

PenQuin International's creativity connects with Sony Ericsson

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Mobile handset giant Sony Ericsson has opted for the services of marketing solutions agency PenQuin International jointly with an additional agency, still to be announced, to deliver their local creative message.

The pitch saw PenQuin International triumph over several local heavy-weight agencies and comes as another excellent accolade after their recent success on the Suzuki Auto account.

PenQuin International's core focus will be on developing uniquely South African concepts to deliver the benefits of the Sony Ericsson experience, encompassing creative development through to in-store POS and brand activations. PenQuin's business team headed by Mike Bray, Greg Kockott and Dean Oelschig are extremely confident that they not only can deliver on Sony Ericsson's expectations but substantially exceed them.

"In a very challenging market we strive to fulfil our global vision of being the most innovative and attractive handset manufacturer, we therefore need a partner who understands both our consumers and our needs, as well as ensures that we get our message out to the market in the most creative way." - Sonja Shear - Head of Marketing Southern Africa, Sony Ericsson.

"In the end, it was our ability not only to understand the challenging South African market but to also excite potential consumers with relevant and unique through the line solutions. A client with the creative mindset and the willingness to cross boundaries is extremely rare, we are relishing the challenge." - PenQuin International Account Director - Greg Kockott.

"PenQuin's integrated marketing product offerings make us an ideal partner for our clients. We not only can take care of their traditional advertising needs but also deliver across the board on all the marketing solutions the client requires. This gives the client one point of accountability and ensures that the brand message is consistently delivered with the same passion at all levels." - Mike Bray - CEO PenQuin International.

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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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