

## **MTL to become a marketing, technology and creativity community**

**The Finnish Association of Marketing Communication Agencies (MTL) is extending its scope in line with the changes that are taking place in marketing to embrace technology and, in a wider sense than today, creativity. The working title for the renewed organisation is the association for marketing, technology and creativity. The objective is to highlight the strategic significance of marketing.**



“We want to highlight the strategic significance that marketing has. Marketing should be a fundamental part of everything that Finnish businesses do, from product development to fostering and building customer relationships. Today, marketing is too often seen merely as operational marketing communications,” says **Tarja Virmala**, the Managing Director of the Finnish Association of Marketing Communication Agencies.

Information technology has been widely adopted in marketing, giving rise to new kinds of companies that have strong technological expertise. MTL wants to draw attention to the fact that technology has become a key marketing tool. Combined with creativity, it is an opportunity to boost competitiveness in the private sector and also modernise communications in the public sector.

Information technology is used to monitor operating environments and their changes and consumers’ buying habits. As digital marketing channels are becoming more and more important, companies are developing publishing platforms and monitoring tools for their needs.

“Completely new types of companies have emerged, which employ creative designers, IT architects, coders, marketing and strategic communications specialists, specialists in design and events, and analysts. As an association, we want to be at the forefront of this change,” Virmala says.

MTL will also substantially reduce its membership fee to make joining as attractive as possible. MTL currently has 110 member companies. The goal is to reach 200 members by the end of 2016.

MTL’s vision as a member of the Confederation of Finnish Industries EK and Service Sector Employers PALTA is to create a marketing, technology and creativity cluster that represents all creative fields: marketing, communications, design, service design and other creative design and related research. The principal purpose of this cluster is to promote Finnish competitiveness.

The new name and new by-laws of the association will be adopted at the MTL spring meeting in 2015.

*The Finnish Association of Marketing Communication Agencies (MTL) represents the interests of professional marketing and communications companies. It brings together companies that enhance their customers’ competitiveness through marketing and communications, and which create growth and engage in profitable business. The combined sales margin of the association’s member agencies is about half of the total for the marketing communications industry as a whole in Finland.*