

# Penquin wins at the 2021 Assegai Awards

Issued by [Penquin](#)

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Leading integrated marketing agency, Penquin, is excited about their recent performance at the 2021 Assegai Awards. Penquin, who recently celebrated 21 years, was presented with four awards, including the coveted silver for Agency of the Year, and bronze for Brand of the Year, highlighting their amazing work with long-time client Suzuki.



“We are always striving to push creative boundaries for our clients, so being recognised by the Assegai Awards is truly remarkable. We’re an agency that is bold, creative and purposeful with a lot of soul,” says Veronica Wainstein, Penquin CEO.

The Assegai Awards is a mark of victory in integrated marketing excellence that acknowledges and awards those whose integrated marketing campaigns deliver exceptional results. Since their inception, the Assegai Awards have striven to benchmark the South African direct marketing industry, to highlight best-in-class examples and encourage all players in the industry to work towards achieving greatness in their campaigns. The ultimate goal remains to keep raising the bar for the whole industry.

An Assegai Award does not give honours for extravagant production values, enormous budgets or big-name companies. Rather, it recognises breakthrough strategy, creative brilliance and outstanding results in all direct marketing media, from

mail and print to digital, from mobile to broadcast.

## List of Penquin's achievements at the 2021 Assegai Awards:

Section A: Experiential Media: Light Up The Leo

Section F: Agency of the Year: Silver

Section F: Brand of the Year – Suzuki: Bronze

Section F: IAS Agency Credentials

For more information on all the winners at the Assegai awards:

<https://www.assegaiawards.co.za/2021-winners/>

For more information on Penquin:

<https://www.penquin.co.za/>

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### Penquin



Penquin 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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