

# PERA 2017

## INNOVATIVE BUSINESS FINALIST

### Have You Heard Marketing



**Ryan Mcfadyen   Jason Stewart**

Hyh was launched in 2008 as South Africa's first specialist word-of-mouth agency.

Since then they've turned heads in the traditional advertising world as a unique insights and influencer informed organisation.

Recognised in 2015 by Fast Company Global Magazine as one of South Africa's 10 most innovative companies, and placed in The World Top 100, they're able to harness and activate the value of the most current, and influential groups of the country's ever shifting cultural landscape.

With a presence in the UK and South African markets they now employ over 60 staff - across disciplines, and are focused on generating fully immersive integrated campaigns from the very leading edges of an ever-shifting culture. Co-Founders Ryan McFadyen and Jason Stewart were nominated by Fast Company Magazine as one of the 30 most creative business leaders within South Africa in 2016.

#### **Jason Stewart**

Jason started his career in traditional advertising. His challenger mindset lead to hyh's approach to the creative journey. His passion to gather and utilise relevant insights in building consumer journeys which speak to the truth of consumers lives continues to push his innovative approach to getting even further immersed into the stream of consumer consciousness.

## **Ryan McFadyen**

Ryan, conversely, started his career in traditional marketing. This foundation built his unique strategic approach to advertising which blends traditional marketing theory, influence and behavioral science to yield maximum effectiveness for brands.

In 2008, Ryan and Jason decided to merge their ways of thinking to launch an agency like no other – one that was literally immersed in the consciousness of South African culture and conversation, and had the ability to amplify branding relevance at scale, and in the moment.

To contact Have You Heard Marketing, email **Ryan Mcfadyen and Jason Stewart** at [ryan@haveyouheard.co.za](mailto:ryan@haveyouheard.co.za) or 0837988070/0214613270.