



## **GWA History**

GWA's roots stretch back to the beginning of the last century. The present association was formed in 1952 as the Gesellschaft Werbeagenturen and merged with the Wirtschaftsverband Deutscher Werbeagenturen (WDW) in 1986. The WDW was established in 1976 as the legal successor to the ADW (Arbeitsgemeinschaft Deutscher Werbemittler), which in turn was formed in July 1947. "Organisation der Mediagenturen im GWA" (OMG - Organisation of Media Agencies in the GWA) was formed at the start of 2000 and represents the media agencies in Germany and - in association with the GWA - the media side of the agencies. Since the 1st of January 2002 GWA changed its name into Gesamtverband Kommunikationsagenturen GWA.

## **GWA Charter**

### **I. Ethical principles**

The association of GWA agencies sees itself as a responsible, constructive and positive driving force in the information society. Commercial communication is an essential part of the free market economy. The members of the GWA are committed to free competition because only competition can promote dynamism and growth in the communication sector. Dynamism needs rules and limits and the willingness to abide by them. This is the key to fair commercial dealings with each other. Consumers are respected and addressed as mature and enlightened citizens. The agencies orient themselves towards the values of society.

### **II. Membership criteria**

#### **1. Independence**

Each GWA agency has at least three clients, all of which are economically independent of each other. No client or medium has a controlling interest in a GWA agency.

#### **2. Services**

Every GWA agency can manage brands over the long term and provide communicative support for the success of products, services and companies. It is held in high regard in its field and, in addition, capable of operating in the overall communicative concept.



### **3. Financial standing**

Every GWA agency must be of a given financial standing. This encompasses equity capital, partnership structure and the current business situation.

### **4. Obligation to supply information**

Every GWA agency undertakes to supply the GWA Board of Management with legally binding information about their ownership, customer structure and personnel holding key posts in the agency. The annual notification of billings from the GWA agency shall be confirmed by their auditor or accountant.

### **5. Basic and advanced training**

Every GWA agency undertakes to invest in junior staff and in employee training: through personnel-development measures on the one hand and courses of practical training, trainee posts and / or apprenticeships on the other hand.

### **6. Conduct towards clients and competitors**

No GWA agency makes competitive presentations (pitches) free of charge. The responsibility of the agency for its own actions remains unaffected by this. Every GWA agency is obliged to give all clients details of its discounts and commissions. GWA agencies are fair in their competitive behaviour and do not indulge in derogatory comparisons.

### **7. Experience**

Any agency wanting to become a member of the GWA must have been in business for at least two years before acceptance. The Board of Management shall decide on the admission of applicants in accordance with the criteria of membership (§ 6 of the GWA statutes).

### **8. Undertaking**

The members of the Gesamtverband Kommunikationsagenturen GWA e.V. accept the GWA Charter as binding. Disputes can be submitted to the GWA Ethics Committee.