

**FOR IMMEDIATE RELEASE:**

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**Media Contact: Brandon Tabor**

**1.800.884.6272 ext 8932**

**Brandon.Tabor@MARCresearch.com**

Cecil "Bud" Phillips, age 89, founder of M/A/R/C® Research passed away yesterday. Without question Bud was a pioneer and a legend within the market research industry. Not only was he the founder and President of M/A/R/C Research for more than 25 years, he was instrumental in the startup of the advanced research program at the University of Georgia and supporting the Universality of Texas at Arlington.

In 1950, Cecil "Bud" Phillips joined TracyLocke, and began to bring order, credibility and stature to marketing research. By 1965, the research department under Phillips' leadership had expanded beyond the agency's client base to become a national company known as Marketing and Research Counselors – M/A/R/C.

Based on a simple philosophy, "Find out what people want and make it for them," Bud Phillips' pioneering research set the stage for industry innovation and expansion.

"The market research community lost one of its great leaders this week. The impact Bud Phillips had on so many people and the industry can't be measured," said current President and CEO, Merrill Dubrow.

Bud leaves behind his wife Cathy and a legacy of hundreds of outstanding researchers that he helped train and mentor over his lifetime.

**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.

**About Diversified Agency Services**

Diversified Agency Services (DAS), a division of Omnicom Group Inc. (NYSE:OMC) ([www.omicomgroup.com](http://www.omicomgroup.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.omicomgroup.com](http://www.omicomgroup.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.