



## **GWA Mission**

### **Focus on Communicative Brand Leadership and Integrated Marketing Communication**

GWA feels bound to the pledge of achievement given by of communicative brand leadership through integrated marketing communication. This commitment should be expressed in a new company name which reflects the drastic changes in the information society. In this way any misunderstanding should be eliminated that the association view itself above all as a representation of interests for agencies who confine themselves to classical advertising.

GWA offers membership to all agencies which fulfil this pledge of achievement. GWA has for a long time succeeded in uniting all the communicative disciplines through its membership and their competence in integrated communication. The membership criteria should therefore be reviewed so as to adapt them to GWA's pledge of achievement.

GWA does not see itself expressly as an umbrella organisation for other existing associations in the advertising industry. In future there will be a lot of multiple memberships in various associations there are today. GWA, however, will intensify the connections to other associations with the purpose of jointly representing interests wherever possible.

The board of GWA will immediately proceed with its work. On the 12 of October GWA will present concrete recommendations to the members on the occasion of the annual general meeting in Berlin and the GWA members will vote on these points as well as on the membership structures.

## **Implementation**

How does an advertising agency association position itself in a context of growing agency specialisation and customer demands for integrated communication? In intensive discussion with its members, GWA has developed a four-point concept and is in the process of implementing this. The association's programme for 1999/2000 will be aimed at elaborating the concept "Communicative brand management using integrated communication". A working programme is being developed for this which includes projects with universities.



One of the organisational options discussed in this connection - i.e. expanding the GWA to create an umbrella association by including specialist agency associations or association sections (e.g. direct marketing, new media) - was rejected. Instead, preference is being given to a formalised round table for agency associations with the goal of close cooperation to the point where dual membership in associations is conceivable.

A further organisational implication involves systematic identification of the full diversity of communication disciplines represented by GWA members. The aim is to enable the association to provide information about the strengths of its members over the whole range of communicative disciplines. Surveys for this purpose are in progress among our members.

If a large majority of media agencies so wish, the special role of the media agencies within specialist agencies can be reflected by forming an association within the association, i.e. a media agency association within the GWA. The chair of the media agency association would be a member *ex officio* of the executive board of the GWA, and conversely an executive board member of the agency association would be a member of the executive board of the media agency association. The media agency association would collect separate membership fees, the office would continue to be a single unit.