

**FOR IMMEDIATE RELEASE:**

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**Media Contact: Brandon Tabor**

**1.800.884.6272 ext 0432**

**Brandon.Tabor@MARCresearch.com**

**M/A/R/C® Research Announces New Senior Vice President**

Dallas—M/A/R/C® Research is pleased to announce the promotion of Scott Waller to Senior Vice President.

At M/A/R/C, Scott uses his 25 years of market research experience to lead the New Business Development team. Scott has been actively involved with many of the industry associations including the AMA, the Marketing Sciences Institute as a Trustee, and he currently serves on the Master of Science in Marketing Research advisory boards of both the University of Texas-Arlington and Michigan State University.

Scott works from M/A/R/C's headquarters in Irving, TX.

**About M/A/R/C® Research**

M/A/R/C® Research 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. Our 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. Our 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. We 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. M/A/R/C is a part of Diversified Agency Services, a division of Omnicom Group Inc.

**About Diversified Agency Services**

Diversified Agency Services (DAS), a division of Omnicom Group Inc. (NYSE:OMC) ([www.omnicomgroup.com](http://www.omnicomgroup.com)), manages Omnicom's holdings in a variety of marketing communications disciplines. DAS includes over 200 companies, which operate through a combination of networks and regional organizations, serving international and local clients through more than 700 offices in 71 countries.

**About Omnicom Group Inc.**

Omnicom Group Inc. ([www.omnicomgroup.com](http://www.omnicomgroup.com)) is a leading global marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide

advertising, strategic media planning and buying, digital and interactive marketing, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.