
Hall & Partners Announces *Connect: Big Thinking on Our Connected World*

London, UK 9 September 2013 – Hall & Partners today launched *Connect: Big Thinking on Our Connected World*, focused on thought leadership regarding brand engagement in the ‘digital’ world.

The publication includes contributions from thought leaders including Fergus Hay (Ogilvy & Mather), Richard Owen (Crowd Lab), Jonathan Nelson (Omnicom Digital), Jeff Hansen (Microsoft), and Adam Morgan (eatbigfish). The video features contributions from Toby Horry (DARE) and Jonny Spindler (AMV BBDO). The design is based on the LinkedIn ‘Map Your Network’.

In the publication, Vanella Jackson, Global CEO, comments: “Digital technology has shifted the balance of power. People are faced with abundant choice, and thus brands must engage through their communications at a deeper, more personal level. The challenge is to create content that actually matters to people and makes a difference in their world; blending digital channels for messaging, with experiences and services that delight people, to create a more intimate connection. The value of traditional research is diminishing. At Hall & Partners, we are committed to helping brands build a new connected future that matters.”

As part of the launch, Hall & Partners will be hosting a number of events globally that focus on the theme, ‘Connect’.

To view a digital copy of the publication, or to watch the video, please visit www.hallandpartners.com/connect.

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.