

Press Release

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Hall & Partners Bolsters Global Management Team

Kevin Ford Named Global Head of Research Solutions

London and New York, Feb 6 2012 -- Specialist brand research agency Hall & Partners has named Kevin Ford as Global Head of Research Solutions.

The agency, which focuses on understanding how social emotion drives brand engagement, brings Ford to their global management team to pioneer new research solutions across the business. He will be responsible for building on their unique Engager™ thinking through advanced predictive engagement analytics, as well as leading the agency's rapidly growing shopper insights offering and further developing the measurement of social media and digital campaigns.

"Growing our management team this year supports our commitment to rapid innovation and to building exceptional strategic talent," commented Vanella Jackson, Global CEO. "We are thrilled to be adding Kevin to our global team. He's a true 'products guru' and strategic visionary who will help guide bigger thinking and develop better tools to take us to the next level. I'm excited to get started."

Ford's research career spans over 25 years. He joins Hall & Partners from Harris Interactive where he was most recently the European Head of Solutions. Prior to joining Harris he was Global Head for Evolution Research Services at Ipsos. Ford is also the author of *Brands Laid Bare: Using Market Research for Evidence-Based Brand Management*.

Ford said he looks forward to drawing on his extensive experience to develop the agency's research solutions. "Hall & Partners is the perfect fit for me – it's a chance to lead the solutions development in a dynamic global company which shares my passion for brands,"

Ford will be based in the agency's London office, reporting in to Vanella Jackson.

For media and press enquiries, please contact:

Laura Hally,

UK Marketing Executive

T: +44(0)207-173-4664

E: l.hally@hallandpartners.com

W: www.hallandpartners.com

Notes to the editor:

Hall & Partners (www.hallandpartners.com) is a global 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. The framework has led to new ways of developing and evaluating brands and communication. U.S. offices are in Chicago, Los Angeles, New York and Seattle, with additional global offices in London, Melbourne, Paris, Shanghai, Singapore and Sydney. Hall & Partners is part of the Omnicom Group's (NYSE:OMC) Diversified Agency Services (DAS), the world's leading holding group of marketing services companies.