



## THE ONE CENTRE GROUP

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MEDIA RELEASE

# The One Centre Group creates and scales the brands of tomorrow with the launch of Zephyr One

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Brand innovation company The One Centre today expands its growth marketing and media offering with the launch of Zephyr One.

In mid 2025, The One Centre Group made a strategic investment in Zephyr Social, a digital innovation, media and marketing agency founded 2019.

Today, Zephyr Social becomes Zephyr One, officially joining The One Centre's growing 'Constellation' of specialist modern branding and marketing companies. Its founders Jason Faulkner (CEO), Chris Faulkner (Chief Strategy Officer) and John Faulkner (Chief Financial Officer) continue as key leaders driving the business.

The One Centre's Founder & Group CEO, John Ford, says: "Jason, Chris and John are exciting partners for The One Centre Group as we pursue our vision to build one of the world's great brand creation and innovation companies – a place where entrepreneurs and innovators come to invent the future. Zephyr One gives our core business a competitive edge – a fully integrated, complementary capability that enables us to position, brand, launch and now grow new ventures, end-to-end. Together, our goal is to create and scale the brands of tomorrow."

Jason Faulkner, Co-Founder and CEO of Zephyr One, adds: "This is an exciting evolution for us. Becoming part of The One Centre Group positions us to innovate and advance our capabilities, and elevate and expand our business and brand internationally in a world-class way. We see Zephyr One as the growth engine powering category-leading brands, those The One Centre has been developing for the past 25 years, and those we've been attracting and partnering since our inception seven years ago."



With a growing 12-person team, Zephyr One unites three core capabilities – commercial & growth strategy, paid media & full-suite performance marketing, and high-impact, performance led creative – to deliver clients a powerful, scalable engine for growth, powered by its proprietary System One model. As Group CEO at The One Centre, Ford will guide and mentor the growth of Zephyr One, including the development of System One and expansion of its service offering.

### **A new model for growth and scale**

Alongside creating its own Group ventures, The One Centre will continue to partner with dynamic, boutique and specialist modern branding and marketing companies – with Zephyr One being one of its first strategic investments. The launch of Zephyr One responds to growing demand for end-to-end brand creation and companies that can help scale progressive new ventures with both local and global potential. “By partnering with founder-run businesses and outstanding leaders, and bringing them into The One Centre Group’s constellation, our goal is to empower them to continue to run entrepreneurially while leveraging the collective strength of The One Centre— its brand power, network, experience and innovation capabilities,” explains Ford. Zephyr One will now service The One Centre’s brand clients while continuing to grow its own high-growth client portfolio, which includes Better Beer, Budgie Smuggler, The Leisure Collective, Nagnata, Broc Shot and many more.

Find out more: <https://zephyrone.co/>

### **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/>

### **About Zephyr One**

Zephyr One is a modern growth marketing studio scaling the next generation of category leaders through performance-driven strategy and high-impact creative. Our why? We engineer growth and drive exponential scale and profitability. Tech-forward, creatively tuned-in and commercially savvy, Zephyr One dynamically unifies business, channel, and content strategy to create one cohesive growth engine, powered by a full-suite of capabilities and a proprietary System One model.

<https://zephyrone.co/>



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