

Press Release

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Hall & partners appoint Neil Davy as Global Client Partner

London, Feb 1 2011 -- Global boutique research agency Hall & Partners has appointed Neil Davy as Global Client Partner.

A newly created position that reflects the agency's increasing global reach, Davy will lead, build and consolidate Hall & Partners' global client development across its 11 offices.

Bringing 20 years of experience in the Asia Pacific to the role, Davy started his career in Hong Kong and spent several years working across research agencies in Taiwan, Shanghai and Japan. On his return to the UK, he took up a global role at Research International before he joined the global client team at Synovate.

"Neil is a terrific client leader," said Vanella Jackson, Global CEO of Hall & Partners. "He has tremendous experience and energy, working with global clients in Asia, across the US and in Europe. He is exactly what Hall & Partners needs to fulfil its promise of delivering outstanding service to its key global clients such as Kellogg's, American Express, Microsoft and Unilever."

Describing his new appointment at Hall & Partners as "too good to turn down," Davy said: "Hall & Partners holds such huge and obvious appeal; it's an ambitious, exciting global agency with a reputation for innovative thinking and a fantastic client base."

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Notes to the editor:

Hall & Partners (www.hallandpartners.com) is a global 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. The framework has led to new ways of developing and evaluating brands and communication. U.S. offices are in Chicago, Los Angeles, New York and Seattle, with additional global offices in London, Melbourne, Paris, Shanghai, Singapore and Sydney. Hall & Partners is part of the Omnicom Group's (NYSE:OMC) Diversified Agency Services (DAS), the world's leading holding group of marketing services companies.