

FOR IMMEDIATE RELEASE

Opus Agency Expands Global Reach with Acquisition of Asia-Pacific's Event Marketing Agency of the Year, The Company We Keep

The CWK joins Opus Agency, enabling global brands to scale with local expertise and future-forward event capabilities in the world's fastest-growing markets.

Beaverton, OR February 19, 2025 — [Opus Agency](#), a global leader in events and experiential marketing, today announced the acquisition of [The Company We Keep \(The CWK\)](#), a premier Asia-Pacific-based experiential marketing agency recently recognized as Asia-Pacific's [Event Marketing and Brand Experience Agency of the Year](#), by *Campaign Asia-Pacific*. With offices in Australia, Singapore, and New Zealand, The CWK brings localized expertise in delivering exceptional brand experiences, enhancing Opus Agency's ability to provide comprehensive solutions on a global scale.

With this acquisition, Opus Agency, part of [The Opus Group](#), strengthens its position as a global leader in the world's fastest-growing markets. Together, they offer clients expanded capabilities in crafting future-forward events and experiential marketing, delivering seamless cross-continent solutions, and fostering deeper connections between brands and their key stakeholders.

[Nigel Ruffell](#), CEO of The CWK, emphasized the incredible alignment between the two agencies: "The alignment between Opus Agency and The CWK is remarkable—from our shared clients like Salesforce to our creative capabilities and our cultural ethos. This partnership opens up new opportunities for our team, our clients, and our future, as we continue to lead in the APAC region while contributing to Opus Agency's global success."

[Dena Lowery](#), President of Opus Agency, highlighted the two major benefits the acquisition brings to clients:

"This acquisition enables us to better serve our clients in the world's fastest-growing and largest cities, while also enhancing our capabilities with deeper expertise in content, broadcast, and film. It's a strategic move that strengthens our ability to deliver high-impact, future-forward experiences across the globe."

[Kim Kopetz](#), President and CEO of The Opus Group, emphasized the strategic importance of the acquisition:

"This acquisition aligns with The Opus Group's mission to provide global access to scalable resources and specialized talent across our network of brands. It enables us to navigate complex challenges and scale operations efficiently while creating new growth opportunities for our clients and our team

members around the world.”

As the combined entity moves forward, Opus Agency and The CWK will continue to drive innovation in events and experiential marketing, creating future-forward experiences that resonate across continents. By leveraging shared client relationships and offering scalable talent and localized expertise, the partnership enables brands to reach new heights, foster deeper connections, and thrive in an increasingly interconnected world.

About Opus Agency

Opus Agency partners with world-shaping businesses such as Salesforce, Microsoft, and Dell to create shared experiences that build lasting connections between people and brands. With over four decades of experience, the agency offers end-to-end event capabilities spanning strategy, creative, content, production, event management, technology, and more. As the flagship of The Opus Group, Opus Agency delivers innovative, future-forward solutions from hubs across the United States, Europe, Asia-Pacific, and beyond. The agency empowers brands to engage, inspire, and grow by delivering impactful experiences that drive business results. Learn more at opusagency.com.

About The CWK

The Company We Keep (The CWK) is a leading experiential marketing agency founded in 2018. The agency has grown into a team of more than 70 creatives, designers, producers, account managers, and digital professionals, delivering from offices in Sydney and a fast-growing hub in Singapore and New Zealand. Known for crafting content-driven, immersive experiences that connect brands with their audiences, The CWK was recently recognized as Asia-Pacific’s Event Marketing and Brand Experience Agency of the Year. To see why, visit thecwk.com.

About The Opus Group

The Opus Group is a purpose-built network of leading marketing agencies that deliver world-class experiential, event, and brand solutions. The Opus Group’s industry-renowned, highly-awarded agencies, including Opus Agency, MAS, and Verve, provide scalable, end-to-end solutions designed to drive action and impact. With a global footprint and specialized expertise, The Opus Group partners with over 70 global companies, including the world’s most influential brands. To see the results our teams deliver, visit theopusgroup.com.

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