

Press release Merkle – a dentsu company

## **Four in one strike: Merkle wins Lovie Awards for projects with Siemens and Liiva**

In London, two jury and two audience awards each in the web and video categories went to Merkle.

**Frankfurt, 08. November 2022 – At this year's European Lovie Awards, [Merkle – a dentsu company](#) won a total of four of the popular digital prizes. In the category "Websites / Software & Applications", the full-service agency for customer experience management (CXM) was pleased to receive a gold award for the holistic real estate platform of the Swiss Liiva AG. The Bronze Award in the category "Video" was won by Merkle with smart storytelling in a documentary film for Siemens Smart Infrastructure (SI). For both projects, the coveted audience Lovies were also awarded.**

**Miika Puputti, Group Creative Director at Merkle** is delighted with the awards: „ *For us, four Lovies are both an award and an encouragement. Our claim is to awaken the dormant potential of companies by effectively putting together all the building blocks for impressive customer experiences. The awards show that we have succeeded convincingly in this with Siemens Smart Infrastructure and Liiva.* ”

### **Popular award for impactful digital experience**

The Lovie Award is a prize for the best digital experience and the prestigious European edition of the international Webby Awards. The disciplines: everything that makes digital life beautiful and extraordinary - i.e. website, apps & mobile, podcasts, advertising, video, social as well as Web3, NFT and Metaverse. In addition to the jury, the online community itself also has a vote: During the annual voting phase, they could cast their vote for the people's favorite ("The people's lovie award").

### **Lovie in Gold: digital assistant for real estate buyers and owners**

Merkle and the Swiss company Liiva AG received the audience award and the Lovie in Gold in the "Website" category. The joint project: a digital assistant for real estate buyers and owners that covers the entire customer journey. Unlike many other web platforms, Liiva offers not just a place to search, maintain or sell real estate, but a holistic solution that truly covers all areas of private real estate management. Search, value, manage, refurbish and resell properties: Customers experience all steps of the customer journey through an intuitive web interface. Liiva can even serve as a digital repository for all relevant documents and in this way offers a significant workload reduction.

## **Bronze Lovie for Amazon Prime Documentary about the Energy Transition**

For Siemens Smart Infrastructure, Merkle made the currently hot topic of sustainability and climate change tangible. This brought the successful team a Bronze Lovie and one of the audience awards. The documentary "Alles auf Grün / The Power Reset," which is enjoying success on Amazon Prime Video and YouTube, accompanies a lighthouse project of the energy transition. In the small Upper Franconian town of Wunsiedel, Siemens Smart Infrastructure developed a completely sustainable energy supply. The topic was tailor-made for vivid docutainment. Interviews, animated illustrations and a gripping storyline show viewers how a 100 percent climate-neutral energy cycle works. This is how award-worthy content marketing succeeds.

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*Miika Puputti, Group Creative Director at Merkle – a dentsu company (Source: Merkle)*



## **About Merkle**

Merkle is a leading data-driven customer experience management (CXM) company that specializes in the delivery of unique, personalized customer experiences across platforms and devices. The company's heritage in data, technology, and analytics forms the foundation for its unmatched skills in understanding consumer insights that drive hyper-personalized marketing strategies.

With 15,000+ employees worldwide and 1,500 in the DACH region, Merkle drives improved marketing results and competitive advantage for the Top 500 companies throughout the region as well as Eastern Europe. Our digital enthusiasts combine their expertise in Digital Transformation Strategy, MarTech Platforms, Creation, User Experience (UX), Customer Relationship Management (CRM), Data, Commerce, Mobile and Content Management System (CMS). Together we inspire transformation. We dream, we do, we deliver.

The merger of Namics and Isobar Switzerland and Austria creates a leading player in the DACH region in the field of customer experience management, data-driven creativity and marketing technology. 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 <http://www.merkleinc.ch> and follow us on [LinkedIn](#).

## **About dentsu**

Part of dentsu, dentsu international is made up of six leadership brands - Carat, dentsu X, iProspect, Isobar, dentsu creative, Merkle, 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. In the DACH region, dentsu and its agencies offer the complete value chain of marketing services and are present in 18 locations with a team of more than 3,000 employees. [www.dentsu.com](http://www.dentsu.com)