

Press release Merkle – a dentsu company

German Innovation Award 2023 for Fortius and Merkle DACH

Merkle & Fortius have won the "German Innovation Award 2023" for delivering a fully integrated multi-event commerce platform for major events such as UEFA EURO 2024™ and the Paris 2024 Olympic Games.

Zurich, June 01, 2023 – Merkle is thrilled today to announce that it has been awarded this year's German Innovation Award for work in partnership with Fortius. The German Design Council's Innovation Award celebrates cross-industry projects and stories that enhance our lives, where clear user orientation and product value-add are the two key distinguishing factors.

Fortius' vision aims to move the event experience into an open marketplace, designed to extend customer lifecycle, with a balanced B2B and B2C model, and expanding the journey of rightsholders to its full potential. In partnership, Fortius and Merkle developed the first fully integrated, white-label experience platform that empowers event organizers to explore entirely new revenue opportunities as well as building up scalability and adaptation.

This innovation tackles the global challenges faced by event organizers at unifying multievent commerce solutions and will be utilized at many major sports events. Fortius is Sales Agent and Member of the 2024 Hospitality Experience Group, the Official **UEFA EURO 2024™** Hospitality Provider and the Official Sub-Distributor of On Location for the sale of the **Olympic Games Paris 2024** Official Hospitality Products in more than 50 countries. Through our collaboration, Fortius' platform today has improved their time-to-market for D2C event commerce platforms, specifically crafted to enhance the end-to-end premium experience.

The award recognizes Fortius & Merkle's innovative work in improving user experience through product added value and reflects the commitment to future growth and growing revenue streams for its customers. Merkle appreciates the jury's recognition and Fortius' trust and cooperation in creating impactful user experiences.

*"Customers are at the center of everything we do, and our technology will provide them with all the necessary tools to select and curate an exceptional Official Hospitality experience", says **Max Müller, CEO Fortius AG & Daimani.** "We thank the German Innovation Award for the recognition in developing the most connected and digital hospitality experience that the world of commercial sports hospitality has ever seen."*

*"Innovation without scalability is just prototyping – with Fortius we are showcasing our capability of creating and implementing innovative and scalable business models with a fast time to market. Making the platform as seamless as possible for the end-consumer is key: in hospitality time to market and innovative experiences must always come before technologies and platforms", says **Patrick Fromm, Chief Client Officer, Merkle Switzerland.***

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Picture material:



From left to right:

Claudio Prestigiacomio (Merkle), Arianna Sindreu (Merkle), Manuel Gehrlach (Fortius), Marco Becker (Merkle), Max Müller (Fortius)



Patrick Fromm (Merkle)



About the German Innovation Award

The German Innovation Awards honor products and solutions that distinguish themselves primarily by their user centricity and added value compared to earlier solutions across all industrial sectors – because innovations that shape the future and improve our lives come from all industries. Sometimes you recognize them at first glance – but often this is not the case. The German Innovation Awards intend to change that. The competition makes outstanding achievements visible to a wide audience and ensures successful positioning in the market.

<https://www.german-innovation-award.de>

About Fortius

The Zurich-based company is helping to transform the way that individual and corporate customers engage with major events and purchase official hospitality, travel and accommodation. The company is a joint venture lead by DAIMANI, the first global e-commerce platform for the sale of official hospitality products at sports, music and cultural events.

For more information, visit them at <https://fortius.io>.

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