

The Odd Number acquires equity stake in Hoorah

The Odd Number has acquired an equity stake in digital media consultancy Hoorah, which will form the digital media arm of The Odd Number.

Their first project is the Nedbank digital account, recently won by The Odd Number.



#NewBiz: Nedbank appoints The Odd Number

19 Jun 2018



The two companies hope that their partnership will enable them to deliver high-quality through-the-line campaigns for their clients, with Hoorah focused on the execution of digital creative and digital media.



Co-founder and MD Xola Nouse and co-founder and CD Sibusiso Sitole of The Odd Number.

“In the Hoorah team, we saw a group of like-minded people, who understand our strategic objective as an agency and where the South African ad space needs to go,” says The Odd Number co-founder and MD Xola Nouse.

“ *The days of agencies delivering work that only wins awards but does little for the client's bottom line are drawing to a close. Clients want to see effective results. We need to get to a point where our creative solutions ultimately address the business imperative.* ”

“Partnering with an agency like The Odd Number is a natural fit for us,” says Hoorah co-founder and CSO Jay Thomson. “They understand what we’re trying to do and are aligned to our strategic vision and ambition. Like us, they’re shaking up the South African ad industry in the best possible way.”

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According to Hoorah co-founder and CEO Shaune Jordaan, Hoorah and The Odd Number will take a very different approach to that usually seen in digital media.

“ For too long, the digital media space has operated in a silo mentality with the creatives, media buyers, and data scientists all working separately and within different business models. ”

“By partnering with The Odd Number, we can disrupt that model by offering a through the line, independent, transformed offering,” he adds. “For too long digital media has not been performance led, and our intention is to drive radical results through the Nedbank client.”

Under the terms of the deal, representatives from The Odd Number sit on the Hoorah Board of Directors.

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