

## HOWARD, MERRELL & PARTNERS

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### FOR IMMEDIATE RELEASE

#### **Howard, Merrell & Partners Pays Tribute to Bruce Hall, Marketing and Research Visionary**

**RALEIGH, N.C. – January 27, 2012** – Strategic advertising and branding agency [Howard, Merrell & Partners](#) said good-bye recently to Bruce Hall. Hall died on Jan. 7 after a long, courageous battle with cancer. He was 64.

Hall was a partner at Howard, Merrell & Partners. Since 1996, he led the market research and consumer insights practice at the agency and was respected worldwide as a thought leader in the market research industry. In recent years at the agency, he pioneered new theories on the role of emotion in decision making, particularly in regards to purchase behavior and response to advertising.

A gifted individual with an eclectic range of consumer research and psychological interests, Hall challenged conventional thinking with new insights on how unconscious emotional responses to advertising drives purchase behavior.

“Bruce was known among his co-workers for his laser wit and extraordinary intellectual bandwidth,” said Jim Cobb, president and CEO of Howard, Merrell & Partners and a close personal friend of Hall. “His passion for uncovering real consumer insights is a material loss to the research industry. We will miss him, and are enormously grateful that his breakthrough work is a permanent part of the DNA of our company.”

Hall published many articles on marketing, marketing research and economics. His world-renowned expertise in the field of emotional engagement of brands went far beyond conventional understanding and into the psyche of a brand. In 2001, Bruce pioneered a theory of the true role emotion plays in consumer decisions, and the Journal of Advertising Research published a piece, “A New Approach To Measuring Advertising Effectiveness,” about it.

Prior to joining Howard, Merrell & Partners, Bruce was with the Amoco Oil Company as the manager of trends and futures and spent eight years as a research executive at Quaker Oats Company. From 1983-1986, he was a Fellow of the Institute for Current World Affairs. Prior to that, he spent seven years as an assistant professor of consumer economics at Cornell University. His research

interests included advertising, the application of biometric methods to marketing, and innovation and new products.

**About Howard, Merrell & Partners**

Founded in 1945, Howard, Merrell & Partners is a full-service advertising and communications agency based in Raleigh, N.C. Agency services include branding, creative development and production, public relations, social media, interactive, media asset management, consumer insight research, event planning and management, and Hispanic marketing. Howard, Merrell & Partners is a pioneer in understanding and applying the power of human emotion to develop engaging business and communications strategies.

Howard, Merrell & Partners has experience in a wide variety of industries, and has developed and executed strategic communications plans and programs for companies large and small. Recent clients include Aquatic Life, Bank Independent, BASF Plant Science, Butterball LLC, Carolina Hurricanes, CHD Meridian Healthcare, Cisco, Component Hardware Group, El Pueblo Inc., Food Marketing Institute, Georgia-Pacific Professional (Dixie® and enMotion®), Hewlett-Packard, Invacare, INVISTA's CORDURA® brand, National Humanities Center, O2 Fitness, Oliver Twist Restaurant, ReSound, Safe Quality Food Institute, Solair Shade Solutions, Southwest Windpower, Texas Farm Products, and Zilla.

Howard, Merrell & Partners' work has been widely recognized at the local and national level. The agency has received numerous industry awards, including the Telly Awards, the Addys, Graphis, The London International Advertising Awards, Sir Walter Raleigh Awards, Hermes Creative Awards and The InSpire Awards. Visit us online at [www.merrellgroup.com](http://www.merrellgroup.com).

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