

**OWM**Organisation  
Werbungtreibende im  
Markenverband**Organisation Werbungtreibende im Markenverband**

Stand: 24.08.2009

URL: <http://www.owm.de/meta/summary.php>

## English summary

The German Advertisers Association, the Organisation Werbungtreibende im Markenverband (OWM), was founded in 1995. Today the OWM has more than 90 corporate members including 90 % of the TOP 10 advertisers in Germany. Our members from a wide range of business sectors like FMGC, telecommunications, car manufactures, financial services, pharmaceutical industries, electric energy supply services and others represent an advertising volume of nearly 7 billion Euros.

The OWM is the voice of German advertisers and the representative body of our members in all areas of marketing communication. We take care of the interests of our members versus advertising and media agencies, media owners/media sales houses and in the area of advertising regulations and legislation. We are a lobbying body tackling a wide range of issues and speaking with market partners and the Government. It is our objective to defend the freedom of our members to advertise and to communicate with consumers above and below the line.

In addition we offer guidance to help members to maximise the effectiveness of their marketing expenditures. Our services cover all areas of marketing communication and are exclusive to OWM members. We also offer a range of training programmes, workshops and events geared specifically to the needs of our members.

### **Ansprechpartner**

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