



# Digital Marketing Manifesto handed to ad:tech London

Elemental Communications, June 21, 2007

URL: <http://www.pr9.net/business/marketing/5762june.html>

*ad:tech London handed Digital Marketing Manifesto by Hamburg steering committee*

PR9.NET June 21, 2007 - London/UK; ad:tech London (<http://www.ad-techlondon.co.uk>) is to take on the Digital Marketing Manifesto (<http://adtechdmm.wordpress.com>), an ad:tech (<http://www.ad-techeurope.com>) initiative for the European digital marketing industry.

The Digital Marketing Manifesto was launched at ad:tech's first event in Hamburg Germany (<http://www.ad-techhamburg.com>) on the 22-23 of May 2007, where it was presented during the closing session on May 23 2007 by its initiator Christophe Asselin, European marketing manager at ad:tech.

Asselin explains, "We are very pleased with the turnout in Hamburg and the buzz generated at the event. It was a very successful show for us, despite best attempts by our German competitors. Online marketing is growing at a phenomenal pace and with any industry that is learning to walk, we are seeing too many bad practices formed and picked up. It is for this reason that the Digital Marketing Manifesto was created – a 'good practice guide' for the industry. The Manifesto works on three core principals; be authentic, be open and be trustworthy and it is by following these in every instance that brands will start to regain the trust of their customers."

The Hamburg steering committee was made up of a panel of industry recognised media and marketing experts, who discussed and exchanged ideas and experiences and then opened the discussion to the floor. At the conclusion of ad:tech Hamburg, the German Digital Marketing Manifesto committee handed over the project to the UK arm to prepare for ad:tech London in September 2007, from where it will progress onto Paris in February in 2008 before returning once more to Hamburg for the 2008 event in May.

"The question is not 'should we become involved' but rather 'how do we become involved.' This is a very clear and important distinction. We all know that online is the one place you can make a real and tangible connection with your audience, but so many are doing the exact opposite with a non-commonsense approach and actually antagonising their customers. As an industry, we need to take ownership of this and self-govern before we lose our audience and the creative freedom we currently enjoy," concludes Asselin.

Interested persons can view a video introduction of the Digital Marketing Manifesto for ad:tech Hamburg, by visiting Hamburg @ work <http://www.hamburg-media.net/index.php?id=ddm>.

Ad:tech's next event will be in London (<http://www.ad-techlondon.co.uk>) from 26-27 September 2007. Persons interested in learning more about the 2007 conference should visit the ad:tech website at [http://www.ad-techlondon.co.uk/adtech06/notify\\_tickets.html](http://www.ad-techlondon.co.uk/adtech06/notify_tickets.html).

###

## About ad:tech London

Dedicated exclusively to Interactive Advertising and Marketing Technologies such as Internet Marketing, Search Engine Marketing, Email Marketing, Mobile Marketing and E-Commerce, ad:tech London is the only event in the UK that gives its visitors from blue-chip companies and SMEs the opportunity to investigate a complete range of end-to-end interactive advertising and marketing solutions. ad:tech London is a unique opportunity for CEO, brand/product managers, marketing directors, media planners/buyers, creative directors, campaign managers, advertisers, agency executives, sellers, and suppliers to understand what interactive technologies can do as part of the promotional mix and how to generate results that translate directly into increased performance and ROI.

## About Elemental Communications

Elemental Communications launched in October 2005. The consultancy is the product of Elemental PR, an integrated PR consultancy, which was founded by Tim Gibbon April 2001.

Elemental Communications is a media consultancy that caters for traditional and digital media, and as such, integrates all communications; embracing traditional roots whilst moving forward with technology. <http://www.elementalcomms.co.uk>

<b>Phone:</b>	0870 745 9292
<b>FAX:</b>	0870 745 9293
<b>Website:</b>	<a href="http://www.elementalcomms.co.uk">http://www.elementalcomms.co.uk</a>
<b>E-Mail:</b>	<a href="mailto:mediacentre@elementalcomms.co.uk">mediacentre@elementalcomms.co.uk</a>
<b>Address:</b>	Second Floor, 145 -157 St John Street, London, EC1V 4PY, England, UK

