

# Hoorah Digital wins Hi-Tec, Pizza Hut Tanzania; co-founders move to Joburg

Hoorah Digital has won Hi-Tec and Pizza Hut Tanzania, the latest in its growing stable of brands to turn to the consultancy for their performance marketing needs.

Outdoor and lifestyle brand Hi-Tec signed Hoorah Digital on as an agency of choice following a pilot programme during which Hi-Tec's online store achieved an 80% increase in transactions, along with a 75% increase in revenue. Within the first month, Hi-Tec was able to reduce its media adspend by 71%, while experiencing a 35% increase in site visits.

Pizza Hut Tanzania, on the other hand, is the consultancy's first move into the rest of Africa and will showcase its ability to work across borders.

*“We're really excited that brands of the calibre of Hi-Tec and Pizza Hut understand the power of people-based marketing. We anticipate that as brands look to get full bang out of their marketing buck, more companies will start using this approach. – Hoorah CEO and co-founder Shaune Jordaan.”*



Shaune Jordaan



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Jessica Tennant 6 Jun 2018

As the Hoorah team looks to optimally service its growing pool of clients, Jordaan – together with co-founder and COO Jay Thomson – will be moving to Johannesburg.

“With offices in Cape Town, Johannesburg and Durban, it makes sense to oversee the business from the most central location,” adds Jordaan. “We have absolute faith that our Cape Town and Durban teams will continue to do the amazing work they’ve been doing.”



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In addition to this, Hoorah Digital is looking to get the most comprehensive sense of how South African companies spend their digital marketing budgets with its inaugural [Advertising Transparency Survey](#). Brands who complete the survey put themselves in line to win a digital marketing audit worth R100,000.



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