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## Gabor Koska joins Hall & Partners consumer team as Partner

**London 25 September 2014** – Hall & Partners today announced the appointment of Gabor Koska as a Partner within the Hall & Partners’ consumer team.

With 17 years of industry experience at Added Value, Millward Brown, and Kantar in positions across the UK, France, Japan, and Hungary—Gabor brings with him extensive knowledge of both quantitative and qualitative research methods, as well as an in-depth understanding of the effects of cultural context on brand marketing.

Hall & Partners European CEO Consumer Caroline Frankum said, “With his exceptional talent and innovative thinking, Gabor will be a key player in upholding Hall & Partners’ ongoing mission to help clients build relationships that matter with their consumers. We are thrilled to have him join our team.”

### **About Hall & Partners**

*Hall & Partners ([www.hallandpartners.com](http://www.hallandpartners.com)) is the leading global research boutique, specializing in helping clients build strong brand relationships. 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 Boston, Chicago, London, Los Angeles, Melbourne, New York, Salt Lake City, Seattle, Singapore and Sydney. Hall & Partners is a part of The DAS Group of Companies, a division of Omnicom Group Inc.*

### **About The DAS Group of Companies**

*The DAS Group of Companies, a division of Omnicom Group Inc. (NYSE: OMC) ([www.omnicomgroup.com](http://www.omnicomgroup.com)), is a global group of marketing services companies. DAS includes over 200 companies in the following marketing disciplines: specialty, PR, healthcare, CRM, events, promotional marketing, branding and research. Operating through a combination of networks and regional organizations, DAS serves international, regional, national and local clients through more than 700 offices in 71 countries.*

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