

## Hoorah Digital lands Flight Centre, Sanofi

Digital media consultancy Hoorah Digital has landed a number of clients, including Flight Centre and global pharmaceutical giant Sanofi, which includes brands such as Essentiale, Pharmaton, and Pharmachoice in its stable.



Hoorah Joburg team. Image supplied.

### New Johannesburg office

The agency has recently opened up a Johannesburg office with the aim of helping the consultancy better serve its growing list of Joburg-based clients. The office, which currently houses a dozen employees, is headed up by Hoorah Digital CEO Shaune Jordaan, with strategy handled by head of media Tasmin Kingma.

That Hoorah Digital is able to open the new office is indicative of the high growth levels the company has seen since its launch earlier this year. Prior to officially launching, the digital media consultancy already had several clients, most notably the World Wildlife Fund for Nature (WWF) in South Africa and Rawson Properties. The office also makes it easier for the consultancy to collaborate with agency partner The Odd Number, with whom it won Nedbanks digital account earlier this year.

Since then, it's landed a number of high-profile clients, including Flight Centre and global pharmaceutical giant Sanofi. Acting as a digital consultant, Hoorah Digital will help these and other brands with digital research and auditing.

According to Hoorah Digital co-founder and CSO Jay Thomson, the company's successes to date are largely down to the approach it takes with clients.

"Most of our clients signed up after we conducted a media audit and workshop with them," says Thomson. "The challenge for internal marketing teams is bigger than ever and once we've shown them how they can improve their performance while reducing spend, they're eager to bring us onboard".

## **Technological expertise**

That Hoorah Digital is able to do so is thanks to its technological expertise in the programmatic and personalised marketing spaces. "Technology has completely changed the way branding works," says Kingma. "Things like Double Click Integration are now key. The way we use these media technologies at Hoorah allows brands to achieve the kind of results digital marketing always promised".

Jordaan agrees, adding that it's a massive shift from the way companies usually approach marketing. "It's a fresh, focused approach," he says. "Traditionally, companies rely on third-party agencies for the customer data that dictates their marketing approach. By helping companies build internal teams, we give them back control of their data".

According to Jordaan, understanding media technology is changing businesses for the better. "This not only reduces their media spend but also ensures that the money they do spend produces more effective business results," he adds. "With just a few small changes, we can significantly increase their ROI".

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