

Ramp acquires majority stake in Hoorah Digital

Issued by [Hoorah Digital](#)

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Ramp, a United Kingdom (UK)-based forecasting analytics business, has announced that it has acquired a majority stake in Hoorah, a full service creative and digital media agency that is based in South Africa.

The deal aims to bring Ramp's analytics and performance marketing capability to Hoorah, providing the agency with a competitive advantage in domestic and international markets.

Hoorah will continue to operate as an independent subsidiary. It will be led by founder and CEO Shaune Jordaan, who remains a shareholder. Jordaan is an industry veteran who previously founded Synergize.

Hoorah today employs close to 100 people, boasting major brands such as:

- Nestle
- Distell
- Avon
- Justine
- ToysRUs
- Africa Data Centre, and
- Sanofi.

"Over the past few years, Hoorah has grown quickly to become a full-service, through-the-line agency servicing some of the biggest brands on the continent. This acquisition is a clear acknowledgement of the calibre of work that our team puts out every single day. It will allow us to enhance and scale our offerings even further," says Jordaan.

"We're very excited to welcome Hoorah to the Ramp family," says Daniel Marcus, Ramp's chief growth officer and co-founder. "This acquisition will be mutually beneficial, enabling both companies to offer clients a suite of data-led and evidence-based creative and performance marketing services."

To further bolster Hoorah's creative offerings, the company has made new senior appointments:

- Clyde Mallon, a former COO at McCann World Group, steps into the role of COO.
- Award-winning creative director Gavin Wood will come on board to run its studio in Cape Town.
- Marco Russolillo shifts into the executive director role for Nestle, managing 40 brands in their internal digital studio.
- Former managing director of TWO.AM Anine de Wet has been promoted to director of client services.

"We've put together a leadership team comprised of the best in the industry to navigate us through this exciting new phase in Hoorah's business journey. Hoorah has built its reputation on combining creativity and data to drive business results and Ramp's investment will allow us to push this to the next level to deliver more accurate data, better insights and even greater results for our clients," Jordaan concludes.

For more information, visit www.hoorahdigital.com. You can also follow Hoorah Digital on Facebook, Twitter or on Instagram.

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