

# Penquin shines at the DMASA Assegai Awards 2020

Issued by [Penquin](#)

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After what has been a challenging year for many agencies, Penquin was amongst a strong list of leading agencies all vying for recognition at The Direct Marketing Association of South Africa's Assegai Awards 2020.



The Assegai Awards acknowledge and award agencies whose integrated marketing campaigns delivered exceptional results. This year's glittering live event was held on Thursday, 26 November at The Venue in Melrose Arch.

The agency was incredibly proud to be awarded a total of four Assegai awards across various categories, amongst these a gold award for the agency's talented digital marketing manager Nicole Glover who was recognised as the Young Director Marketer of the Year 2020.

After recently being re-appointed by Suzuki Auto South Africa as their lead agency, Penquin celebrated this by scooping a Gold Award and Leader Award for the Ertiga and S-Presso Suzuki Auto South Africa campaigns, again proving why they have been the agency of choice for 18 consecutive years.

"The core of Penquin is the strength of our relationships with our clients. Clients trust us with their brand's reputation, and this drives us to be creative and innovative" says Ryan Nofal, managing director of Penquin.

## **Multichannel/Country Awards- Integrated Direct Marketing Campaign**

Gold Award

Penquin and Spitfire Inbound

Campaign: Suzuki Auto South Africa – Ertiga

## **Section D: Craft Awards - Art Direction**

Leader Award

Penquin

Campaign: Suzuki S-Presso

## **Section F: Individual and Company Awards**

## Young Direct Marketer of the Year

Gold Award

Nicole Glover

## Newcomer of the Year Award

Gold Award

Watch this space, with the Newcomer Agency of the Year award under their belt in 2020, Penguin is set to shine at the Assegais next year after a year of successful marketing campaigns executed during the lockdown in 2020.

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### Penguin



Penguin is an independent, mid-sized integrated marketing agency nestled in Johannesburg, with a team of insightful and creative individuals at its core. Established in 2000, our two-decade journey has seen us become a driving force behind the growth of several market-leading brands.

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