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Gold Coast's Hypa Agency Generates 1M+ Campaign Impressions Through Strategic Brand Partnerships

Southeast Queensland agency disrupts traditional marketing model with collaborative campaigns that deliver Sydney-level results through innovation

GOLD COAST, AUSTRALIA - 24/07/25 – Hypa Agency, the Gold Coast's challenger marketing firm, today announced its "Running on Ragu" campaign generated over 1 million impressions in just four weeks – proving regional agencies can deliver metropolitan-scale results without the Sydney postcode.

The campaign, executed for Gemelli Italian Group during the Gold Coast Marathon weekend, pioneered a new collaborative marketing model that saw multiple brands, including Pillar Performance, ASICS, Dermalogica, and Milkman's Cookies, amplify each other's reach through strategic cross-promotion. This partnership approach delivered a 34% increase in reach, with 60.3% of content viewed by non-followers – metrics typically reserved for campaigns with significantly larger budgets.

"We're not here to be another Sydney agency clone operating from the Gold Coast," said Jeremy Collins, Co-Founder of Hypa Agency. "We're building a new model where brands achieve more together than they could separately. The 'Running on Ragu' campaign proved that strategic collaboration beats big budgets every time."

The agency's partnership-focused approach has attracted an impressive roster, including ASX-listed Codefai (ASX: CDE), Sofitel, Somerset Storyfest, and Red Bull – brands traditionally serviced by Sydney and Melbourne agencies. By maintaining senior-level expertise with the agility of a regional base, Hypa delivers the strategic depth of metropolitan agencies with faster turnaround and more personalised service.

"Southeast Queensland businesses have been told for too long that they need a Sydney agency to compete nationally," added Sam Kirkland, Co-Founder. "We're proving that's outdated thinking. Our clients get direct access to senior strategists, faster decision-making, and campaigns rooted in genuine local insights – advantages no Sydney agency can match."

The agency's disruptive model centres on three key differentiators:

Strategic Partnerships Over Solo Campaigns: Hypa's partnership framework identifies complementary brands that can amplify each other's marketing investments, as demonstrated by the Running on Ragu campaign's multi-brand success.

Data-Driven Creative: Every campaign begins with measurable objectives and ends with transparent ROI reporting. The agency's average client sees a 300% increase in engagement within the first 90 days.

Top-Down Brand Strategy: Rather than executing tactical campaigns, Hypa audits entire brand ecosystems to identify untapped opportunities for growth through creative collaborations, content innovation, and strategic positioning.

"The marketing industry is experiencing a fundamental shift," Jeremy explained. "Brands want partners, not vendors. They want senior expertise without bureaucratic layers. They want innovation backed by measurable results. We built Hypa specifically for this new reality."

The agency's success challenges the long-held assumption that major brands require metropolitan agencies. With remote collaboration now standard practice, Hypa argues that agency location matters less than expertise, while regional advantages, including deeper market understanding and stronger community connections, matter more.

Looking ahead, Hypa plans to double its team by year-end and further help service local and national brands identify collaborative marketing opportunities.

"We're not just building an agency," Sam concluded. "We're building a movement that proves the best marketing doesn't come from the biggest offices, it comes from the smartest strategies."

About Hypa Agency

Hypa Agency is the Gold Coast's challenger marketing firm, founded by ex-metro agency leaders Jeremy Collins and Sam Kirkland. Specialising in strategic partnerships, data-driven creative, and full-service brand management, Hypa delivers metropolitan-level results through innovative collaboration models.

For more information, visit www.hypaagency.com

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