

PenQuin International lands Lead Group account

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PenQuin International recently added Lead Group to the company's client portfolio. Lead Group, a specialist Human Capital Management company, recruited PenQuin to launch a revolutionary management system and assist in future marketing activities.

Lead Group specialises in combining best practises over numerous human resource functions, providing a system that fully manages all aspects of a company's staff performance.

"We are very excited about this venture. PenQuin has designed a thorough above-the-line and direct marketing campaign that will inform and educate the HR industry about Lead Group's Human Capital management system. A product they will find extremely beneficial," says Guy Orsmond, Account Director.

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.

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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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