

# Hoorah SA leads the way at the New Generation Awards!

Issued by [Hoorah Digital](#)

4 Oct 2022

At this year's 10th annual installment of The New Generation Social and Digital Media Awards, Hoorah celebrated six statues keeping us on our toes accepting silver and gold to a packed audience attended by some of the industry's top leaders.



At Hoorah we understand people through data, driven results, creativity and innovation and we tell stories with our consumers at the centre of them. Hoorah is here to disrupt the landscape and create innovative, personalised experiences at scale.

Marco Russolillo, Group ECD at Hoorah explains: "We are extremely happy to be represented amongst the best in the industry for our work in social and digital media. We will continue to innovate and push for creative and digital excellence for our client(s). Hoorah has had a successful year of growth and these awards are a testament for things to come," concludes Russolillo.

## **Most Innovative Gamification Campaign**

SILVER WINNER 2022 Hoorah SA Nestlé

## **SA Best Augmented Reality Marketing Campaign by an Agency**

GOLD WINNER 2022 Hoorah SA Hi-Tec

## **Most Innovative App Developed by an Agency**

SILVER WINNER 2022 Hoorah SA Nestlé

## **Best Influencer Marketing Campaign by an Agency**

GOLD WINNER 2022 Hoorah SA Hi-Tec  
SILVER WINNER 2022 Hoorah SA Bain's

## Best Online PR Campaign

GOLD WINNER 2022 Hi-Tec Hoorah SA

## About Hoorah SA

In an increasingly connected world that's constantly evolving, people don't just want personalised experiences – they expect them. Which is why as the role of traditional agencies are under threat by clients demanding change, we are here to disrupt the landscape and create innovative, personalised experiences at scale. Because we think it's time to connect the dots and prepare for the future, now.

We understand people through data, drive results through creativity and innovation and tell stories with our customers at the centre of them.

" **Hoorah bolsters creative talent** 18 Apr 2024

" **Hoorah: Paving the way for a thriving 2024 after stellar 2023** 13 Dec 2023

" **Hoorah makes a difference with purpose campaign for Enterogermina X Save The Children** 20 Sep 2023

" **Hoorah secures Debonairs Pizza's digital creative account in a highly competitive pitch** 20 Jun 2023

" **Hoorah empowers brands with internal creative and data capabilities** 15 Jun 2023

### Hoorah Digital



We digitally transform brands in an ever-changing world. We do this by applying creativity alongside innovative tech & data-led ideas. The result for brands is growth, sales and future certainty.

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