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Media Contact: Kim Osterberg

1.800.884.6272 ext 0465

Kim.Osterberg@MARCresearch.com

Merrill Dubrow Guides a Provocative Discussion on New Media at ARF's re:think 2011

Dallas—Merrill Dubrow, President & CEO of M/A/R/C[®] Research, recently moderated an innovative panel discussion on the future of market research in front of over 200 attendees. The discussion, entitled, “The Need for Speed—Use Social, Mobile and More to Accelerate Your Insight Strategy,” took place at the American Research Foundation’s 75th Annual Convention, re:think, in New York, March 20-23.

Panelists for the discussion included industry leaders: Lynn Hemans, Director, Industry & Competitive Insights, Taco Bell; Stan Sthanunathan, Vice President, Marketing Strategy & Insights, The Coca-Cola Company; Angelike Galdi, Director Skin Care, L’Oreal USA; James Williams-Ness, Director Media Research, Sesame Street; David Howlett, Sr. Director, Consumer Insights and Strategy, J.D. Power and Associates; Lisa Joy Rosner, CMO, NetBase Solutions, Inc.; and Chuck Miller, President, DMS Insights, and Chief Research Officer, uSamp.

Attendees of the panel listened as researchers discussed how new technology like Facebook, smart phones, and Twitter are already being utilized in the research industry. They argue that this is only the beginning and researchers need to make it a point to continue to incorporate new techniques into their current methodologies. Dubrow and other panelists warned researchers that they must adapt and embrace tools like social media in order to stay relevant.

“To be discussing so many important topics in the research industry with these seven panelists was a great honor. There is no doubt that everyone in attendance left the 90 minute session with a few takeaways,” says Merrill Dubrow of the discussion.

The panel discussion, and specifically Merrill Dubrow’s moderation, was very well-received. Much praise was received for the insightful discussion as well as the speakers by those who attended. “...the session was a great success due to all involved, especially Merrill Dubrow...” says Tom H.C. Anderson in his blog, “Next Gen Market Research.”

About M/A/R/C[®] Research

M/A/R/C[®] Research (www.MARCresearch.com) is a custom market research firm dedicated to helping clients create, evaluate, and strengthen their brands. Their teams design and execute qualitative and quantitative, traditional and online solutions while adhering to a client-service ethic built on being easy to work with and delivering what is promised.

Their core competency is measuring attitudes and behaviors to accurately explain and predict market share, revenue, and bottom line impact of a client’s actions. M/A/R/C has been successfully designing, executing and analyzing studies to help clients across a range of industries since 1965. They deliver research answers with a business perspective in the language of decision-makers.

M/A/R/C helps their clients address consumer, channel, and B2B marketing issues to launch better products and services, attract and retain valuable customers, and build stronger brands. Their continuum of proven, marketing-issue focused solutions support clients' brand building efforts.

Their client-service locations are in Dallas, TX (headquarters); Greensboro, NC; Nashville, TN; New York, NY; and St. Louis, MO.

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