

Creative - Meet data

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Making digital marketing playful, clear and simple, by combining data, creativity, and media tech.

[Hoorah Digital](#), the leading digital transformation consultancy that believes in the marriage of data, creativity, and media tech, unveiled its new look and innovative digital marketing solutions at the business' head office in Bryanston, Johannesburg.



Hoorah Digital CEO, Shaune Jordaan (Photographer: Alison Tu)

"In an increasingly connected world that's constantly evolving, people don't just want personalised experiences, they expect them," Hoorah CEO Shaune Jordaan asserted in his welcome address. "We think it's time to connect the dots and prepare for the future, now."

The rebrand doesn't just represent a new look and feel for Hoorah Digital, but also the massive evolution its made as a company since its founding.



The new Hoorah logo (Photographer: Alison Tu)

Hoorah Digital was founded in 2018, by four digital marketing veterans to deliver real business value to its customers through people-based marketing. Expansion followed in July 2018 when Hoorah acquired Tenzing Agency, a Durban-based design and development agency, and again in February 2019 when it acquired the creative storytelling agency, Ritual Studio.

Its founders each have a history working in, and with some of South Africa's biggest digital agencies as well as the holding companies which have bought out those businesses over the past decade. These experiences led them to believe that there was a better, more empowering way for brands to represent themselves digitally.

Initially, they did so by presenting themselves as an alternative to traditional digital agencies. They quickly realised, however, that in order to really change the way digital marketing worked in South Africa, they had to help companies fully embrace digital transformation.



The Hoorah Digital management team (Photographer: Alison Tu)

“In a lot of agencies, you’ll be given a creative concept and asked to make it work with the programmatic and data tools at your disposal,” said Jay Thomson, the chief digital officer at Hoorah. “We think that’s the wrong way round. Instead, you should use data to create interesting and unique experiences for your potential customers.”

Addressing the audience at the launch, Hoorah’s Head of Paid Media, Vumani Ncube said: “Artificial Intelligence in marketing is taking a load off marketers’ shoulders, allowing us to focus on more data-driven strategies. Media marketers can leverage the basic principles of AI in order to understand human psychology and the implications of it in the real world scenario. When Media marketing automation leverages AI, it helps to understand and track multiple aspects of user behaviour. Once we get sufficient visibility on these aspects, we can combine this with past marketing campaign data and then build hyper-personalised marketing messages that are sure to bring success.”

Hoorah Digital specialises in combining data with creative output, and thoroughly understands performance marketing. It innovates by bringing data and creative together and firmly believes in onboarding the right media technology as its foundation to ensure it establishes strong integrated media roots.



Simon Spreckley, Executive Creative Director of Hoorah Digital (Photographer: Alison Tu)

“Most people think of performance marketing as being all about data and dry numbers,” says Simon Spreckley, Executive Creative Director at Hoorah. “But the truth is that data is most powerful when it is combined with world-class creativity *and* storytelling.” And with accolades that include 50 Loeries, a Loerie Grand Prix, Cannes Lions, Clios, multiple Bookmark awards, Webby Honorees, and several coveted FWAs, Spreckley knows a lot about both.

Spreckley said that the Hoorah team believes in the power of brilliant creative and real data-driven insights. “The days of just servicing our clients as a marketing agency are dead,” he concluded. “We’re excited to work with our partners, offering innovative solutions across their businesses, transforming them digitally, making meaningful change, and growing their bottom line.”

With a [Silver Loerie](#) for the World Wide Fund for Nature (WWF) campaign 'For Nature. For You.' Sustainable Apparel Project within the first year of operations, one can expect many more great things from this dynamic team.



FOR NATURE. FOR YOU.

WWF BECOMES A FASHION E-TAILER WITH A DIFFERENCE, TURNING E-COMMERCE INTO ECO-COMMERCE

STRATEGY & OBJECTIVE

Save the world! :)

For the last 58 years, WWF has been known for inspiring positive change through conservation, sustainability and the reduction of wasteful consumption, through various local and global campaigns.

But we needed get our organization to not only show up, but actively form part of everyday life and meet the evolving needs of the connected, conscious consumer.

We needed to break tradition and focus on a new generation - creating an eco-commerce platform that would create shared value through creating a new source of revenue for WWF, as well as its partners - K-WAY and Hoorah Digital.

WE TURNED WWF INTO A FASHION E-TAILER WITH A DIFFERENCE.

Customers were enabled to change the world by changing their wardrobe with the WWF signature range of fully recycled apparel, For Nature. For You.

Instead of expected e-commerce, we created eco-commerce by partnering with K-WAY and Hoorah Digital to create the WWF signature range of fully recycled apparel - enabling customers to change the world by changing their wardrobe.

The recycled and eco-friendly range creates less waste and pollution, while the manufacturing process creates jobs and stimulates local growth in the community.



THE LAUNCH

Driven by data insights, we launched the range to consumers online, through an e-commerce web platform, that made it easy for fans as well as corporate to buy individual or bulk-orders online.

Our purely digital launch spanned email and social media, paid social, owned and earned press coverage. And our products quickly found their way onto leading e-tailers such as One-Day-Only and TakeAot and were endorsed by local celebrities.

ENDORSED BY PROVERB

Featured as Woocommerce Site of the Month.

We then backed up our online store with international B2B campaigns and took it to SA consumers by making our range available in local stores.

THE RESULTS

Not only did we manage to dramatically increase and revitalise WWF's fundraising efforts, but our sales results proved that real change matters.

**SOLD OUT OF CORE SIZES
IN JUST 3 MONTHS!**

**245% DIGITAL
REVENUE**

**ACHIEVED OUR ANNUAL TARGETS
IN ONLY 6 MONTHS!**

**RECYCLED NARROW CHANNEL PADDED
JACKET UTILISES NO LESS THAN 50
RECYCLED PET WATER BOTTLES.**



KOOGAN PILLAY

Business Development WWF - South Africa

"Our agency were instrumental in helping WWF South Africa conceptualise and deliver a project that tested and challenged the organisation's appetite for and use of innovative thinking coupled with cutting edge technology. Our agency has managed to find and deliver an e-commerce solution that has helped us open further revenue streams for the organisation. The solution is one which the WWF network can leverage and gain further income from globally."

A Silver Loerie was awarded for Hoorah's project for WWF.

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