

Press release Merkle – a dentsu company

Merkle invests in creative excellence with new Creative Directors

Zurich, April 04, 2023 – [Merkle – a dentsu company](#) is investing in creative strength in the DACH region with four new Associate Creative Directors and two new Group Creative Directors. Miika Puputti takes on the new role of Executive Creative Director DACH. Together they are to develop excellent creative visions and marketing services for Merkle clients. With the expansion of its creative team, Merkle is reacting to the positive development of the DACH market.

In contrast to the Line Managers, the new heads focus less on the day-to-day business and more on creative services for clients. Internally, the Directors form a horizontal group consisting of the areas of Merkle's own Creative Experiences unit. Equipped with different professional backgrounds, the creative minds are responsible for managing the entire creative output in all process phases and across different disciplines.

Marco Becker and Anders Wirenstrand bring many years of creative experience to the table

With **Marco Becker**, Merkle is drawing on award-winning experience: as the new Group Creative Director in Switzerland, Becker focuses on bringing creative excellence to the local market. Together with the other units, he develops projects and pitches for existing and new clients. **Anders Wirenstrand** is the German counterpart responsible for the Creative & Content Team in Germany and Austria. Already Creative Director at Merkle DACH for many years, he will ensure German creative excellence in the future and contribute his wealth of knowledge in award-winning creative campaign work.

Becker and Wirenstrand lead several client and creative teams at Merkle and will work closely with the managing directors and strategists to develop entirely new client projects.

Broadly positioned with four new Associate Creative Directors

The four new Associate Creative Directors work at project level, overseeing the creative development of selected campaigns and initiatives across all phases. They work alongside cross-functional teams including copywriters, designers and consultants. This ensures that all creative work is purposefully aligned with the client's needs.

Joséphine Schöb is a creative strategist with a passion for branding. Her specialties are brand identities, brand language, storytelling and naming. With her background as a sociologist, journalist, brand and communication expert, she brings a wide range of experience and an eye for the big picture. Joséphine started as Lead Communication Consultant at Merkle in 2022, where she has since been guiding brands from strategy to design, bringing them to life.

Antonio Haefeli is a communication expert with a focus on storytelling and conception. Since 2008, he has worked as an editor and producer in magazine journalism, as well as a concept developer and content strategist in agencies. In 2021, he joined Merkle as Lead



Communication Consultant, where he is particularly interested in authentically told stories behind organizations, brands and products.

Previously a freelance designer, **Adam Machtelewski** moved into digital media in 2011, joining a successful friend as Design Lead. Within the last 12 years, Machtelewski has specialized in UX design, animation and illustration. He joined Merkle in 2017 and has since brought recognition to the industry through his broad portfolio and passion for contemporary design.

Christian Cramer-Clausbruch is an experienced producer and creative with a strong background in film, entertainment and advertising. He has worked with renowned companies such as Jung Von Matt/Hamburg, Google EMEA and Prime Video DACH and is an expert in branded content and creative innovation. He also researches the creative communication of the future together with a network in Canada and Japan.

Last but not least, **Miika Puputti** takes on the role of **Executive Creative Director** of Merkle DACH and leads the squad of Creative Directors on their way to even more creative excellence. Puputti is looking forward to the new tasks and said: "We are expanding our creative footprint to bring our clients even closer and more authentically in touch with their target groups. Supported by my visionary colleagues, we will collaborate even more strongly across all units and country borders and implement lighthouse projects with our clients."

The new positions complement the existing Creative Directors Alexander Schmidt, Thomas Link, Fred Breslau, Wolfgang Kindermann, Nicole Binder-Hirschberger and Felix Kreller.

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Press contact Merkle:

Bianca Reisert

bianca.reisert@merkle.com

Tel.: +49 151 52702893

Picture material:



BU: Marco Becker, Group Creative Director CH bei Merkle – a dentsu company (Bild: Merkle)



BU: Anders Wirenstrand, Group Creative Director DE & AT bei Merkle – a dentsu company (Bild: Merkle)



BU: Joséphine Schöb, Lead Communication Consultant bei Merkle – a dentsu company (Bild: Merkle)



BU: Antonio Haefeli, Lead Communication Consultant bei Merkle – a dentsu company (Bild: Merkle)



BU: Adam Machtelewski, Experience Design Lead bei Merkle – a dentsu company (Bild: Merkle)



BU: Christian Cramer-Clausbruch, Associate Creative Director bei Merkle – a dentsu company (Bild: Merkle)



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



About Merkle

Merkle is a leading data-driven digital agency for Customer Experience Management (CXM) and specialises in developing unique personalised and cross-channel customer experiences. With years of experience in data usage, technology and analytics, Merkle identifies customer needs and creates hyper-personalised marketing strategies and campaigns based on them.

More than 14,000 employees worldwide - including over 1,800 in the DACH region - optimise marketing successes and achieve competitive advantages for the top 500 companies throughout the region and in Eastern Europe. Our digital enthusiasts combine expertise in digital transformation strategy, MarTech platforms, creation, 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.

The merger of Namics and Isobar Switzerland and Austria created 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.merkle.com/dach/en> follow us on [LinkedIn](#).

About dentsu international

Dentsu international is part of dentsu and consists of 6 leading brands worldwide - Carat, dentsu X, iProspect, Isobar, dentsumcgarrybowen, Merkle and its other specialised agency brands. Dentsu international helps its clients to build relationships with their consumers and achieve sustainable progress for their business. With excellent services and solutions in the areas of 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 over 3,000 employees. www.dentsu.com