

The O'Hara Project Evolves into The Oxígeno Project — Reflecting the Firm's Growth, Diversity, and Purpose

The Oxígeno Project is a strategy-first creative agency blending psychology, PR, and design to help brands connect and perform with soul and purpose.

MORRISTOWN, NJ, UNITED STATES, October 31, 2025 /EINPresswire.com/ -- The O'Hara Project, the strategy-first creative agency known for blending psychology, PR, and design to help brands cut through the noise, today announced its rebrand to [The Oxígeno Project \(TOP\)](#). The new name reflects the agency's continued evolution and its belief that creativity, like oxygen, should fuel purpose, impact, and growth.



The O'Hara Project evolves into The Oxígeno Project, a strategy-first creative agency blending psychology, PR, and design to fuel purposeful, high-impact ideas.

"The O'Hara Project was founded on the idea that the right strategy and the right story can change the atmosphere of conversation," said [Katherine Machado O'Hara](#), Founder and

“

The Oxígeno Project is more than a name change; it's an evolution that reflects who we are: a team-driven, multicultural, idea-powered agency helping brands and causes move people in meaningful ways."

*Katherine Machado O'Hara,
Founder and President*

President. "The Oxígeno Project takes that belief and gives it new breath. It's more than a name change, it's an evolution that reflects who we've become: a team-driven, multicultural, idea-powered agency helping brands and causes move people in meaningful ways."

Over the past decade, the agency has expanded its footprint and capabilities, leading national campaigns, building grassroots movements, and championing organizations across industries – from global consumer brands to mission-based nonprofits. With over \$1.75 million in pro bono services donated to causes that matter, the agency's DNA remains anchored in purpose, ethics,

and creative bravery.

The name Oxígeno, Spanish for “oxygen”, embodies that duality: vital, energizing, and universal. It mirrors the agency’s expanded reach across diverse audiences and communities, and its commitment to delivering strategy and storytelling that breathe life into ideas and fuel action.

“The agency has always been called TOP by our clients – and not just as an acronym,” O’Hara added. “It’s a standard. A reminder that the bar we set, for creativity, for ethics, for outcomes, should always be the highest. The name change doesn’t alter who we are; it amplifies what we’ve always stood for: strategic ideas with heart, and work that breathes new life into brands and communities.”

From national PR and digital campaigns to influencer activations and brand storytelling, The Oxígeno Project continues to help brands rethink what could be – not just follow what works.

About The Oxígeno Project

The Oxígeno Project (formerly The O’Hara Project) is a strategy-first creative agency blending psychology, PR, and design to help brands and organizations cut through noise and connect with audiences in ways that perform. From national campaigns to grassroots wins, TOP delivers work with both soul and teeth — strategically, ethically, and emotionally.

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