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Media Contact: Brandon Tabor

1.800.884.6272 ext 0432

Brandon.Tabor@MARCresearch.com

M/A/R/C® Research Shares Social Insights with iMedia Connection

Dallas— Eric Swayne, Director of Social Analytics and Insights of M/A/R/C® Research, was recently interviewed at the iMedia Agency Summit held in Colorado Springs, Colorado, to discuss the current state of social media measurement and the value of social data as a predictor of the market. The interview was conducted in May of this year by Josh Dreller, Senior Director of Client and Industry Solutions at Visual IQ, and published on the iMedia Connection website on August 23, 2012.

In discussion with Mr. Dreller, Eric conversed how an increase in positive social remarks doesn't always elicit an increase in revenue. Eric also spoke about social marketing on Facebook and how the number of "likes" may not be the best indicator of future returns.

When asked about the correlation of "likes" to sales, Eric stated, "...a customer "liking" your brand really only means two things: They felt enough motivation to take a very minimal action; and you have the ability to reach them with branded messages." Eric later informed that even though clicking "like" may not directly cause a consumer to buy a product, it does allow marketers to reach that consumer through a new marketing channel.

The interview concluded with Eric stating that marketers must be cautious when ciphering through social media data. "Social conversation provides us a great source of customer attitudes and intents, free from measurement bias or stimulus. That's a tremendous asset in measuring digital marketing, but it's not a cure-all."

The entire iMedia interview can be found on iMediaConnection.com.

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.

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Diversified Agency Services (DAS), a division of Omnicom Group Inc. (NYSE:OMC) (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) 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.