

Press release Merkle – a dentsu company

Outstanding Infotainment

Merkle and Siemens win the German Brand Award 2022 for the joint streaming documentary „The Power Reset“

Frankfurt, June 10, 2022 – The joint documentary by Siemens Smart Infrastructure and [Merkle – a dentsu company](#), a data-driven full-service agency for customer experience management (CXM), brings the energy transition to life for a broad audience as a streaming documentary. The jury of the German Brand Award has now honored the lighthouse project in the category "Excellence in Brand Strategy and Creation - Brand Communication - Storytelling & Content Marketing".

Sonja Epping, Business Partner Communications at Siemens Smart Infrastructure, and Felix Kreller, Senior Content Creator at Merkle, received the award at the festive gala in Berlin. Every year, the German Design Council and the German Brand Institute honor successful brands, consistent brand management, and sustainable campaigns and marketing projects with the German Brand Award.

Sonja Epping, Business Partner Communications at Siemens Smart

Infrastructure: *"The citizens of Wunsiedel have pulled out all the stops to shape their energy future. We didn't want to fall short of that in terms of communication."*

Felix Kreller, Senior Content Creator at Merkle: *"The German Brand Award confirms that B2B communication is moving ever closer to B2C, especially in terms of storytelling."*

The award is part of a series of successes worth seeing: in 2021, the jury already awarded Merkle (formerly Namics – a Merkle company) for its cooperation with Swiss Life and in 2019 for the successful implementation of the Viva Kids World project with Credit Suisse.

Energy transition explained simply

Siemens Smart Infrastructure is helping the small Upper Franconian town of Wunsiedel to achieve a completely climate-neutral energy supply. A lighthouse project that called for a special content marketing campaign. In collaboration with Merkle, Siemens developed an infotainment format that brings the story to life for a broad audience: The documentary "Alles auf Grün / The Power Reset" is available on the streaming service Amazon Prime Video and on YouTube. With smart storytelling and powerful images, Merkle and Siemens shed light on the sustainability project and show that energy transition is not an illusion.

"With our portfolio for Smart Infrastructure, we appeal to people who want to make a lasting difference. And that is something that concerns each and every one of us.", says Sonja Epping.

Rich content in Prime Video quality

The "Wunsiedler Weg" describes the partnership between SWW Wunsiedel GmbH (Stadtwerke Wunsiedel) and Siemens Smart Infrastructure on the way to a sustainable and decentralized energy supply. Merkle tells this success story in an entertaining content format: three narrative strands and a mix of interviews, animated illustrations and informative accompanying texts show how a 100 percent climate-neutral energy cycle succeeds and boosts the economy. In a workshop with Siemens, Merkle identified the protagonists and the storylines for the documentary. The film was shot together with cooperation partners. The result was an exciting film made from seven terabytes of raw material.

Picture material:



Sonja Epping, Business Partner Communications at Siemens Smart Infrastructure, and Felix Kreller, Senior Content Creator at Merkle, are delighted to receive the German Brand Award.

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About Merkle

Merkle is a leading data-driven customer experience management (CXM) company that specialises in the delivery of unique, personalised customer experiences across platforms and devices. For more than 30 years, Fortune 1000 companies and leading nonprofit organisations have partnered with Merkle to maximise the value of their customer portfolios.

The company's heritage in data, technology, and analytics forms the foundation for its unmatched skills in understanding consumer insights that drive hyper-personalised marketing strategies. Its combined strengths in performance media, customer experience, customer relationship management, loyalty, and enterprise marketing technology drive improved marketing results and competitive advantage.

The merger of Namics and Isobar Switzerland and Austria establishes a leading player in customer experience management, data-driven creativity and marketing technology in the DACH region. Merkle has offices in Switzerland, Germany and Austria, as well as locations in the Czech Republic, Serbia and Portugal. In 2016, Merkle joined the dentsu network and has since become the largest brand within the group. For more information visit us at <https://merkleinc.de/en> follow us on [LinkedIn](#).

About dentsu international

Part of dentsu, dentsu international is made up of eight leadership brands - Carat, dentsu X, iProspect, Isobar, dentsumcgarrybowen, Merkle, MKTG, Posterscope and supported by its specialist brands. Dentsu International helps clients to win, keep and grow their best customers and achieve meaningful progress for their businesses. With best-in-class services and solutions in media, CXM, and creative, dentsu international operates in over 145 markets worldwide with more than 45,000 dedicated specialists. **Fehler! Linkreferenz ungültig.**

About Siemens

Siemens Smart Infrastructure (SI) shapes the market for smart, adaptive infrastructure for today and for the future. SI addresses the critical challenges of urbanization and climate change by connecting energy systems, buildings and economic sectors. Siemens Smart Infrastructure offers customers a comprehensive, end-to-end portfolio from a single source - with products, systems, solutions and services from the point of generation to the use of energy. With an increasingly digitized ecosystem, SI helps its customers compete successfully and society evolve - while contributing to the protection of our planet: Siemens Smart Infrastructure is headquartered in Zug, Switzerland. As of September 30, 2021, the business had around 70,400 employees worldwide.

Siemens AG (Berlin and Munich) is a technology company focused on the fields of industry, infrastructure, mobility and healthcare. Resource-efficient factories, resilient supply chains, smart buildings and power grids, low-emission and comfortable trains, and advanced healthcare - the company supports its customers with technologies that deliver tangible benefits. By combining the real and digital worlds, Siemens empowers its customers to transform their industries and markets, improving everyday life for billions of people. Siemens is the majority owner of publicly traded Siemens Healthineers, a global leader in medical technology that is shaping the future of healthcare. Siemens also holds a minority stake in publicly listed Siemens Energy, one of the world's leading companies in power transmission and generation.

In the fiscal year ending September 30, 2021, Siemens Group generated sales of €62.3 billion and profit after taxes of €6.7 billion. As of September 30, 2021, the company had approximately 303,000 employees worldwide. Further information can be found on the website at www.siemens.com.