

## Jim Forrest Joins Hall & Partners to Head Digital Innovations

**New York, NY, May 24, 2013** – Hall & Partners today announced the appointment of Jim Forrest as Global Partner, Digital Innovations, based in its New York office. In this position, Jim will drive the digital strategy and the creation, roll-out and integration of digital capabilities and products across the company globally.

For over 15 years, Jim has worked closely with innovative consumer and media brands to identify emerging trends and measure marketing activities responding to those trends.

He joins Hall & Partners from OTX/Ipsos where he held various roles. In his last position, Jim was head of digital strategy for Ipsos ASI in the U.S. His team was responsible for working with leading digital companies such as Facebook and Yahoo as well as introducing new digital solutions. Prior to that, Jim was responsible for advertising products and innovation at OTX.

“In today’s world, it is not about ‘digital marketing’ as a separate, siloed thing. It is about marketing in a digital world. This forces us to challenge what we do every day because digital technologies continue to evolve, and the way that brands engage with consumers continues to evolve. So, how we measure brand engagement needs to also continue to evolve. I am excited to join the team and further drive our efforts in this space,” said Jim.

“Jim is a tremendous asset to the team. His expertise will help us continue to raise the bar by ensuring we offer our clients innovative ideas in respect to their marketing and communication strategies in the digital world of today,” said Andy Waller, Global COO.

Jim has a Ph.D. in social psychology from the University of Massachusetts Amherst and has contributed to publications such as the *Personality and Social Psychology Bulletin* and ESOMAR's *Research*, and is a regular presenter at industry events.

### **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.*

---

Jim Forrest Joins Hall & Partners to Head Digital Innovations / Page two

**About Diversified Agency Services**

*Diversified Agency Services (DAS), a division of Omnicom Group Inc. (NYSE:OMC) ([www.omicomgroup.com](http://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.*

**About Omnicom Group Inc.**

*Omnicom Group Inc. ([www.omicomgroup.com](http://www.omicomgroup.com)) is a leading global marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, digital and interactive marketing, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.*