



The German Direct Marketing Association (DDV) is repositioning itself for the future as the driving force in the field of Data Driven Economy

At the General Assembly on 9th March in the Museum of Communication in Frankfurt, the German Direct Marketing Association has set an important course for the future. With the adoption of a new vision and mission, as well as a new logo, the DDV is further modernizing and positioning itself as the driving force in the field of the Data Driven Economy in a changing market environment.

Frankfurt, March 9th, 2018 - On Friday afternoon, the General Assembly of the German Direct Marketing Association came to an end in the Museum of Communication in Frankfurt.

The greeting was addressed by the Hessian Minister of Science and Art Boris Rhein. The CDU politician praised the achievements of the association, which celebrates its 70th anniversary this year.

Afterwards the two Presidents Patrick Tapp and Martin Nitsche presented the association's work of the past year. In addition to the adoption of the 2017 accounts, the auditors' report and the presentation of the budget for 2018, the adoption of a new vision and mission and a new logo were on the agenda this year.

"We want to put the association as well as its goals and tasks in the future-determining environment of the Data Driven Economy, because the DDV represents companies that generate or use data for professional customer-centered dialogue," President Martin Nitsche explained. Nitsche emphasizes that the new positioning of the DDV was done with significant involvement of all members.

President Patrick Tapp adds: "With the changes, the DDV is modernizing and positioning itself in a changed market environment. Together with our members, we want to create substantial added value through individual relationships between people, brands and companies in a connected world. "

PR contact:

DDV Deutscher Dialogmarketing Verband e.V.
Boris von Nagy, Manager PR & Communication
Hahnstr. 70, 60528 Frankfurt am Main
Phone: (069) 401 276 513, Fax: (069) 401 276 599
b.vonnagy@ddv.de
<http://www.ddv.de>