**Cargo Named Lead North American Agencyfor Small Business Marketing by Lenovo NA**

(Greenville, South Carolina) June 16, 2016 - [Cargo](http://www.thecargoagency.com/), a full service marketing agency that specializes in helping big brands speak to small businesses, has been selected as the lead agency for small business marketing for Lenovo North America. [Lenovo](http://www.lenovo.com/us/en/) is a global leader in innovative consumer, commercial and enterprise technologies, with over 50,000 employees and $46 billion in global sales in 160 countries. Lenovo is the #1 PC manufacturer in the world.

“The team at Cargo has proven their commitment to the unique needs and mindsets of small businesses. Their capabilities and insights in marketing and communications to this unique group are unparalleled. We are excited to partner with them in support of our North American small business marketing strategy and to implement their unique solutions in order to drive our business forward,” said Jennifer Downes, Director, Direct Response Marketing.

Cargo will lead marketing insights, strategy and planning, creative development, execution and optimization for online, mobile and offline initiatives. The scope of work also includes advertising, lead generation and nurturing, sales enablement, website experience, CRM integration, in addition to special promotions, content and influencer marketing and analytics. Cargo will also support the worldwide small business online strategy and other integrated elements for Lenovo.

“As the leading PC manufacturer in the world, Lenovo has an incredibly diverse and respected portfolio of high quality products and services,” said Dan Gliatta, Managing Director of Cargo. “My team and I look forward to working with Lenovo and continuing to build upon the already strong foundation and firmly rooted reputation the brand already holds with small businesses.”

The Lenovo win follows a new assignment by Bridgestone Americas for a go-to-market strategy for their commercial tire division. Cargo is currently hiring new staff to support the additional businesses.

**About Cargo**

Founded in 2006, Cargo is a full service marketing agency and is the authority on helping larger brands market and advertise to small businesses – a focus Cargo termed B2SB Marketing®. Cargo’s capabilities include marketing, advertising, brand and marketing strategy and planning, digital and social media design and development, analytics, product marketing and sales programs. Located in Greenville, South Carolina and Toronto, Canada, Cargo’s innovative offerings has helped companies like Mercedes-Benz Vans USA and Canada, 3M, Canon Canada, Daimler Trucks NA, Intel, Bridgestone, and Microsoft. For more information, please visit [www.thecargoagency.com](http://www.thecargoagency.com).