

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

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English summary

The German Advertisers Association, the Organisation Werbungtreibende im Markenverband (OWM), was founded in 1995. Today the OWM has more than 100 corporate members representing an advertising volume of more than 8,5 billion Euros. Our members are from a wide range of business sectors like FMGC, telecommunications, car manufactures, financial services, pharmaceutical industries and electric energy supply services.

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 maximize 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 programs, workshops and events geared specifically to the needs of our members.

Ansprechpartner

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