

MMA re-launches Italian local council

NEW YORK, US / LONDON, UK / SINGAPORE / SAO PAULO, BRAZIL: The MMA ([Marketing Association](#)) has re-launched its local council in Italy, and the appointment of one of the new interim co-chairs, senior manager at Telecom Italia, Mariella Pacitto. The re-launch is in response to the growing recognition of the importance of mobile within the marketing mix, and the need for industry support and guidance to create success.



The re-launch of the local council will allow members to further benefit from the combination of the MMA's global leadership and local knowledge to create an even more productive and successful mobile marketing industry within Italy. Italian companies looking to mobile marketing will profit from being able to access information and support on how to maximise the endless opportunities for consumer engagement that the mobile channel offers, making it easier for brands and marketers to adopt mobile and to engage their target consumers in an interactive, compelling way.

Overall aim

"I am looking forward to re-focusing the MMA's activity in Italy and create ongoing interaction among the key market players," said new co-chair Mariella Pacitto of Telecom Italia. "The overall aim is to propagate discussions about the adoption of mobile as a media channel, and to stimulate actions that drive both the industry and consumer attention, in line with the MMA's stated building blocks to promote, educate, measure, guide and protect. MMA operations in Italy will leverage other MMA councils' experience and best practices, and ensure dialogue with all relevant global players to contribute to a stimulating and dynamic ecosystem."

"The MMA is pleased to be in a position to announce the re-launch of the Italian local council and we are delighted to welcome Mariella on board as the first co-chair. It is hugely helpful to have the contribution and commitment of a national operator such as this to steer the industry and help drive its development.

"This re-launch is a strong indicator of the unwavering support for mobile marketing in Italy and the demand we have had from new and existing members in the country," said Paul Berney, MMA CMO and EMEA. "The MMA's membership and activity levels across EMEA are now at record levels, bolstered by the recent creation of a number of new councils in the region."

The re-launch of the Italian council is one a series of recent local council launches. Other MMA Local Councils in EMEA include, MMA Austria, East Africa, France, Germany, Hungary, Ireland, Nordics, Portugal, South Africa, Spain, Turkey

and UK.

For information on how to participate the new Italian Local Council, or any others, please contact the MMA membership team at membership@mmaglobal.com.

For more, visit: <https://www.bizcommunity.com>