
The Modellers Joins Hall & Partners

The Modellers and Hall & Partners unite to offer unique insights from integrated research

London, UK 4 February 2014 – Today Hall & Partners announced that The Modellers, a full-service market research firm focused on the innovative application of marketing science, is joining forces with the global research agency.

“Bringing Hall & Partners’ world-class branding and communications expertise together with The Modellers’ unrivaled marketing analytics means our clients will benefit from sharper insights and strategies to win in an increasingly complex and data-rich world,” said Vanella Jackson, Global CEO of Hall & Partners.

The Modellers, led by CEO and Founder Jeff D. Brazell, is based in Salt Lake City, Utah, and has client teams across the United States. They are known for synthesizing best-in-class qualitative and quantitative research into deep understanding of the rational, emotional, and social elements of decisions. Jeff will lead the newly combined team of The Modellers with Hall & Partners’ existing marketing science staff.

Jeff commented, “Merging our teams and combining our methods with Hall & Partners’ brand and communication expertise delivers the best of both worlds. We provide best-in-class science, data of all kinds, and deliver it with the deep brand understanding that is the hallmark of Hall & Partners. I think clients will be delighted.”

Vanella concluded, “I am extremely excited about uniting our teams. It enables us to take an innovative leap forward in the new, richer world of data. Together, we will create more insight, value, and even better advice for our clients, around what really matters to people, brands, and our clients’ business.”

About The Modellers

The Modellers (www.themodellers.com), a specialist division of Hall & Partners, is the industry’s premier source for predictive insights, focused on integrating best-in-class research into deep understanding of the rational, emotional, and social elements of consumer choice and brand. The Modellers is a part of Diversified Agency Services, a division of Omnicom Group Inc.

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 develop and evaluate how people build meaningful relationships with brands. It has helped revolutionize the way the advertising

The Modellers Joins Hall & Partners/ Page two

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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