

New Media

Are you ready for the digital future?

In spite of massive growth in some cases, many “new media” continue to be underestimated and are significantly underrepresented in the media plans of many clients.

There are meanwhile more than 40 million Internet users and 50 million mobile-phone owners, who use these media to meet a major part of their total requirements and, in the case of mobile phones, who carry them at all times. These potentials were quickly recognized by OMD and resulted in the foundation of OMD 4CE.

OMD 4CE combines our expertise in the areas:

- Online
- Mobile phones
- Direct response
- Digital TV
- TV programming

OMD was quick to identify the forthcoming themes of the digital future and to build up substantial expertise, which today puts us in a position to offer genuinely integrated campaigns from a single source and, therefore, to link the individual modules of your campaign in optimum manner.

At OMD, these media are not just added on to existing campaigns, but represent an integral part of the campaign and in many cases, even the heart of communications efforts. OMD is the first media agency in Germany which takes care not only of the selection of digital advertising spaces but which also increasingly takes over the creation and formulation of campaign contents.