

TQ partner adjudicates 2018 Apex Awards

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[TQ Group](#), technologically led modern-day communications agency, is proud to announce that partner Mogorosi Mashilo was selected to form part of the esteemed judging panel for this year's Apex Awards.



Mogorosi Mashilo

Hosted by the Association for Communication and Advertising (ACA), the prestigious Apex Awards promote and reward communications campaigns that use creative flair and best practice to demonstrate a tangible impact on clients' bottom line.

Mashilo's unique and specialist skillset in the field of consumer and business intelligence made him the perfect fit for an adjudication panel which included agency heads and captains of industry boasting expertise across the spectrum of digital, creative, research media and marketing.

"It's been an honour to participate in this important award that fosters excellence in communications," said Mashilo.

Mashilo, CEO of South African based consumer and business intelligence company, Trender Insights, is a partner to TQ as their go-to strategist, measurement and research guru.

TQ Group Head, Elbé Smith says that Mashilo's understanding of the importance of technology as a driver for messaging has strengthened TQ's range of tech-driven communications solutions.

"Mogorosi's ability to merge the paradigms of strategic planning and creative storytelling has been key to TQ's success in delivering effective communications in a rapidly evolving tech-driven world."

With a clientele that boasts major financial institutions, parastatals and retailers both locally and across Africa, the TQ Group understands the need to remain innovative and to provide targeted and measurable results.

"We attribute our success to enabling our clients to engage their consumers directly through innovative tech-driven, creative storytelling, thereby seamlessly integrating internal and external communication needs.

Although the TQ Group is not a new agency, its ability to provide tailor-made, state-of-the-art tech solutions is fast earning it the title of 'disruptor' in the industry.

"We recognised the need to stay ahead of the pack and to be able to provide state-of-the-art, tech solutions that will result in measurable ROI for our clients," commented Smith, adding that it was for this reason that TQ can now boast in-house expertise to provide research, strategy, content production, scheduling, AVA and digital communications for their clients.

"We believe that our array services and our ability to develop custom-made tech solutions make TQ an industry leader in strategic communications solutions," concludes Smith.

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