



## ***Protean appointed by The Paragon Group***

**Protean has confirmed that it has been appointed by The Paragon Group, a renowned provider of electronics manufacturing services (EMS). Under the terms of the agreement, the integrated marketing specialist will apply its creative and strategic expertise to develop the Paragon brand, along with its UK and Czech-based subsidiary, JJS Electronics Ltd.**

Following a comprehensive consultation period, The Paragon Group decided to award its business to Protean based on the company's proposed innovative approach to developing its brand, extensive knowledge of its key global markets and proven ability to drive business performance. Having conducted a preliminary analysis of the Paragon business, Protean presented the EMS provider with a series of creative examples of how it could pursue effective campaigns to realise its business goals.

“We're delighted to add The Paragon Group to our portfolio and look forward to applying our proven Brands by Design philosophy to develop its corporate identity while propelling it towards future growth,” explains Protean Managing Director, Greg Robinson. “From the outset, it was clear that Protean and Paragon was a perfect match – uniting a strong business with clear objectives, with our own highly relevant, integrated skills set and extensive experience in the electronics marketplace. Deploying targeted integrated marketing initiatives designed to meet Paragon's precise business goals, I am confident that this partnership really is a recipe for success.”

In addition to developing Paragon's status as a leading Total Component Management™ and Electronics Manufacturing Management™ specialist, Protean will also be working closely with the company to promote its recently acquired subsidiary JJS Electronics Ltd. Offering a full range of contract manufacturing services, JJS also combines offshore capabilities with the full security of a UK company – an important differentiator in its market. Protean's successful pitch saw it deliver creative material that harnessed the potential power of these USPs, impressing the company's management team and demonstrating the agency's core understanding of the global electronics market.

For more information about Protean Marketing Communications Ltd. and its range of integrated marketing packages, please contact [greg.robinson@protean.co.uk](mailto:greg.robinson@protean.co.uk).

**-ENDS-**

Protean Marketing Communications Ltd is a comprehensive, business-to-business communications agency with offices in the UK, US and Asia. Founded in 1991, the company's integrated marketing and strategic branding expertise combines uniquely with its passion for communications and wealth of creative energy. Using advertising, PR, direct mail, electronic media and design, Protean effectively conveys the core business messages of its clients to target audiences worldwide. Underpinned by its proven Brands by Design philosophy, Protean's in-depth expertise has consistently developed positive and sustainable brand identities for a diverse client base.

<b>Protean contact</b>
Greg Robinson Protean Marketing Communications Ltd Unit 1, Cutbush Court Danehill, Lower Earley RG6 4UW
Tel: +44 (0)118 975 9880 Email: <a href="mailto:greg.robinson@protean.co.uk">greg.robinson@protean.co.uk</a> <a href="http://www.proteanmarketing.com">www.proteanmarketing.com</a>