

Penquin, Spitfire and Suzuki SA win big at New Generation Awards

Issued by [Penquin](#)

9 Oct 2017

Spitfire Inbound, Penquin and Suzuki SA are delighted after being announced as the gold winners in the 'Best Revenue Marketing Campaign/Event' and 'Best Marketing Automation Campaign' categories at the recent New Generation Awards which identifies winners at the forefront of South Africa's future communications, media and digital technologies.



"We went head to head against some really tough opposition and against large agencies," says Veronica Wainstein, Penquin's Managing Director, "but being an independent and full-service agency has had a great part to play in our success."

"It is inspiring to see that both categories that we entered with Suzuki SA, we won," says Darren Leishman, CEO of Spitfire Inbound Marketing. "I believe that, in part, our success is the long-lasting client relationships we've built over many years, with this client in particular, and being held accountable for our work with measurable objectives and benchmarks – our client's successes are our successes."

This year The New Generation Social & Digital Media Awards took place at Montecasino and received a record amount of entries. Awards included best social and digital media marketing campaigns, best use of online media and tools, outstanding individual performers and our main overall winners from the agency and corporate sectors.

Winning campaigns showed on-strategy creative execution that displayed a clear link between the original business objectives and the outcomes enabled by the work.

"We're extremely thrilled with the two Gold Awards that we achieved at New Generation which just reinforces our credo as a 'results-driven agency' which wouldn't be possible without the support of amazing clients like Suzuki SA," concludes Wainstein.

Find out more about Penquin on their website www.penquin.co.za or Spitfire Inbound Marketing at www.spitfireinbound.com.

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