

# Hoorah Digital acquires SA advertising heavyweight Simon Spreckley's Ritual Studio

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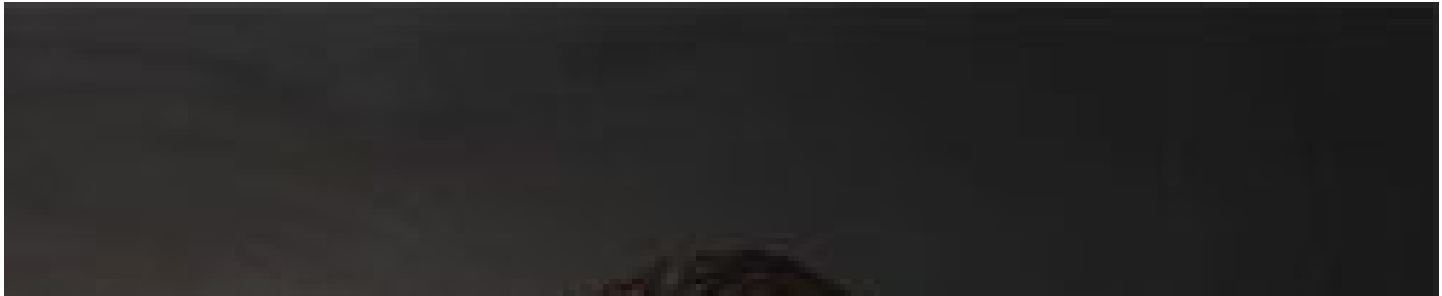
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Digital consultancy Hoorah Digital has acquired creative storytelling agency Ritual Studio, the agency founded by renowned creative and former Hellocomputer Executive Creator Director (ECD) Simon Spreckley.

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*Simon Spreckley*





*Shaune Jordaan*

Ritual Studio, founded in 2017, combines expertise in user experience (UX), user interface design (UI), CGI, animation,

and gaming to help brands forge bonds with people through storytelling. Since its founding, the agency has worked on projects for Standard Bank, Dragon Energy Drink, and Sneaker Lab.

In Spreckley, meanwhile, Hoorah Digital has landed one of the great creative minds in South African advertising. His accolades include over 50 Loeries, a Loerie Grand Prix, Cannes Lions, Clios, multiple Bookmark awards, Webby Honorees, and several coveted FWAs.

According to Hoorah Digital CEO and co-founder Shaune Jordaan, the acquisition is a chance for the consultancy to ramp up its creative capabilities.

“Most people think of performance marketing as being all about data and dry numbers,” says Jordaan, “but the truth is that data is most powerful when its combined with world-class creativity and storytelling.

“By bringing Ritual Studio in the Hoorah Digital family, we’re getting a wealth of creative talent that also understands how brands can translate great customer interactions into tangible business.”

For his part, Spreckley is excited to be part of a team as well versed in reaching people as Hoorah Digital.

“Since launch, the Hoorah Digital team has shown the value of people-based marketing,” he says. “I’m really looking forward to doing some innovative work applying technologies like AR, VR, and CGI animation and gaming to the principle.

“We’re also looking forward to combining our creative expertise with Hoorah’s exceptional data capabilities, using first-party data to fuel creative ideas and media planning,” he adds. “Additionally, our user experience and interface design skills provide the chance to expand on Hoorah Digital’s offering around product and platform.”

Under the terms of the deal, Ritual Studio will be fully merged into Hoorah Digital.

### **About Hoorah Digital**

Hoorah Digital is an independent digital consultancy that believes in the marriage of data, creativity, and media tech.

It 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 and to ensure it establishes strong integrated media roots.

**Website:** [hoorahdigital.com](https://hoorahdigital.com)

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