



## THE ONE CENTRE GROUP

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MEDIA RELEASE

# The One Centre celebrates 25 years of creating the brands of tomorrow

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Global ideas and innovation company The One Centre is celebrating its 25th anniversary with a long-term plan to build a dynamic, boutique constellation of specialist modern branding and marketing companies, starting with the addition of Zephyr One.

“It’s humbling for The One Centre to turn 25. We started the business on the cusp of a new century with the ambition to create a company – not just an agency – that could partner with entrepreneurs and innovators to create new brands and bring them to life in everything,” says John Ford, Group CEO at The One Centre.

“And we’re only just beginning. The world is so exciting right now with a wave of purpose-driven entrepreneurialism and innovation. It’s as if The One Centre’s original vision – to be an innovation company for brands – is truly coming into its time.”

The recent rebranding of Zephyr One represents one of The One Centre’s first strategic investments in building a dynamic, boutique collection of specialist modern branding and marketing companies who can leverage the collective strength of The One Centre to grow and pivot. Zephyr One, a modern growth marketing studio, specialises in scaling the next generation of category leaders.



Katie Molloy, The One Centre’s Chief Operating Officer, explains: “The global economy is entering a new wave of disruptive ventures, fuelled by the energy transition, emerging technologies, and social, cultural and geopolitical transformation. To help clients thrive and scale in this 'innovation economy', we continue to expand our end-to-end capabilities in two ways: by hiring exceptional young leaders with specialised skills and creating our own specialist ventures from the ground up; and by investing in outstanding founder-run businesses ready to accelerate their opportunity and become part of something bigger.”

In 2026, The One Centre Group’s constellation will continue to grow with several new ventures on the horizon.

“Our vision for the next 25 years is to build one of the world's great brand creation and innovation companies: a place where entrepreneurs and innovators come to invent the future. A place to imagine everything,” says Ford.

Learn more about The One Centre’s 25th anniversary celebrations here:

<https://theonecentre.com/>

### **About The One Centre**

An Innovation Company – for Brands. For 25 years, The One Centre has been leading the way as a centre for modern branding where businesses from around the world come to invent the future. Uniting visionary strategy and multi-disciplinary creativity in one place, it exists to create powerful positioning ideas — and bring them to life in everything. By imagining, creating and launching new things into the world, we create the brands of tomorrow.

<https://theonecentre.com/>

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