



News Release

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Luxury-brand marketing firm expands services, changes name to “Hooray.”

January 15, 2019 (Irvine, CA) – Hyperdisk, a longtime, award-winning marketing partner for global luxury brands, has changed its name to *Hooray Agency*.

“Since its inception more than 25 years ago, Hyperdisk has shown a remarkable ability to adapt, to keep pace, and to forge new paths in the ever-shifting landscape of marketing,” said Steven Seghers, president of the rapidly growing company. “In fact, there were times I thought the only thing that hadn’t changed about us was our name.”

In order to better reflect the agency’s distinctive spirit, culture and output, the “Hooray” moniker was chosen for its ability to evoke an upbeat, positive sensibility. “It’s a vibe that permeates everything we do here” says Seghers. “Whether you’re talking about our capabilities in traditional advertising – print, TV, radio, outdoor, media planning – or in the digital realm, from website development, ecommerce and programming to social and emerging media, “Hooray” is an exuberant exclamation, punctuated by work that inspires optimism, piques curiosity, and engages the hearts and minds of a given audience.”

In recent years, the agency – headquartered in Southern California – has compiled an impressive string of high-profile wins, including the global advertising assignment for Preferred Hotels & Resorts (a hospitality consortium spanning over 60 countries), branding work for the U.S. Open (Pebble Beach), and Balboa Bay Resort, among others.

As a result, the firm has been able to expand its already extensive suite of services, primarily by expanding its team – a diverse amalgam of seasoned and passionate art directors, writers, designers, tacticians, analysts, developers, photographers, directors and producers.

“We’ve made a significant investment in creative and strategic talent, which in turn allows us to undertake branding initiatives on a scale we’d only dared to imagine in the past,” states Seghers. “Which is more than cause enough,” he concludes, “to invoke our namesake: “Hooray!”

Past and present clients of Hooray include: Marriott Hotels & Resorts, Starwood Hotels & Resorts, St. Regis, Preferred Hotels & Resorts, Spruce Peak / AIG, Irvine Company, Hyatt Hotels,



Flight 93 National Memorial, Two Roads Hospitality, Geolo Capital, Salamander Hotels & Resorts, Pebble Beach Company, Pfizer, Kaiser Permanente, Mark-Taylor Residential, Enchantment Group, The Ranch Laguna Beach, Michael Mina, PlumpJack Group, and Montage Hotels & Resorts.

For more information about Hooray, its services and capabilities, please contact Michael Mustafa at mustafa@hooray.agency or 949-442-9850.

About Hooray Agency

Hooray is a privately-held firm focused upon the success of luxury-lifestyle brands across the globe. Serving clients in more than 60 countries, the 25-year-old company specializes in the development of highly effective marketing solutions fueled by compelling insights, incisive strategies and unexpected creative executions, straddling the space between traditional advertising and New Age approaches to digital, social and E-commerce platforms. Past and current accounts include: Sony, Marriott, Hilton, Starwood, Hyatt, Irvine Company, PlumpJack Group, Montage Hotels & Resorts, Pebble Beach Company, Salamander Hotels & Resorts, and many other premier lifestyle and hospitality brands.

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