

PenQuin International implements 'Product Champs 2010' for Sony Ericsson

Issued by [Penquin](#)

31 Aug 2010

Specialist marketing and advertising solutions company PenQuin International successfully created and developed a national sales road show for Sony Ericsson. The event was designed to train and test the Sony Ericsson knowledge of the sales consultants while still allowing them to be competitive and build team spirit.

Product Champs 2010 achieved Sony Ericsson's objectives which included creating a buzz amongst sales consultants countrywide about the company's handsets. At the same time, the road show developed and enhanced the Sony Ericsson product knowledge of the sales representatives.

"This fun filled national sales road show re-enforcing the Sony Ericsson brand was under taken prior to the world cup," says PenQuin International's Darren Leishman, "and our expertise in developing targeted product events of this nature ensured Sony Ericsson's brand became top of mind at a retail sales level."

"In this particular campaign we combined an interactive online product driven quiz element easily accessible to all participants. Those who were successful went on to compete in regional finals in four major cities where the top online entrants competed for prizes."

Following the Product Champs 2010, the Sony Ericsson Ambassador club was launched - 21 brand Ambassadors were chosen from the 3456 participating sales personnel in this campaign, as the ultimate Sony Ericsson Ambassadors in their respective retail trade.

"The road show allowed us to engage with the sales consultants in an objective environment while reinforcing Sony Ericsson's core values in a fun and memorable way," says Darren. "The feedback from client has been extremely positive and we are investigating hosting similar events on an annual basis."

About PenQuin International

PenQuin International is a complete advertising and marketing solutions company. Our focus is on developing and implementing unique, cost effective solutions tailored to meet our client's strategic marketing and advertising objectives. Clients benefit from a dedicated communications partner who takes responsibility for the total project - from concept to execution.

" **Penquin restructures to elevate business and drive innovation** 25 Apr 2024

" **#CareerFocus with Mandy Davis co-managing director at Penquin** 4 Apr 2024

" **How effective rebranding can redefine and elevate your business** 3 Apr 2024

" **Stars align for Penquin's brand evolution as agency unveils new logo and corporate identify** 2 Apr 2024

" **Four Leadership Strategies For A Dynamic Start To The New Year** 6 Feb 2024



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.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>