Hall & Partners

Hall & Partners Strengthening Presence in Tokyo with Team Expansion

London, UK 7 August 2014 – Following the recent opening of their Tokyo office, Hall & Partners today announce further team expansion with the appointment of Yukiko Obata as an Account Director within the Japan Health Team.

With more than 10 years experience in health research, Yukiko possess advanced knowledge in a wide range of therapeutic areas including diabetes, central nervous system (CNS,) rheumatology, vaccines, respiratory diseases, and medical devices. In addition, she brings with her superior skills in planning, corporate strategy, and communication.

Hall & Partners, Global CEO of Health —Abigail Stuart said, "Japan is a key market for our pharmaceutical clients and we are thrilled to have Yukiko join us to help service our clients in this market locally and globally. We've worked with Yukiko for a number of years, and found that she is a major talent who can deliver our brand and communications research and consultancy in Japan."

The Tokyo office, which opened earlier this year, affords Hall & Partners further opportunity to work more closely with its pharmaceutical clients in Japan, and connect with local communities through deeper cultural understanding.

About Hall & Partners

Hall & Partners (www.hallandpartners.com) is the leading global research boutique, specializing in helping clients build strong brand relationships. 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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