



# Pulse to Power OMG Insights throughout Asia-Pacific

**Wednesday, Oct 21<sup>th</sup>, Kuala Lumpur** – Omnicom Media Group (OMG) has appointed Pulse Group PLC as its strategic research partner for its research projects throughout Asia-Pacific. OMG, part of the Omnicom Group is one of the largest media agencies in the world. Guy Hearn, Director of Communication Insights, Asia Pacific commented “We are very pleased to be working with Pulse. They have comprehensive back-end research support infrastructure and one of the largest online panels spanning 20 countries throughout Asia”.

Pulse Group will work with OMG’s analytics team providing the latter with its online and offline data collection expertise and other ancillary services such as project management, survey programming and data processing.

Pulse Group has a comprehensive back-end research support infrastructure and one of the largest online panels spanning 20 countries throughout Asia. Kym Wong, COO of Pulse Group PLC adds, “*Being astute to consumer behavior and driving innovation requires commitment to research and we are proud to be selected as its strategic partner having worked with the group for some time now*”.

The deal will also cover initiation of new region-wide research projects to stay tuned to consumers’ ever changing behavior.

## About Pulse Group PLC

Pulse Group plc is a holding company whose wholly owned subsidiary, Pulse BPO Sdn. Bhd. (together, the "Pulse Group"), is a leading provider of research process outsourced ("RPO") services within the Asia-Pacific region predominantly to market research and media companies, based anywhere around the world, wishing to conduct research within the region. It also provides its services to RPO companies based in other parts of the world who have a need to conduct research within the Asia-Pacific region.

Please visit [www.pulse-group.com](http://www.pulse-group.com) for more information.

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