

Hall & Partners launches ‘Video Selfies’ to gather real-time feedback

London, UK 14 August 2014 – Evolving from a simple social media tag, the ‘selfie’ is now accepted mainstream behavior and Hall & Partners today announced a new offering to make the cultural phenomenon matter for brands.

‘Video selfies’ capture real-time consumer feedback, using the YourWord mobile app. Users are asked to make a short film to share their thoughts and feelings.

In addition to quick surveys, members of the YourWord community can now film short ‘video selfies’ using the mobile app, to share their responses to certain questions, and interactions with marketing stimulus.

Hall & Partners Global CEO, Vanella Jackson, commented: “This helps us to get fast and overnight feelings on an ad, experience, or anything else that our clients are interested in. We also follow up at a later date and gauge whether instinctive feelings change over time.”

She continued: “We can ask people how they feel about a particular set of advertising, and then see if those feelings still resonate weeks later or whether they become hardwired into the future memories of the brain.”

Going beyond basic demographics, the YourWord community is made up of members who are profiled on advanced attributes such as travel preferences, technology and electronic use, hobbies and interests, retail shopping habits, and food and beverages choices—making desired consumers accessible to brands.

Members of the community can participate in a range of surveys using desktop or the mobile app, and get to engage with results through social media and more.

Visit www.hallandpartners.com/yourword to learn more.

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About Hall & Partners

Hall & Partners (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), 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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