

## THE INDEPENDENTS

BUREAU BETAK | BUREAU FUTURE | CTZAR | KARLA OTTO | K2 | LEFTY | THE QODE  
| PRODJECT

MILANO | PARIS | LONDON | MUNICH | NEW YORK | LOS ANGELES | HONG KONG | BEIJING |  
SHANGHAI | TOKYO | SEOUL | DUBAI | RIYADH

**The Independents, the leading global marketing and communications group for luxury and lifestyle brands, acquires CTZAR, an innovative social media marketing and influence agency**

Paris - 07/07/2023

CTZAR joins The Independents, the leading international marketing and communications group at the intersection of luxury and lifestyle.

Since its establishment in 2017, The Independents has emerged as a major player, uniting best in class agencies and delivering an holistic and comprehensive approach to its clients. Through its long term dedication to strategy, creativity, events, PR, data, and influence, the group embodies excellence within its industry, bringing together renowned entities such as Bureau Betak, Karla Otto, K2, Prodject, Lefty, and The Qode.

CTZAR positions brands at the heart of conversations that unfold among digital communities. Starting as a private network of trendsetters specializing in word-of-mouth in 2008 to become a leading strategic and creative agency with an unparalleled expertise in social networks, content, and influence.

This merger provides CTZAR with a valuable gateway to a global platform across ten countries, significantly bolstering its international presence, particularly in key regions such as Asia, the USA, the Middle East, and Europe. The collaboration with other agencies within the group not only optimizes client management but also harnesses the distinct expertise of each agency to address global challenges while considering the cultural specificities of local markets.

Camille Olivier and Thomas Silve, co-founders of CTZAR, state: "We are thrilled to join The Independents and this family of extremely prestigious agencies. It is a new chapter in CTZAR's history, with the ambition to expand our international presence and provide local grounding for our clients' global challenges. The collaborative dynamics between agencies facilitate efficient client support at all levels.

The Independents, which has recently concluded a significant fundraising round, plans to double its size by 2025 through strong organic growth and by acquiring complementary agencies worldwide.

Isabelle Chouvet, CEO of The Independents, remarks, "CTZAR and The Independents share culture and vision, both dedicated to empowering brands to maintain their leading edge in an ever-changing world through partnerships with top agencies in their respective fields. CTZAR's expertise in social

media management, bespoke content creation, and influencer marketing enhances our group's value proposition. This strategic synergy across our agencies enables a comprehensive, integrated approach to brand development and promotion across our 13 offices.”

### **About CTZAR**

CTZAR is the pioneering agency in influencer marketing, social media, and content creation. It was founded in 2008 by Thomas Silve and Camille Olivier, with offices in both Paris and New York. CTZAR designs and implements international campaigns and strategies for leading brands in the beauty, fashion, luxury, wine and spirits, and high-tech industries. Its unique culture is revealed through its strategic and creative excellence, as well as its analysis of communities. CTZAR leverages social listening and its deep understanding of social networks to position brands within organic conversations, at the intersection of their identity and the expectations of their target audiences.

### **Social Networks:**

- [Linkedin](#)
- [Instagram](#)
- [Website](#)

### **About The Independents**

The Independents is a global group of agencies for industry leaders across luxury and lifestyle, comprising Bureau Betak & Bureau Future, CTZAR, Karla Otto, K2, The Qode, Lefty and Probject. The agency collective is powerfully positioned to offer streamlined strategy, creative, talent, influencer marketing, experiences and communications services for leading brands across key territories – (Milan, Paris, London, Munich, New York, Los Angeles, Hong Kong, Beijing, Shanghai, Tokyo, Seoul, Dubai, Riyadh)

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