

DUO scores a perfect 10 in best year yet

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Doubled revenues, a Gauteng office, a wide range of new digital offerings, a team three times the size, and an enviable client list are just some of the achievements DUO Marketing + Communications is celebrating at the end of 2014 - a busy but productive year for the niche B2B tech PR and marketing agency.

DUO's CEO Judith Middleton comments, "I am very proud of the strong commercial growth DUO has achieved this year. Striking a balance between winning new clients, and maintaining the high quality of service our existing client base relies on us for, has been our core focus."

The 10 year old agency, which specialises in translating the business value of B2B technology products and services for local and international clients, opened an office in Johannesburg at the beginning of this year. Technology PR veteran, Dominique Pienaar, was brought on board in May as the Gauteng Regional Manager.

"The first six months have been both exciting and humbling," says Pienaar. "It's always challenging to extend and grow the legacy of an established and well respected agency. The combination of fantastic clients in Johannesburg, as well as a reputation for unquestionable service excellence and integrity is a solid foundation on which I got to put together a robust team of media, content and digital experts."

The agency has expanded its offerings to include a host of digital brand amplification strategies, which have been well-received by its clients, including Huawei Enterprise South Africa, Vox Telecom and CloudGate.

"These new offerings are delivered by a team of people with a diverse range of skills, who each work to their strengths and collaborate nationally to bring value to the DUO ecosystem and ultimately to the clients we serve," says Middleton.

"The achievements of this past year create a strong foundation for 2015, when we will focus on consolidation and ensuring seamless delivery of a broad suite of brand elevation services developed and tested in 2014."

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