Industry Manager Agency Planning, Google UK
- Jim Carroll, UK Chairman, BBH
- Alan Mitchell, Strategy Director, Ctrl-Shift
- Dr. Alex Gordon, CEO, Sign Salad
- Denise Kaufmann, CEO, Ketchum London
- Tim Lindsay, CEO, D&AD
- Neil Cassie, Founding Partner, Cassie Partnership

In the publication, Vanella Jackson, Hall & Partners Global CEO, comments: “Moving forward, all brands need to think harder about how they really matter to people in real lives. They need to observe more, listen more, do more, entertain more and deliver with integrity. Only then will they matter.”

As part of the launch, Hall & Partners will be hosting a number of events globally that focus on the theme, ‘Matters’.

To view a digital copy of the publication, or to watch the video, please visit [www.hallandpartners.com/matters](http://www.hallandpartners.com/matters).

### 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*

Hall & Partners Announces *Matters: Big Thinking on How to Matter* / Page two

*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.*

# # #

**For media and press enquiries, please contact:**

Ashley Walker  
Global Marketing & Communications Director  
+44 (0)20 7173 4506  
ashley.walker@hallandpartners.com