

Penquin Celebrates Sweeping Victory with Five Scopen's 2023/24 Agency Scope Awards

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Local brand and communication agency [Penquin](#) is proud to announce its remarkable success at the Scopen's 2023/24 Agency Scope Awards, securing a total of five prestigious accolades.

The awards were presented in recognition of Penquin's outstanding achievements and contributions in various categories within the marketing, communications, and advertising landscape.

The Scopen's 2023/24 Agency Scope Awards stand as an epitome of prestige and recognition within the realm of marketing, communications, and advertising. Renowned for their meticulous and comprehensive methodology, these awards are conferred through an exhaustive study that engages with the highest-level decision-makers across diverse sectors.

These awards hold an esteemed reputation, representing the pinnacle of achievement for agencies. The awards serve not only as a recognition of outstanding accomplishments but also as a benchmark for industry leaders, signifying innovation, impact, and unwavering commitment to excellence. Earning a Scopen's Agency Scope Award is a distinguished acknowledgment of an agency's influence and success within the dynamic landscape of the marketing and communication industry. These wins are a testament to the Penquin's excellence.

The Scopen's 2023/24 Agency Scope Awards determines their winners through an extensive and comprehensive study conducted every two years. This study involves in-depth meetings with the highest-level decision-makers in marketing, communications, and advertising, spanning from the largest to the smallest spending marketers in South Africa.

For the 2023/24 edition, Scopen conducted a total of 528 interviews, including 312 marketing professionals from 220 companies, 155 creative-agency professionals, 45 media-agency professionals, and 16 media owners.

Penquin emerged triumphant in five distinct categories, showcasing the agency's prowess across various facets of the industry: In its 2023/24 edition, Penquin took home awards in the following categories: Agency Advanced In Digital, Good Service In Performance, Integrated Services Offering, Good At Digital Media Planning & Buying and Proactive Team.

"We are honoured and thrilled to receive five Scopen's 2023/24 Agency Scope Awards, which reflect the dedication and hard work of our entire team," said Ryan Nofal, Managing Director at Penquin. "These awards are a testament to our commitment to delivering innovative and effective solutions for our clients, and we look forward to continuing our journey of excellence in the ever-evolving marketing and communication landscape. We would also like to take this opportunity to thank our clients for their participation and support."

Veronica Moleele, CEO at Penquin, adds, "This recognition is a testament to the passion and creativity that drives every member of the Penquin team. We are honoured to receive these awards, and they serve as a reaffirmation of our commitment to pushing the boundaries and delivering impactful solutions for our clients. The journey continues, and we look forward to achieving even greater milestones together."

Penquin's success at the Scopen's 2023/24 Agency Scope Awards underscores its position as a leading agency in South Africa. The agency remains steadfast in its commitment to pushing the boundaries of creativity and delivering exceptional results for its clients.

ABOUT THE AUTHOR

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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.

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