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M/A/R/C® Research Honors Team Members

DALLAS—Members of M/A/R/C Research's team were honored last week at the company's Annual Awards ceremony. Awards were given to recipients by Merrill Dubrow, President & CEO.

"2011 was an amazing year for so many reasons," says Dubrow. "To exceed the expectations of our clients and Omnicom in a challenging year makes the end result even more special."

Recipients were selected by a committee of senior management and were awarded based on 2011 performance and service.

Among the most prestigious of the awards were the President's Award and Employee of the Year. Alice Butler, Vice President, and Betsy Sutherland, Senior Vice President, each received the President's Award. Brian Barnes, Executive Moderator, was named Employee of the Year.

About M/A/R/C® Research

M/A/R/C® Research (<http://marcresearch.com/>) is a custom marketing research firm dedicated to helping clients create, evaluate and strengthen their brands. M/A/R/C's 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 helps businesses address consumer, channel and B2B marketing issues to launch better products and services, attract and retain valuable customers, and build stronger brands. Their proven, marketing-issue-focused solutions support clients' brand-building efforts.

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

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