

Hall & Partners Announces Grant Bird, Managing Partner, London

London, UK 27 February 2014 – Hall & Partners today announced Grant Bird has been promoted to Managing Partner, London.

CEO of the European Consumer business, Caroline Frankum commented: “Grant has shown tremendous leadership over the last year. He is constantly working to ensure we deliver beyond our clients’ needs, by continually innovating and driving new initiatives to better support their businesses. We are thrilled to have him in this new role.”

Grant has nearly 15 years of experience in brand and communications research. He has worked with some of the world’s biggest brands and their agencies to help them develop and deliver integrated campaigns. As part of the digital leadership team at Hall & Partners, Grant has spearheaded the development of multi-channel communities and integrated social media listening to leverage the power of social insights and encourage a stronger culture of co-creation and collaboration between brands and consumers.

Grant has been with Hall & Partners for over five years and was most recently serving as Partner. He is a regular speaker and author, and a member of the Market Research Society.

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.omicomgroup.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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For media and press enquiries, please contact:

Ashley Walker

Global Marketing & Communications Director

+44 (0)20 7173 4506

ashley.walker@hallandpartners.com

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