

THE OWM

2023 | 24



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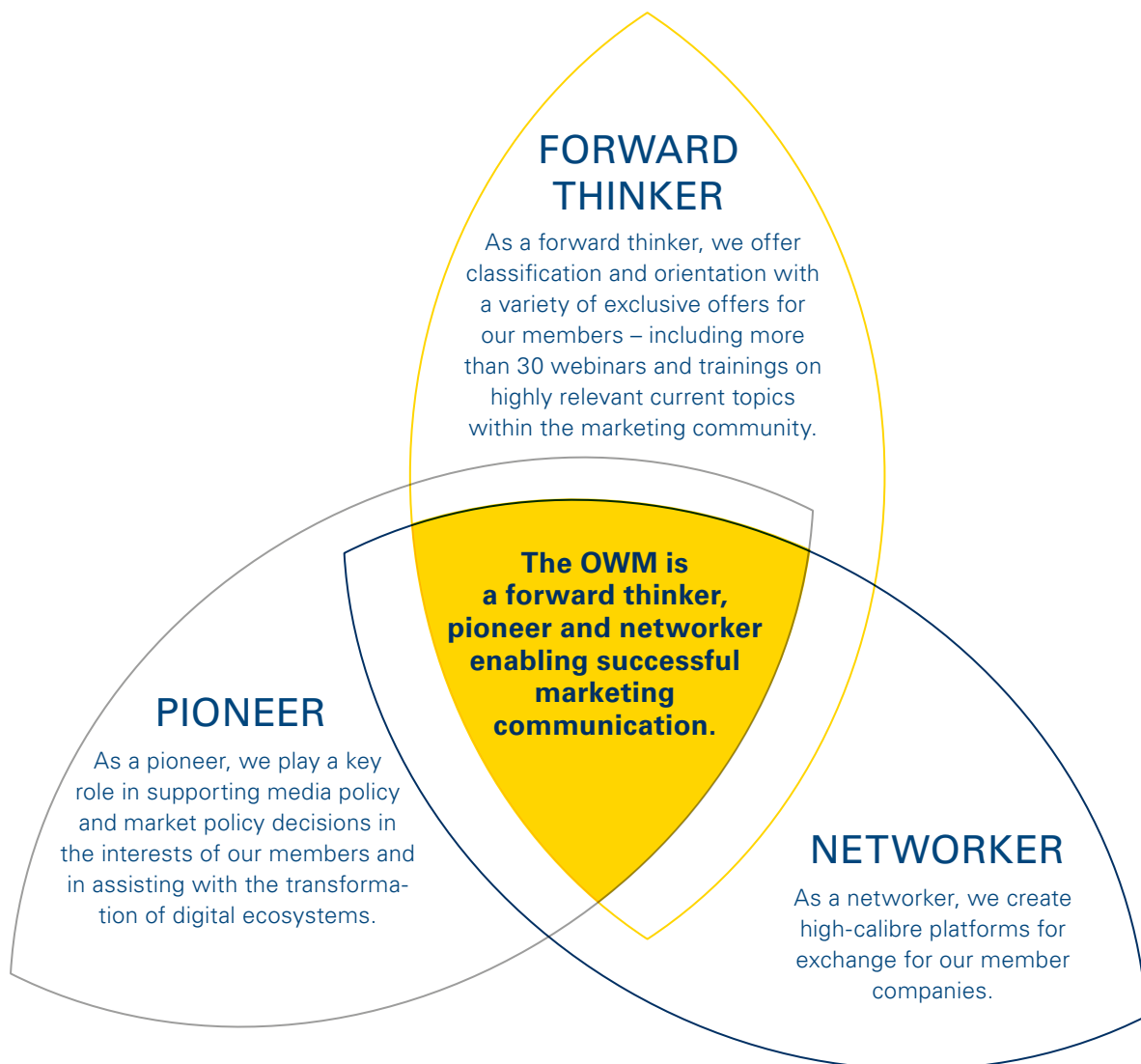
The German Advertisers Association – the OWM Mission

Forward Thinker – Pioneer – Networker

Our mission is to represent the interests of advertisers in Germany – in important areas of marketing communication – to all relevant market partners.

We stand up for freedom of communication, transparent business relations between market partners and fair competition in free advertising markets. We support advertisers in optimising the efficiency and effectiveness of their advertising investments through knowledge building and transfer, market solutions and standards and in the transformation of digital ecosystems.

We provide interdisciplinary networking and create access and exchange among the relevant market partners. We offer exclusive information on current topics, simply explained and supplemented with practical knowledge, so that you can optimally manage your advertising investments. The OWM is a forward thinker, pioneer and networker in the service of successful marketing communication.





UWE STORCH
Chairman of the OWM Board

Dear OWM members,

Is Germany crazy?

In an interview with the punk rock band "Die Ärzte", Bela B. described the situation in Germany as "crazy": "Democracy is being promoted everywhere, posters for congresses, documentaries on radio and TV, discussion panels. We actually live in a democratic state that stands firmly on its basic principles, and yet democracy seems to be an asset that needs to be protected more than ever." (dpa Gerd Roth, 05/04/2024)

A society that sometimes seems exhausted, with many simultaneous challenges posed by digitalization, decarbonization, demographic development, wars, inflation and more, seems vulnerable to polarization and the toxic conflagration of disinformation, fake news and deep fakes.

The communications industry and advertisers are meeting these challenges. The various community initiatives, such as "Zusammenland: Vielfalt macht uns stark", which are fighting back against dull populism, are impressive. Because Germany does not need an alternative to freedom and diversity. We all stand together for an open country that meets the current challenges.

It is the fascinating idea of a new solidarity, of standing up for something instead of "just" being against it and thus driving forward polarization that threatens to divide society. Those who polarize, on the other hand, may gain public perception and dominance over the regulars' tables, but they are far removed from democratic discourse, which reaches the necessary consensus by weighing up all the arguments.

However, despite all controversial points of view, we should always remain open to discussion, as the English writer Evelyn Beatrice Hall described it: "I disapprove what you say, but I would defend to the death your right to say it." However, this means having a point of view in the spirit of the punk rock band "Die Ärzte": "Neutrality is not an option at all these days."

Having a point of view and knowing the facts to be able to evaluate complex relationships is the answer to populism. It is the aim of the remarkable initiative "#UseTheNews" (UTN) to make 2024 the year of news.

The OWM helps advertisers to get orientation in the complex environment of media planning and management with seminars, the Code of Conduct, a large-scale OWM Summit and more than 20 webinars last year. So that media decision-makers can defend themselves competently against inappropriate simplifications. Many of the "must-haves" that are often circulated in the media are only of temporary relevance when viewed in the light of day.

"The OWM is committed to free advertising markets in order to avoid excessive regulations that are well-intentioned but poorly implemented because the regulations are ineffective."

Any demand for state regulations should always be the subject of public discussion, also with regards to social media, which is being viewed more and more critically. The toxic wildfire of disinformation, fake news, deep fake and hate speech are serious challenges for all of us: for politics, society and, yes, also for the communications industry. Radical, simple-sounding solutions rarely make sense. Have advertisers already done everything they can to avoid critical advertising contexts? Have we examined alternatives properly? Are existing laws not already sufficient, if only they were implemented? Does another government ban, unwanted but probably proactive, promote censorship, which none of the current politicians and parties want today ... but are we so sure that this will last forever?

When in doubt, are we not obliged, especially because of our German history, to weigh things up and bear a certain tolerance in the interests of freedom of opinion? Stable adult democracies should be able to endure discourse with those who think differently, in fact they should be obliged to do so.

More calmness, please, in a democratic state that stands rock-solid on its basic principles.

With this in mind, I send you positive energy and confidence that we are not crazy.



Yours, Uwe Storch
Chairman of the OWM Board

Dear OWM members, valued partners, dear readers,

We are delighted to share with you our achievements and successes of 2023/24. This report provides a brief insight and outlook on our activities.

A major topic of last year was surely retail media. Our focus was on analyzing and classifying this market development from the perspective of advertisers. The Retail Media Code of Conduct was developed based on the outcome of our retail media study. With this Code of Conduct, we were able to create a clear perspective and a contribution that helps to organize the market and create a fair environment for everyone involved.

We were also able to reflect the dynamic developments in the digital area with the development and provision of our new OWM media service

“Together with our members and market partners, we are facing the current challenges with great commitment and confidence in order to live up to our claim of being a forward thinker, pioneer and networker for the German advertising industry.”

agreement template – which is available exclusively to our members. This additional step towards greater transparency and trust is just one of many we have taken to offer you a solid basis for a successful partnership with your agencies. Our ongoing efforts through workshops, webinars and increased exchange within our community also contribute to this.

Our OWM Academy webinar series focused on media agency selection and preparing for the cookieless future. The OWM Academy not only offered a platform for exchange and learning at the highest level, but also sharpened our understanding of the need for a responsible approach with consumer data.

There is no doubt that our industry is facing significant challenges in connection with the commercial use of public service channels. The reform of public service broadcasting is not only of great socio-political importance, but also of considerable economic significance. In view of the economic conditions and the shift of younger target groups to global platforms, we are advocating the opening up of media and audio libraries to advertising. This is a lengthy and demanding process, but from the advertisers’ point of view it is a decisive step towards creating a strong local counterweight in competition with global providers and reducing the financial burden on contributors.

As usual and yet in completely new radical dimensions, technology has a decisive influence on our marketing cosmos. In particular, language models etc. are setting a hyperdynamic pace in this area, as our AI-Barometer has clearly shown. What does this mean for marketing and communications?



SUSANNE KUNZ
CEO of the OWM

What will define success in the future? What potential does AI hold for marketing and data analysis? What legal and data protection issues are associated with this? This area is one of our focus topics – you are welcome to read more about this on pages 18 and 19.

In the area of networking events, we have launched a new format, OWM Connect Day, and received great feedback.

Special thanks to everyone who made our OWM Summit 2023 the most successful summit yet. This is both an incentive and an obligation. We are in the midst of preparations for the OWM Summit 2024, which will take place on November 5th and 6th. The theme this year is: "Between technology

and social responsibility – All at once: What really defines successful marketing?". I'm looking forward to welcoming you for further discussions and shaping the future together.

Thank you for your ongoing support.
See you soon.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Susanne Kunz', written over a horizontal line.

Susanne Kunz
CEO OWM

The OWM

Our unique network

The OWM is the German network for senior marketers. We are at the centre of the marketing, media, and advertising industries representing over 110 leading brands from a wide range of business sectors like FMCG, telecommunications, car manufactures, financial services, pharmaceutical industries and electric energy supply services.



160+
members and
strategic partners



Representing more than
9
billion euros
annual advertising volume

Our members are advertising, marketing and media decisions makers, offering a unique source of expertise, inspiration and leadership. Together with their support we are tackling the key industry issues, speaking with market partners and the government.

Our latest new members Cosnova, Deichmann, Iglo, NRWBank, Vodafone, WernerMertz and Yello are amplifying our voice even further in the market.

In addition to our members, our **50+ strategic partners**, such as media companies, service providers, tech providers or consultant help us improve on the value we deliver to our members against a number of priority areas. They contribute significantly to the success of many studies, projects and initiatives.

On a **national level**, the OWM collaborates closely with numerous partners such as the ZAW (Zentralverband der deutschen Werbewirtschaft ZAW e.V.), the Joint Industry Committees, the BVDW (Bundesverband Digitale Wirtschaft BVDW e.V.) or the GWA (Gesamtverband Kommunikationsagenturen GWA e.V.).

On an **international level**, the OWM works closely with the World Federation of Advertisers (WFA) and our CEO is an active member of the WFA Executive Committee. In addition, OWM maintains a direct and intensive exchange with national association representatives in Switzerland, France, Austria, the UK and Belgium.

Members of the OWM

We are part of the OWM



You can find a current overview of our members and strategic partners on our website: www.owm.de



OWM's Work

Active engagement of our members

In addition to the OWM's Board of Directors, which determines the strategy and actively guides the direction of the OWM, many members are involved in our working group and forum.

Transparency and comparability of services are one focus of the **Market Solutions and Standards** working group, particularly with regards to the planning and evaluation of campaigns. The working group develops proposals for the positioning of OWM to market partners and joint industry committees such as AGF, AGMA and IVW. Sustainability topics and regulatory issues are also on the agenda of this working group, which meets three times a year with dedicated experts and selected guests.

The **Digital Forum** deals with developments in the field of digital advertising and AI as well as the resulting requirements for advertisers' media strategies. Topics such as retail media, brand safety, ad fraud, VAST4, quality criteria for data and the post-cookie era are discussed in the Digital Forum.

The OWM's main topics are addressed in collaboration with the market partners but are also presented in the press or as part of industry events on panels and in keynote speeches. The **market partner dialogs** are a central instrument for exchanging ideas with key market partners, in which current developments are presented and discussed. More than a dozen discussions take place in early summer of each year.

Numerous **digital formats** are available to members throughout the year to facilitate regular exchanges and transfer practical expertise. Last year, over 570 participants discussed topics such as AI, retail media, post-cookie world, sandboxes, video viewability, pitch guidelines and green claims/sustainability in a total of 24 webinars.

Over 700 decision-makers were reached last year at **OWM events** such as the Advertisers' Night and the OWM Summit in November 2023, the OWM Connect Day, held for the first time in April 2024, and 'OWM goes Cannes'. These events are dedicated to important topics and developments and are developed in close cooperation with the OWM Board to ensure the closest possible alignment with market needs.



More than

700

decision makers
attended OWM events

“I really appreciate the kind of conversations that the OWM facilitates. It’s one of the few places (the only one?!) where the industry really comes together and discusses openly. Sometimes tough, but always respectful. A big compliment for the work the OWM team delivers.”

MARENE ARNOLD

Vice President Marketing & Communications
DACH | Mastercard



← The OWM staff works on current topics and issues of relevance to their members



→ Networking and the exchange of ideas among members are the focus of every event



↑ Uwe Storch in conversation at the OWM Summit 2023

“In times of disruption – such as AI and retail media – it is more important than ever to jointly shape and create standardized frameworks. At the OWM, we meet a body that is helping to set new standards and shape the market.”

KARIN GREVE

Head of Marketing | ERDAL-REX GmbH

OWM Focus: Retail Media

The OWM Code of Conduct

The OWM Code of Conduct defines the standards for transparency and effectiveness in the retail media sector.

Retail media is becoming increasingly important. The OWM has responded to these changes in the advertising landscape and developed the Code of Conduct which intends to set guidelines in this dynamic sector and aims to organize the retail media market while promoting innovation and fair competition.

The need to standardize advertising media, harmonize programmatic control across different providers and ensure comprehensive transparency are challenges that the industry must address.

This code aims to establish clear recommendations to prevent uncontrolled practices and strengthen the trust of advertisers.



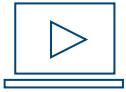
“In order to fully exploit the increasingly significant potential of retail media in the future, all media partners involved must demonstrate integrity in their business practices and successfully develop solutions that serve the interests of customers in transparent, fair and free competition.”

UWE STORCH

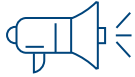
Chairman of the OWM Executive Board
Head of Media | Ferrero Deutschland GmbH



More detailed information can be found on the company website www.owm.de.



In a webinar in November 2023, Accenture Song presented detailed **results of the 2nd retail media study** to OWM members.



At **d3con** in March 2024, members of the OWM attended a panel discussion to advocate the need for a Code of Conduct.



[**The course should be set now for retail media**](#) | markenartikel | 12/10/2023

[**Why the OWM demands rules for retail media**](#) | HORIZONT | 07/03/2024

[**Rules for retail media?**](#) A good idea! | HORIZONT | 12/03/2024

[**How the market reacts to the OWM Code of Conduct**](#) | HORIZONT | 22/03/2024

[**Does retail media keep its big promise?**](#) HORIZONT | 14/11/2023

[**What advertisers want from the boom channel**](#) HORIZONT | 08/09/2023



In November 2023, in collaboration with Accenture Song, OWM published a follow-up study on retail media: **“Identifying the right retail media partner”**.

INFO

Retail media is the unique opportunity to present brands and products in locations where their relevance, perceptibility and acceptance are high, their path to the customer is short and their context is most natural. As a type of media, retail media enables cross-funnel measurability of advertising impact based on a data-driven history, and this directly in the retailer’s digital and physical ecosystem – on and off-site.

Outlook

The OWM foresees great potential in the further integration and professionalization of retail media as an integral part of digital marketing. Establishing clear standards and transparent practices not only strengthens the trust of advertisers, but also lays the foundation for sustainable growth.

OWM Focus: Media Services Agreement

The new OWM media services agreement template

Digital governance in media service agreements ensures greater transparency.

How can the digital challenges of agency collaboration be reflected in contracts in an exemplary way? This was the initial question for the revision of the OWM media services agreement, which has been made available to members only at the beginning of 2024. In cooperation with Hogan Lovells and supported by PwC, we have updated our media services agreement template to help our members to navigate through the challenges of the digital age.

Main topics include: programmatic, ad verification, online shopping, inventory media, data portability and reporting through to audit rights and data protection issues. This comprehensive media service agreement provides a working base and suggests standardized proposals for topics which urgently require contractual regulation. The contract is based on a “modular system” and is divided into two parts.



“The regular review and adaptation of the OWM media service agreement template to current requirements is an important service for our member companies. It provides considerable added value for our members and helps them to conclude fair and secure agreements with their media agencies.”

LARS GIBBE

Head of Market Solutions and Standards at OWM



The current version of the **media service agreement template** is available in the members-only area of the OWM website.



In January 2024, the revised version of the **OWM media service agreement template** was presented to members in a webinar.

In March 2024, the OWM Academy focused on the **pitch guidelines**: relevant topics along the pitch process were presented and discussed in three sessions.

Another OWM webinar dealt with the topic of **AI in agency management and contract design** (media and creation).

Part A of the contract deals with regulatory aspects that are difficult to standardize in a service agreement, as they vary greatly depending on the agency's area of operation and scope of services, forms of advertising and advertising budget. Here, explanatory text fields are used to show possible design options. Part B contains

clauses that should regularly be included in every media agency contract and – if at all – only need to be slightly adapted to the individual customer. The document contains a large number of explanatory text fields that are intended to make it easier to prepare for negotiations and explain how aspects could be regulated alternatively.

INFO

Agencies are important business partners for advertising companies. **The focus here is to ensure transparency as the basis for a trusting collaboration.**

The media service agreement template is one of many measures (including pitch guidelines, code of conduct, workshops and webinars) designed to help OWM members improve transparency in the bilateral relationship with their agency partners.

Outlook

Digitalization is constantly creating new challenges with corresponding opportunities and risks in brand communication and therefore also in relationships with agencies. AI is one of the most significant developments that will be reflected in the media service agreement rather sooner than later and will be the subject of the next revision.

OWM Focus: Cookieless Future

New era for data-driven marketing

End of third-party cookies delayed until January 2025 – More challenges in data-driven marketing.

The digital marketing world is facing a paradigm shift. The recently published “Data Transformation Report 2024” by the WFA (World Federation of Advertisers) makes it clear how urgently companies need to rethink their handling of data. With Google postponing the end of third-party cookies to January 2025 and an increased focus on data protection, the challenges in data-driven marketing are becoming more and more significant. This shift gives advertisers additional time to adapt, but the issue remains urgent and requires immediate action.

OWM responded to these developments with an academy format, using the webinar series to address the challenges and opportunities in digital marketing in a changing data protection landscape. From presenting alternative identification methods that could replace traditional cookies to examining the extent to which retail media data or data clean rooms can supplement or replace traditional data-driven approaches, various targeting options were considered. The effectiveness and future viability of contextual targeting and choice-driven advertising were also examined.



“The current challenges for advertisers are enormous. Our industry must adapt quickly to protect the privacy of users while ensuring the relevance and accuracy of our advertising measures. The OWM provides guidance to members during this transition phase.”

FLORIAN BLUHM

OWM Board Member

Team Leader Online Marketing | CEWE Stiftung & Co. KGaA

Several webinars highlighted the impacts from the end of third-party cookies. The webinars took place between April and June 2024:

Webinar 1: “Cookies are dead – long live the identifier!”

A discussion about new identification methods that can replace cookies.



Webinar 2: “Context and user choice – an alternative to personalization?”

Is contextual targeting experiencing a renaissance or are choice-driven ads an option?

Webinar 3: “Data clean rooms and retail media data: alternative or supplement?”

This webinar examined the role and benefits of data clean rooms and retail media data in the context of modern marketing strategies.

Webinar 4: “Sandbox games – where do we go from here?”

A look at how companies can move forward following the implementation of Google’s Privacy Sandbox.



The latest Data Transformation Report 2024 can be found on the website of the World Federation of Advertisers (WFA).

INFO

With **the end of third-party cookies**, it is no longer possible for websites to use third-party cookies to track user behavior across various websites. This impacts the personalization of advertising and requires alternative methods to offer relevant advertising content.

Outlook

The OWM is closely monitoring developments in connection with the end of third-party cookies and is working closely with leading experts to develop innovative solutions. These should help members to realign their strategy and effectively master the challenges of increasingly privacy-oriented marketing.

OWM Focus: Cross Media Measurement

Local and global workstreams

Once again, the survey amongst OWM members revealed that reach and advertising impact remain the biggest challenges.

The ever-increasing fragmentation of media usage undoubtedly offers advertisers many opportunities. However, the challenges are that uniform, reliable and, above all, comparable data is not available for planning campaigns across all offers and channels. How to best reach target groups and effectively manage campaigns is therefore becoming increasingly difficult to answer. When will there be a market solution for the comprehensive planning and evaluation of campaigns and what will it look like? The OWM vehemently advocates the expansion of existing reach models and calls for integrated solutions from the JICs, AGF and AGMA. The OWM therefore welcomes

the initiatives, AGF XReach and AGMA's new DNA research approach, which will be available to the market for the first time in 2024.

At an international level, the World Federation of Advertisers has asked digital companies such as Google and Meta to participate in the development of cross media reach models. The resulting proposals for a virtual data model have attracted great interest worldwide. The OWM has continued its work on the WFA initiative and asked the AGF to test the WFA approach in a minimum viable product version based on selected campaigns from its members. In contrast to the pilot markets



“As the media landscape becomes more fragmented, it is getting harder and harder to reflect the performance of a campaign with a broad media mix. We are very pleased that there are promising approaches among the JICs and global initiatives that can offer a solution in this respect!”

MAIKE ABEL

Vice Chairwoman
Digital & Corporate Marketing Director
Nestlé Deutschland AG



The **OWM Connect Day** in April 2024 provided an up-to-date overview of the status of cross media initiatives and discussed the next steps.



[Maike Abel on the WFA initiative “We are all pulling in the same direction – but we also have a lot to lose”](#) HORIZONT | 03/11/2023

in the USA or the UK, the OWM is relying on the existing JIC panel and is pursuing an integrative approach as a pilot project for the WFA project.

As other markets are also considering a similar approach, i.e. the use of an existing JIC including efficiency opportunities, the OWM is in discussions with its national association representatives in France, Belgium and Canada.

The AGF worked intensively on the data and the technical setup, including obtaining a cloud offer from Deutsche Telekom. In the process, a number of fundamental questions arose that are essential

for the further course of the test. The OWM received answers from the experts of the WFA team. The next steps in the local market will then be examined on this basis.

OWM has been represented on the global steering committee of the WFA initiative from the outset but will not put all its cards on this global solution approach, which will ultimately have to be adapted locally. The local JICs are also challenged at this point.

INFO

The OWM has always advocated a framework that allows member companies to carry out their communication measures as efficiently and effectively as possible. The development and establishment of **standards for measuring the performance of media and communication channels** is therefore an important focus of the association's activities.

Outlook

The AGF presented its solution approach in fall 2023 with a roll out scheduled in 2024. AGMA introduced its model mid-2024. The OWM is supporting both initiatives and will work hard to ensure that data can be merged via appropriate interfaces with reach and overlaps being analyzed across the board. The WFA model is due to go live in the UK pilot market at the end of 2024. The OWM will also follow this very closely and exploit the potential of the WFA model for the German market if necessary.

OWM Focus: AI-Barometer

AI is here to stay: AI-Barometer 2023 shows trends and practices in the marketing of OWM members

More than half of OWM members already use AI in their marketing activities. Data protection and copyright are still the biggest challenges.

AI is the hype of the moment. The OWM conducted the AI-Barometer survey to shed light on the status and prospects of AI use.

The survey provided important insights on the use and prospects of AI in the marketing area of OWM members. The results showed that over half of respondents are already using AI technologies, particularly in areas such as copywriting, content personalization and creative processes.

Positive assessment of current AI deployment, with 80% of respondents rating their initiatives as successful, companies face significant challenges such as a lack of internal expertise and adapting existing processes. The survey underlines the high potential of AI to increase efficiency. At the same time, the results point to significant risks, including data protection concerns and the risk of data-misinterpretation.



“AI is fundamentally transforming marketing. It enables us to act more efficiently and in a more targeted manner. The AI-Barometer 2023 underlines that AI can revolutionize our marketing approaches, but that there are still uncertainties and challenges that need to be overcome.”

GIUSEPPE FIORDISPINA

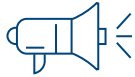
Co-opted OWM Board Member

Marketing Director CUPRA & SEAT | SEAT Deutschland GmbH



During the **Forum Digital** in October 2023, the detailed results of the AI Barometer were presented to OWM members and discussed within the working group.

In January 2024, a webinar focused on the **legal perspective of AI**.



At **DMEXCO 2023**, OWM brought together experts on its own panel to share their insights and perspectives on the role of AI in marketing.

[Link to the recording of the panel](#)



[OWM survey: What is still missing in the world of AI](#) | HORIZONT | 21/09/2023

[AI is still far too complicated](#) | HORIZONT | 25/09/2023

[Companies are going tabula rasa](#) | HORIZONT | 03/11/2023

[We are experiencing a time of rapid change](#) | markenartikel | 08/11/2023

[Why AI could be the new art director](#) | HORIZONT | 14/11/2023



The **AI-Barometer** was conducted among OWM members in July 2023 to understand the latest developments in the field of AI.

INFO

Generative AI uses algorithms and machine learning to not only analyze large amounts of data, but also to generate content that is tailored to specific customer needs. This form of AI optimizes marketing processes by creating texts, images and other media formats.

Outlook

The OWM believes that further training and the fostering of a strong network exchange is essential to promote the use of AI technologies and fully use their potential. In response to the survey, OWM is planning to expand its range of training courses and make examples of best practice available to members.

OWM Focus: ARD / ZDF Reform

Strengthening public service broadcasting

A reform that is not only of great socio-political relevance, but also for the advertising industry.

In view of the tense economic and financial prospects – in the private sector as well as in public service broadcasting – OWM is contributing to the discussion and, together with the Markenverband, is seeking an exchange with the Rundfunkkommission, the Zukunftsrat, the intendants and, above all, the state chancelleries of the federal states. Answers to the digital challenges are existential for the future of ARD and ZDF. Young audiences are turning away from public broadcasters towards global social media platforms.

The Zukunftsrat therefore emphasizes, and rightly so, that in the future, the offering must focus primarily on non-linear media use. At the same time, it submits the question of advertising to politicians for fundamental clarification. The strengthening of digital offerings and the "streaming network", which ARD and ZDF have jointly launched and want to strengthen, can only be a first step.



“In order to be attractive for marketing and media investments, both nationally and internationally, a future-oriented media policy is crucial for Germany as a business location. It is therefore essential to urgently expand advertising opportunities, especially for media video platforms, which are enjoying growing popularity among the population.”

SUSANNE KUNZ
CEO of the OWM



OWM and Markenverband drafted a **statement** from the brand industry to the Zukunftsrat in 2023.

The Council's report on the future development of public service broadcasting was published in January 2024 and is available on the Rundfunkkommission website.

As media use continues to shift online, there is an urgent need to adapt advertising options and open up media video platforms for advertising. The global platforms are already attracting not only a great deal of viewer favor, but also a great deal of advertising investments.

Opening up the media video platforms could create a stronger balance to the global platforms

and demonstrate a financing method that could reduce the cost of fees as a "contribution to the fee" and, if necessary, fully compensate for the increase in the fee proposed by the KEF. Markenverband and OWM are therefore advocating an expansion of advertising opportunities in public service broadcasting.

INFO

The OWM stands for the **preservation and expansion of free spaces for marketing communication** and calls for companies to have advertising access to all target groups using all existing media channels and media formats. This also includes frameworks that enable fair and transparent performance competition in all media markets.

Outlook

The global platforms are already attracting a lot of viewers. Opening up the media video platforms – ideally together with expanded streaming offers from private broadcasters – could help to create a counterbalance to the global players in the German market. All stakeholders in the local advertising market should therefore appeal to politicians to preserve media diversity with the upcoming reform and to strengthen the digital sovereignty of local providers against global players.

The OWM Event Highlights

Advertisers' Night & OWM Summit

“Marketing at a turning point: people – markets – machines”:

On November 8, 2023, the who's who of the industry met in Berlin for the annual OWM Summit. At the Advertisers' Night (the evening before the OWM Summit), networking was high on the agenda.



↑ The OWM Board met for the OWM Summit in Berlin



↑ Political Deep Talk
Gitta Connemann | Member of the Bundestag
Chairwoman of the SME and Economic Union
Moderation: Catrin Bialek | Correspondent Horizont



↑ International Keynote
Stephan Pretorius | Global CTO | WPP

SAVE THE DATE
 5th & 6th
 November
 2024



- ↑ Uwe Storch, Chairman of the OWM Board, welcoming the participants
- ← OWM CEO Susanne Kunz presents the results of the annual member survey in her welcoming speech



- ↑ Barbara Körner, Managing Director CocaCola GmbH & President of Wirtschaftsvereinigung alkoholfreie Getränke e.V. in conversation with summit host Wolfram Kons



- ← Expert panel on the topic of AI 2023
 Sumit Chumpuree Reytjes | Managing Director Microsoft Advertising
 Petri Kokko | Managing Director Client Solutions Central Europe Google
 Prof. Dr. Bertolt Meyer | Professor of Work and Organizational Psychology TU Chemnitz

Benefits of an OWM Membership

Being a member pays off



Exclusive business network

Our members can network at exclusive events, such as the annual OWM Summit or the members' area of the website.

Active exchange among members

In our network, in working groups and forums, our members actively exchange, set and prioritize OWM topics..



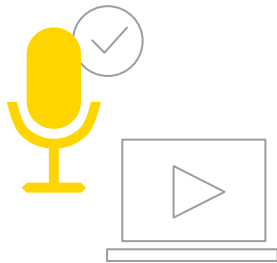
Strong representation of interests

Through position papers and guidelines, market partner dialogues (MPD) as well as numerous speaker participations at relevant industry events, we actively guide the market and politics on a national and international level and rank the most relevant legislative changes and regulations.

“Thanks to the exclusive access to events, the active and open exchange in the working groups and regular updates on market developments, OWM members are always well informed!”

DIMITRI HERBER

Head of Media & Digital Marketing
Warsteiner Brauerei



Current practice know-how

Through webinars, podcasts and guides, we continuously expand the knowhow of our members. We provide up-to-date practice expert knowledge, best practices and offer legal advice from partner law firms.

Relevant studies

Through our studies and annual member survey, we help identify market trends and provide relevant, innovative knowhow and market guidance.



Selected collaboration offers

Our members receive access to selected industry events and benefit from market collaborations.



Become a member now

Please do not hesitate to contact the OWM Member Service at info@owm.de or +49 (0)30 20 61 68 - 26 for further questions.

Alternatively, please download here the [membership application form](#).

The OWM Board of Directors

Who we are



Uwe Storch
Chairman of the Board
Head of Media
Ferrero Deutschland GmbH



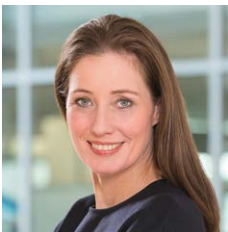
Maïke Abel
Vice Chairwoman
Digital & Corporate Marketing
Director
Nestlé Deutschland AG



Florian Bluhm
Team Leader
Online Marketing
CEWE Stiftung & Co. KGaA



Marcus Macioszek
Treasurer
Marketing Director
Gerolsteiner Brunnen
GmbH & Co. KG



Kristina Bulle
CMO DACH – Vice President
Brand Building
Procter & Gamble Service
GmbH



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Delegate of the Markenverband
to the Board of OWM
Chief Executive Officer
Rügenwalder Mühle Carl Müller
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Co-opted Board Member
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CUPRA & SEAT
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Daniel Jäger
Co-opted Board Member
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Deutsche Telekom AG



Kirsten Latour
Head of Media & Brand
Communication
MCM Klosterfrau
Vertriebsgesellschaft mbH



Andrea Tauber-Koch
Co-opted Board Member
Media Management
Commerzbank AG

The OWM Board determines the strategic direction of the association and was re-elected by the General Assembly in April 2022 for a term of three years.

The OWM Team

We are here for you

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