

Press release Merkle – a dentsu company

Bringing brands to life on next level

Merkle Enables Emerging Experiences with Creative and Technology-Driven Services

Frankfurt, January 26, 2023 – [Merkle – a dentsu company](#) will showcase its clients even better in the digital space in the future and has bundled competencies and services for technology-driven brand experiences for this purpose. By combining creative concepts and state-of-the-art digital technology, brands can offer their target groups unforgettable experiences.

Merkle has enhanced its portfolio with additional services for Emerging Experiences. The company is responding to the constantly evolving opportunities made possible by state-of-the-art technologies. Clients should not only be supported with a specific technology, but with a range of innovations that adapts to their needs.

Specific use cases instead of tech hype

As a customer experience company, Merkle must meet the needs of its customers not only now, but also in the future. Elements such as AR, VR, NFTs, real-time 3D and AI will play a role in this. These technologies and concepts have been known for some time. However, there is often still a lack of implementation in use cases that offer companies concrete added value. With the new creative services and an experienced team, Merkle develops exactly these.

„I am excited to work on innovative services for our customers and thrilled with the commitment Merkle has put into this push. The client feedback has already been overwhelming”, **says Frederico Breslau, Senior Manager Emerging Experiences at Merkle DACH**, responsible for strategic and art direction.

In order to avoid thinking in boxes and to cover as many technologies as possible, Merkle has built up a group of creative minds and experienced developers who focus entirely on innovative concepts that make brands more tangible. These include, for example, showrooms that can be walked through via augmented and virtual reality, or touchpoints that are built into gaming environments and can be controlled by nerve signals. The latest showcase video provides an insight into what this might look like.

„No one knows exactly how the technological development will progress. We don't want to limit ourselves to one direction because a certain topic is currently generating hype. Our job is to explore different avenues to offer our clients what will benefit them the most ”, **says Miika Puputti, Group Creative Director at Merkle DACH.**

Explore the future of user experience today

With digital innovations, brands today can present themselves online in many ways. Because of the constant development of these technologies, it is difficult to always stay up to date. That's why Merkle combines creative thinking with data and technologies. The expertise of the developers in collaboration with the creative concepts of the artists result in solutions that push the boundaries of how brands can be experienced digitally. In this way, companies not only stay current, but position themselves for the future of brand management and customer experience.

„Within the framework of this initiative, we want to offer our most dedicated and enthusiastic experts the opportunity to realize their visions“, concludes Maximilian Mollien, Director Digital Experiences at Merkle DACH and initiator as well as business sponsor of the project. „As a result, we offer our clients brand experiences that excite, surprise and engage their audiences like never before.“

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Press contact Merkle:

Bianca Reisert

bianca.reisert@merkle.com

Tel.: +49 151 52702893

Picture material:



Maximilian Mollien, Digital Experiences Director at Merkle – a dentsu company (Source: Merkle)



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



Frederico Breslau, Emerging Experiences Manager 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.

More than 14,000 employees worldwide - including over 1,800 in the DACH region - optimize marketing successes and achieve competitive advantages for the Fortune 1000 companies and leading nonprofit organisations. Our digital enthusiasts combine expertise in digital transformation strategy, MarTech platforms, creative, user experience (UX), customer relationship management (CRM), data, commerce, mobile and content management systems (CMS). Together we inspire digital transformation. We dream, we do, we deliver.

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 www.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. www.dentsu.com