

Hall & Partners Refreshing the Face of Data Integration with The Hub

Hall & Partners announces 'next generation' of its pioneering, interactive platform for data integration, engagement, and storytelling

2 July 2014 – Hall & Partners today announced the 'next generation' of the Hub.

The Hub takes traditional digital dashboards to a new level in an interactive, multifunctional digital platform that acts as a 'nerve centre' for client data integration, storytelling and collaboration. It provides a single view of the business by integrating and visualising business, marketing and brand data. Decision-makers across the business can spend less time on gathering data and producing reports, and more time on extracting insights.

The 'next generation' Hub has a new home page where stakeholders can read and create engaging, bite-sized digital stories about business, brand and marketing performance, as well as navigate to pre-prepared, expert-designed dashboards and analysis pages. The Hub can also produce highly configurable, streamlined KPI reports for mobiles, and is optimised for use on tablets (iPads, Android and Windows). Users can also embed comments and summaries alongside specific views of the data.

"In today's world of evaluating complex marketing, brand and communication strategies, having access to all the right information together in one place is critically important to making informed and timely business decisions. It is also vital that the user-experience is highly engaging, intuitive, and guided in order to encourage widespread adoption. We are excited to offer the next generation of The Hub to our clients," said Oliver Hayward, The Hub Global Director.

Ann Constantine, Head of Market and Competitor Insight at Direct Line Group, whose company uses The Hub, commented: "The Hub will enable us to deliver timely insights to our business stakeholders by providing a flexible platform which allows us to view and analyse multiple pieces of information/data in an integrated way. This will allow us to focus back on understanding and delivering insight rather than processing and 'crunching data'. The flexibility of the platform in terms of how we can evolve The Hub to meet changing business needs, twinned with the expertise/guidance of the team at Hall & Partners makes this a winning tool in our eyes."

To learn more about The Hub, visit the Hall & Partners website www.hallandpartners.com/the_hub.

About Hall & Partners

Hall & Partners (www.hallandpartners.com) is a leading global research boutique, specializing in brand engagement and communications research. Their innovative

Hall & Partners Refreshing the Face of Data Management with The Hub / Page two

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 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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