

DUO Marketing and Communications scoops 2016 Veeam agency of the year award

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Specialist tech PR agency [DUO Marketing + Communications](#) has been awarded 2016 Veeam Agency of the Year at the company's annual PR summit held in Amsterdam.

More than 30 agencies worldwide deliver PR services for [Veeam](#) and were in the running for the award. DUO won the award for its consistent delivery of quality content, fresh ideas and excellent results.

"We are delighted to have won an award that we believe highlights the value we offer our customers. We believe that our focus on understanding the influence technology has on business and our ability to unravel the business value of technology, simply and effectively, makes us a valuable partner to clients such as Veeam," says Dominique Pienaar, Gauteng regional manager at DUO Marketing + Communications.

This is the second time that the agency has been recognised by Veeam - at the inaugural PR Summit in 2014 in Barcelona, DUO was named Collaborative Agency of the Year.

The summit acts as a two-day planning and collaboration session for the year ahead. It enables the corporate communications team to brief PR agencies on the company's communication and messaging goals for the coming year. Agencies collaborate, brainstorm and deliver creative ideas that will support the company's evolving message and allow it to reach its audience targets and PR goals for 2017.

"We understand that global messages need to speak to the realities of doing business in Africa, so the ability to consult and partner with clients is becoming an increasingly important part of our role," says Pienaar.

The summit highlighted the importance for consultants to be familiar with macro trends and find ways in which to incorporate, analyse and localise these trends in their thought leadership positioning for clients.

"We could not be more thrilled with this award which is a testimony to the account team's focus on, and drive to create and sustain awareness of, and interest in a global ICT brand like Veeam," concludes Pienaar.

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