

Penguin and Suzuki Auto South Africa extend partnership until 2023

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Suzuki Auto South Africa (SASA) has once again secured Penguin, a full-service results-based communications agency, as its lead agency for another two consecutive years commencing in April 2021.



SASA and Penguin's relationship dates back more than 12 years with Penguin being appointed to help launch Suzuki Auto in the South African market as an independent OEM in 2008. In the short 12-year period, SASA has seen substantial gains in the passenger car market, breaking 2,000 units sales and achieving a 6% market share in October 2020.

The decision by Suzuki Auto to re-appoint Penguin as their agency six months before their current agreement expires is testament to the partnering nature of the relationship between brand and agency especially when considering the current economic climate.

Ryan Nofal, managing director at Penguin, says: "Seeing Suzuki Auto achieve record sales in a highly competitive automotive market is very satisfying for me. As an agency focussed on delivering tangible results for our clients, getting to work closely with, and understand the objectives of each department allows us to work closely with the Suzuki Auto marketing team in helping them deliver on their commitments to the business. The Penguin-SASA relationship is a true partnership that over the past 12 years has developed into more than just a team – we are family."

As Suzuki Auto's brand custodians, Penguin will deliver on all marketing and campaign strategy, creative execution, media strategy, planning and buying, social media strategy, content development and community management as well as all television and radio production for the brand.

Suzuki South Africa's brand marketing manager, Brendon Carpenter, says: "Our strategy is to build on our successes and learn from our challenges. Penguin, like Suzuki, have grown from strength to strength – always learning, always adapting. In these uncertain times we have all learnt to keep those dear to us closer and strengthen important relationships. It is a culture made up of passion and vast hands-on experience that made the decision to re-appoint Penguin as our lead agency an easy one. We look forward to working together with them to sustain our growth by delighting our customer base with great products and exceptional service alongside our passionate dealer network."

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