



PRESS RELEASE

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JENS SCHMIDT ELECTED TO ADC BOARD OF DIRECTORS AS DIRECTOR NEW MEDIA

Creative Director and Co-Founder of MOCCU Aiming to Promote Digital

For the first time, members of the Art Directors Club (ADC) Germany elected the association's Board of Directors for all categories. As of November 2010, Jens Schmidt, co-founder and Creative Director of MOCCU, will join the extended Board of Directors in the category of Digital Media. A graduate in communication design, Jens Schmidt's goal is to increase awareness of digital communication both within and outside of the ADC.

"Digital Media is the most dynamic of all ADC categories. In the future, it will completely change communication, marketing and advertising. In my opinion, digital communication is currently not represented by the ADC according to its relevance. Yet the increasing influence of digital media on our communication should be reflected at the ADC as well," says Jens Schmidt, main contact for all things digital, about the current situation.

MORE INFORMATION:

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ABOUT MOCCU:

Moccu is an interactive creative agency based in Berlin with an office in Vienna. Since 2000 Moccu has planned, designed and produced interactive communication of visual and technical excellence. References include communication solutions, brand experiences and websites for companies like Volkswagen, Canon, Dior, L'Oréal, Vodafone and the WWF.