

PenQuin International win Creative Circle award

Issued by [Penquin](#)

31 Aug 2009

PenQuin International recently took top honours at the Creative Circle awards with the Sony Ericsson C903 Smile Shutter™ radio campaign. The Creative Circle is a monthly contest in which agencies slug it out for the top spot in different media categories.

The Sony Ericsson C903 Smile Shutter™ campaign sought to illustrate the unique camera functionality of the handset. The Smile Shutter™ capability takes face detection technology to the next level, only taking a picture when the person in view smiles. The campaign employs three humorous sketches between two friends that in effect have the listener smiling. Payoff line: "It only clicks when you smile."

Pepe Marais, Creative Circle Chairperson, had the following to say about the radio campaign: "A very simple idea beats production this month, proving that it's all about ideas. Its also great to see new names rising through the ranks since nothing serves the work more than healthy competition - more so in a category that traditionally has been treated as the cousin of the bride."

"We found it exceptionally gratifying that Sony Ericsson briefed us on this campaign. It is a testimony to the client's trust in the calibre of creative work that PenQuin produces. A lot of creative work has to be done proactively so when a client values that effort and is prepared to back it, it puts a huge smile on my face," adds Darren Leishman, PenQuin International MD.

About PenQuin International

PenQuin International is a complete marketing solutions company. Our focus is on developing and implementing unique, cost effective solutions tailored to meet our client's strategic marketing objectives. Clients benefit from a dedicated marketing 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>