

Brand Research Boutique Agency, Hall & Partners, Expands to Inspire Storytelling

Hall & Partners announces new global brand and marketing team

London, UK 15 October 2013 – Hall & Partners (H&P) today announced a new global brand & marketing team. Led by Ashley Walker, Global Marketing & Communications Director, the team includes new joiners, Jason Beltran, Marketing Director (based in New York), Soraya Amorim, Brand Director (based in London) and Alice Smith, Creative Services Executive (based in London) as well as H&P veterans Nick Helm, Creative Director (based in London) and Adonis Bellezar, Marketing Specialist (based in Los Angeles).

“We want to inspire storytelling. We are in the business of identifying what really matters within the ever-increasing tidal wave of information available to businesses. Traditional research does not always cut through and identify what really matters or provide innovative ways to tell their stories and inspire action,” said Global CEO Vanella Jackson.

Data visualization has taken many new forms in the last few years. Infographic search volumes have increased 800 percent in the last 2 years alone, according to the social network Digg, while Social Bakers reports that photos make up 93 percent of the most engaging posts on Facebook.

Ashley Walker commented: “I’m thrilled about the talent of our team. In our world of ‘big data’, being able to translate insights into succinct ways to share a company’s story are not only visually interesting, but also helpful internally with rallying a team behind a common vision and putting it into action. We want to encourage people to share information, stories, and pictures as a way to drive viral dispersion and connect in more meaningful ways.”

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.

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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.