

HLS Communications appointed RoomRaccoon's agency of choice

Start-up company RoomRaccoon has appointed Hook, Line & Sinker (HLS) Communications as its agency of choice. The agency will introduce RoomRaccoon cloud software brand to the South African hospitality market through media campaigns across traditional and digital channels, content development and B2B marketing initiatives.

"RoomRaccoon is a fast-growing start-up that is revolutionising software for independent hotels in more than 40 countries. We are extremely excited to welcome them to South Africa and support their local marketing and communications journey while delivering the ultimate campaign Sinker," said Adam Hunter, HLS head honcho.

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