



The Opus Group Acquires Verve, Ireland's Largest Brand Experience Agency

The acquisition will continue to fuel the agency network's rapid growth throughout Europe's events and experiential marketing industry.

December 22, 2022 — [The Opus Group](#), a global agency network, announced it has acquired [Verve](#), Ireland's largest multidisciplinary experience agency. Verve is renowned for delivering results-driving, award-winning brand experiences for its longstanding clients, including Coca-Cola, Diageo, Google, LinkedIn, Tayto, and Vhi.

Founded by [Ronan Traynor](#) in 1991, Verve's team of creatives, designers, producers, account managers, and digital professionals deliver from offices across Dublin, London, and Amsterdam. "By becoming part of The Opus Group, Verve has expanded the scale, resources, and global reach we can deliver for our clients," stated Traynor. "From the outset, it was evident how Verve would complement the existing agencies within The Opus Group. Elevating our shared mission to deliver next-level experiences that drive action for our clients, we now have expanded our global scale."

"The addition of Verve will immediately provide expanded value for our longstanding clients, such as Google, Microsoft, and Salesforce, as these brands are growing their European event and experiential marketing portfolios," stated [Mitch Barns](#), CEO of The Opus Group. "Adding how well our team cultures align, it was an easy decision to advance our partnership through this acquisition."

"The past few years have been a pivotal time for brands and agencies across the world. Like our other agencies, Verve has been thriving in these new realities," shared [Kim Kopetz](#), President and Chief Operating Officer of The Opus Group. "We foresee our deep collaboration will drive continued success for our clients and new opportunities for our teams."

Verve will retain its name, becoming "Verve, part of The Opus Group." With Ronan Traynor remaining at the helm, the agency will continue operating as usual for their clients while now bringing the value of full global scalability.



About The Opus Group

The Opus Group is a purpose-built network with a shared mission: creating experiences that drive action for the world's most influential brands. Across four industry-renowned, highly-awarded agencies, Opus Agency, MAS, TENCUE, and Verve, The Opus Group is a trusted partner for over 70 global companies, including the world's most influential brands. To see the results our teams drive for Google, Microsoft, Salesforce, and many other global leaders, visit theopusgroup.com.

About Verve

Verve is Ireland's largest and most progressive brand experience and events agency. Founded in 1991, Verve is the industry-renowned leader in building events, brand experiences, sponsorship activations, and experiential sampling campaigns that are underpinned by creativity, cutting-edge tech, and meaningful insights to deliver real results. Discover more by visiting verve.ie.

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