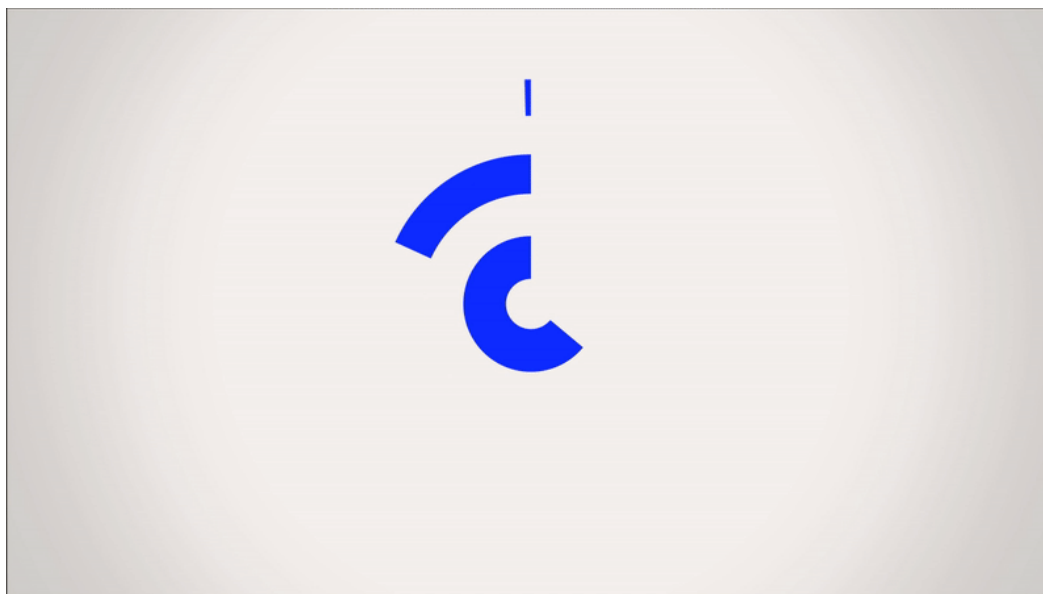


Expanding Impact

Opus Agency Expands into High-Growth APAC Markets

With the acquisition of The Company We Keep, we are strengthening our ability to deliver seamless, high-impact brand experiences across the world's fastest-growing markets.



We are excited to have Asia-Pacific's Event Marketing Agency of the Year, [The Company We Keep \(The CWK\)](#), join Opus Agency.

This move expands Opus Agency's global reach into the high-growth APAC region, strengthening our ability to deliver seamless, impactful brand experiences across the world's largest and fastest-growing markets.

With headquarters in Australia and fast-growing hubs in Singapore and New Zealand, The CWK brings a team of 70+ creative professionals who specialize in content, broadcast, film, and experiential marketing. This acquisition represents both horizontal and vertical growth—broadening Opus Agency's footprint in APAC while deepening our capabilities in creative storytelling, live production, and digital-first brand experiences.

for their award-winning talent, but because of the shared values and vision that drive both of our teams. Together, we're strengthening our ability to serve global brands, delivering regionally informed experiences with a world-class standard of excellence."

— [Dena Lowery](#), President, [Opus Agency](#)

Why APAC? Why Now?

As the world's economic center of gravity continues shifting toward Asia-Pacific, brands are prioritizing their presence in these markets more than ever. The world's largest cities and fastest-growing economies are increasingly concentrated in APAC, and Opus Agency's expansion ensures our clients have the local expertise, strategic insight, and delivery excellence they need to connect with audiences in this dynamic region.

"The CWK has always been about pushing boundaries, creating innovative brand experiences, and building deep client partnerships. By joining Opus Agency, we're expanding our ability to deliver on that vision—at scale, across continents, and with even greater impact."

— [Nigel Ruffell](#), CEO, [The CWK](#)

The CWK's expertise in content, production, and immersive brand storytelling enhances Opus Agency's full-service capabilities, offering clients future-forward, high-impact brand experiences. The combined teams will provide seamless, cross-continent delivery—empowering brands to capture the future of business, technology, and brand engagement in APAC and beyond.

A Strategic Fit with Shared Values

More than just an expansion of services and geography, this acquisition brings together two agencies that share a people-first culture, a commitment to creativity, and a focus on long-term client partnerships.

and a shared vision makes this partnership a natural next step in Opus Agency's global growth strategy.

"As the flagship of The Opus Group, Opus Agency is backed by a purpose-built network of agencies that provide scalable resources, specialized talent, and strategic expertise across regions. The addition of The CWK enhances Opus Agency's ability to navigate complex global brand programs while delivering local-market excellence."

— [Kim Kopetz](#), President and CEO, [The Opus Group](#)

Looking Ahead: The Future of Opus Agency in APAC

As part of this integration, The CWK will fully transition to the Opus Agency brand in 2025. Over the coming months, teams will be aligning strategies, processes, and creative collaboration efforts to ensure a seamless transition for clients, employees, and partners.

For Opus Agency, this is more than an acquisition—it's a commitment to fueling future-forward global growth. With expanded reach, deeper expertise, and a united vision, we are poised to help brands thrive in APAC and beyond.

Please join us in welcoming The Company We Keep into the Opus Agency team. Together, we look forward to sharing more global successes and insights with you.

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Tiffany Cohen Is Speaking at SITE Global Conference 2026 in Abu Dhabi

SVP of Incentives and Global Sourcing to share how AI is taking incentives to new heights.

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Opus Agency Shortlisted for Two CN Agency Awards

Nods include Global Agency of the Year and Event Producer of the Year for Sam Randall.

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Events Are Leading the Trust Economy

MPI spotlights Opus Agency's President Dena Lowery on why in-person experiences are becoming the most trusted and valuable arena for brands and communities.

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Event Strategy,
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more.

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