

Hall & Partners Launches Avatar, a Strategic Market Simulation Platform

New product helps businesses predict ‘what matters’ for their brands’ futures

London, UK 25 June 2014 – Hall & Partners today announced the launch of Avatar, a new predictive modelling and strategic simulation platform that helps accurately predict all possible futures. It is driven by extensive data combined with proven simulation science.

The new Avatar platform, powered by Simudyne technology, is an intuitive and highly interactive ‘market laboratory’. Experiments are run in ‘virtual markets’ that allow clients to repeatedly make scenario adjustments to determine the most effective ways to influence future behaviour, drive sales and increase profitability. Avatar also serves as an early warning system, enabling actions to be taken sooner than would otherwise be possible. Overall, Avatar is a space where marketers can experiment safely.

The flexible and open-architecture platform connects clients to real world data sources and feeds into Hall & Partners proprietary Hub data integration platform.

Vanella Jackson, Global CEO at Hall & Partners commented: “With Avatar, we are able to combine data together and create synthetic representations of the people brands are actually marketing to, and predict how marketing strategies will play out in the future.”

Justin Lyon, Simudyne CEO added: “Avatar gives marketers across a number of industries unprecedented foresight. Marketers take control of their brand’s destiny rather than being swept along by external events and competitors’ agendas. We are delighted to work with Hall & Partners on this important initiative.”

Avatar is now available to clients worldwide and offered solely by Hall & Partners. To learn more about Avatar, visit www.hallandpartners.com/avatar.

About Simudyne®

Simudyne is a global technology company whose platform delivers solutions based on advanced algorithms that reflect reality and the dynamics of complex adaptive systems. The platform is

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used to engineer reality and give foresight. It's used to answer any 'what if' question so as to enhance success in the real world. From Government and Defence to Healthcare and Energy, Simudyne's platform is used to make radically better decisions. Additional information is available at www.simudyne.com.

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 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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