
Joanna Fanuele rejoins Hall & Partners as Global Strategic Partner

London, UK 30 May 2014 – Hall & Partners today announced Joanna Fanuele has rejoined its U.S. team as Global Strategic Partner where she will assist in helping accelerate company innovation and tactical development.

A strategic quantitative expert, Joanna has over 15 years of client and agency side experience, working with brands that include Apple, Halifax, Talenti, and Adidas.

Prior to rejoining Hall & Partners, Joanna led international and domestic research for Sesame Street before starting her own quantitative research agency, Noodle.

Hall & Partners, Global CEO Vanella Jackson said, “We are thrilled to have Joanna return to the Hall & Partners family after seven years, and look forward to her leadership in driving a broader range of strategic services to support our clients’ evolving needs.”

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 Services, 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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