

Hall & Partners Expands Senior Health Team in London Office

Industry-leading qualitative health researcher Jeanette Hodgson joins H&P; senior H&P Researcher Director Marie Bennett promoted

London, UK 8 April 2014 – Hall & Partners today announced two new Partners, Jeanette Hodgson and Marie Bennett, based in its London office.

Jeanette brings with her a wealth of experience in the pharmaceutical sector and joins after several years of running her own consulting practice. Jeanette has carved out a reputation as one of the industry's leading authorities in qualitative research and is a pioneer of approaches which uncover the human motivations which drive positive health behaviours.

Marie most recently served as a Research Director for the company, and prior to that held similar roles with Adelphi Research and AstraZeneca Pharmaceuticals. Throughout her agency and client-side career in healthcare market research, Marie has focused on uncovering insights that make a difference to customers and brands and build relationships that matter – exploring the conscious and unconscious needs that affect how people make their decisions.

Managing Partner, Health, Lee Gazey said of Jeanette's appointment: "We are delighted to have persuaded Jeanette to join us. She is one of the most respected leaders in our industry, a great thinker and strategist. The fact that Jeanette chose H&P speaks volumes about our reputation as a leading agency. We are thrilled to have her on board."

Lee commented on Marie's promotion: "Since joining Hall & Partners three years ago, Marie has made significant contributions to the company's Health business, helping us grow significant business with a number of major clients. She is also a great leader, successfully coaching many of her team through promotions and driving training initiatives to further develop the needs of the team and ultimately better serve our clients. We are very excited for her to take on this new role."

Partners play a vital role at Hall & Partners, focusing broadly across clients, disciplines and the business, to connect people and opportunities. They are experts in strategic advice, providing clients genuine insights into their business and always looking for new ways to advise and work with them.

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About Hall & Partners Health

Hall & Partners Health is the specialist division of Hall & Partners dedicated to healthcare & pharmaceutical marketing research. 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.

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For media and press enquiries, please contact:

Ashley Walker

Global Marketing & Communications Director

+44 (0)20 7173 4506

ashley.walker@hallandpartners.com