

Recently launched BrocklebankPenn recruits new staff in response to recent influx of new business wins

Tuesday 29 November, 2011

BrocklebankPenn has moved into prestigious offices next door to the iconic Sanderson Hotel. The move to the new office follows the recent appointment of six new members of staff. Four join the studio, two each in creative and digital, and two further experienced staff join client services. Backed by Gary Brine, founder of international agency Gyro which sold for \$120m in 2008, BrocklebankPenn was set up by an executive team of five experienced partners with the mantra that clients should always have access to key partners within the business.

The agency has already taken on several new accounts in recent months, including Vestel, the major manufacturer of white goods. Vestel UK has appointed BrocklebankPenn to launch its Servis brand in the UK with rollout across Europe. Product categories expected to be included in the launch include laundry, cooking, refrigeration and dishwashing.

Managing Director of BrocklebankPenn, Peter Brocklebank commented; This office move marks a significant milestone in our plans for growth. Through our unique approach, One Brand World, which charts the Zero Moment - when customers first start looking for a new purchase - through to the Last Ten Feet - where the customer is ready to make the purchase - we have already successfully won several new accounts. We have also recruited new staff to ensure that we continue to supply marketing solutions that work on every level where every element is designed to do a job and deliver real results to the client.

As part of their continual expansion strategy, BrocklebankPenn has also recently joined the Marketing Agencies Association, which provides support, training and development to growing agencies.

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NOTES TO EDITORS

About BrocklebankPenn

A team of highly experienced individuals with diverse marketing backgrounds yet shared values, including serial entrepreneur Gary Brine. BrocklebankPenn was founded to ensure that clients always get direct, honest dialogue with the key people driving each project.

The executive team at BrocklebankPenn has together more than 100 years of client and agency experience. Whether working on a comprehensive international marketing strategy or delivering a multi-channel tactical campaign, BrocklebankPenn brings the same big agency processes, standards and capacity while holding onto small agency adaptability, responsiveness and nimbleness.

One Brand World

No matter where customers see, hear, discuss or touch a brand, it must leave an immediate and lasting impression. BrocklebankPenn understands that every form of media has a relevant part to play, and all must come together to build confidence, drive awareness, open engagement, answer any questions, entertain, help and of course sell product/service.

From the Zero Moment when a customer first starts looking and researching a new purchase, to the Last Ten Feet, when they make a decision about what and where to buy, BrocklebankPenn builds campaigns that will engage with the customer at every touch point.

From Zero to Ten, the customer sees the brand all at once - its what BrocklebankPenn call a One Brand World.

For more information and inspiration please visit: www.brocklebankpenn.com

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