
Hall & Partners Hires Global Head of Cultural Investigation

Ailean Mills joins H&P to drive innovative cultural and qualitative offers

London, UK 27 March 2014 – Hall & Partners today announced Ailean Mills has joined Hall & Partners as its head of Cultural Investigation.

Ailean joins Hall & Partners from Saatchi & Saatchi where she was Global Planning Director on P&G and introduced social listening to drive new advertising strategy and ideas. Prior to that, she ran her own consultancy agency, Upstream, experimenting with non-probing qualitative techniques such as discourse analysis and semiotics and also held various roles at Havas Worldwide and Leo Burnett.

Global CEO, Vanella Jackson commented: “Ailean is a brilliant addition to the team, and we are excited for her to join us as we shape our new qualitative offers informed by a wider range of cultural understanding, social awareness and observation - all key to understanding what truly matters.”

Ailean added: “We recognize the world of qualitative research is evolving. The focus group and the one-to-one depth interview were great introductions to marketing communications 50 years ago, and they still serve us well. But events have moved on in our global connected world. I’m looking forward to working with our clients as we work to engineer the future of consumer facing.”

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.

About Diversified Agency Services

Diversified Agency Services (DAS), a division of Omnicom Group Inc. (NYSE:OMC) (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.

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