

**FOR IMMEDIATE RELEASE:**  
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### **M/A/R/C® Research Announces New Qualitative Specialist**

Dallas— M/A/R/C® Research welcomes Adrienne Dulio as Qualitative Specialist and the newest member of the M/A/R/C® team. Adrienne has over fourteen years of experience in marketing and public opinion research. She is a skilled, RIVA-trained moderator and qualitative research consultant. Adrienne's initiatives will focus on delivering insights to clients through qualitative work as well as M/A/R/C's hybrid "qual-quant" approach.

Adrienne began her career at a public opinion polling firm in Washington, DC in 1999. She has since worked in a wide range of industries and categories from CPG, retail and apparel to health care and insurance. She has tested TV and print ads for CPG manufacturers and retailers and visited Capitol Hill to talk with leaders about various health care policies. M/A/R/C® warmly welcomes Adrienne to the research roster.

Adrienne is based in M/A/R/C's Michigan satellite office.

#### **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.