

**FOR IMMEDIATE RELEASE:**

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**M/A/R/C® Research Is Ranked Among Top 6 of Market Research Providers According to Study**

Dallas—M/A/R/C® Research is pleased to announce their recognition as #6 out of 350+ full-service market research providers by Prevision Surveys' 7<sup>th</sup> *Annual Market Research Provider Quality and Value*.

Since 2005 Prevision Corporation and co-sponsor Larry Gold of the Inside Research newsletter have conducted an industry-wide survey of market research buyers from both small and large firms to identify and to rate the quality and value of their research suppliers. Approximately 500 research buyers comprised mainly of directors and vice presidents of the market research function in their firm were interviewed for the study. The goal of the study and report is to recognize the companies with the highest quality and value while increasing the pressure of other firms to improve upon their own research.

Ranked 13<sup>th</sup> in 2009 and 8<sup>th</sup> in 2010, M/A/R/C is delighted to now be ranked 6<sup>th</sup> out of 350+ market research firms mentioned in the study.

More information about the study and report can be found on [MARCresearch.com](http://MARCresearch.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.

**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.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.