
Paul Edwards Appointed Chief Strategic Officer at Hall & Partners

London, UK 3 September 2013 – Hall & Partners today announced Paul Edwards as Chief Strategic Officer. Most recently, Paul was CEO Europe at Hall & Partners.

“Marketers are faced with continuing complexity - business models are being re-engineered while brands are increasingly required to ‘always be on’ creating a situation where there is more and more data but less meaning to help make decisions,” said Vanella Jackson, Global CEO. “Paul will be focused on ensuring we are continually well-placed for future business and brands, and to advise our clients on building and sustaining relationships that matter.”

“There is no magic formula, and anyone that claims to have a ‘one size fits all’ solution is kidding themselves and their clients. At Hall & Partners, we aim to bring a consistent approach to the wide range of data now available in order to advise clients as they navigate the future,” said Edwards.

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.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.