

Agency Business Report 2023: Bospar

The independent agency used its platform for good and spoke out on many political issues facing the country, but that didn't stop it from another year of growth.

Words PRWeek staff

PRWeek Agency Business Report 2023

Bospar

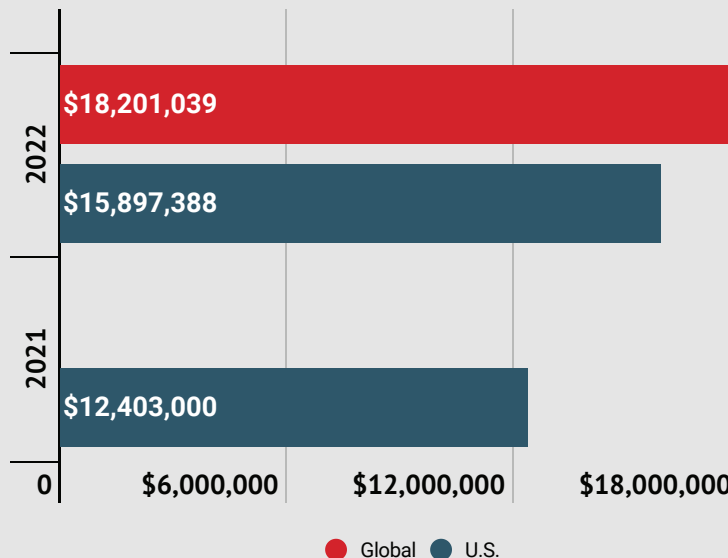


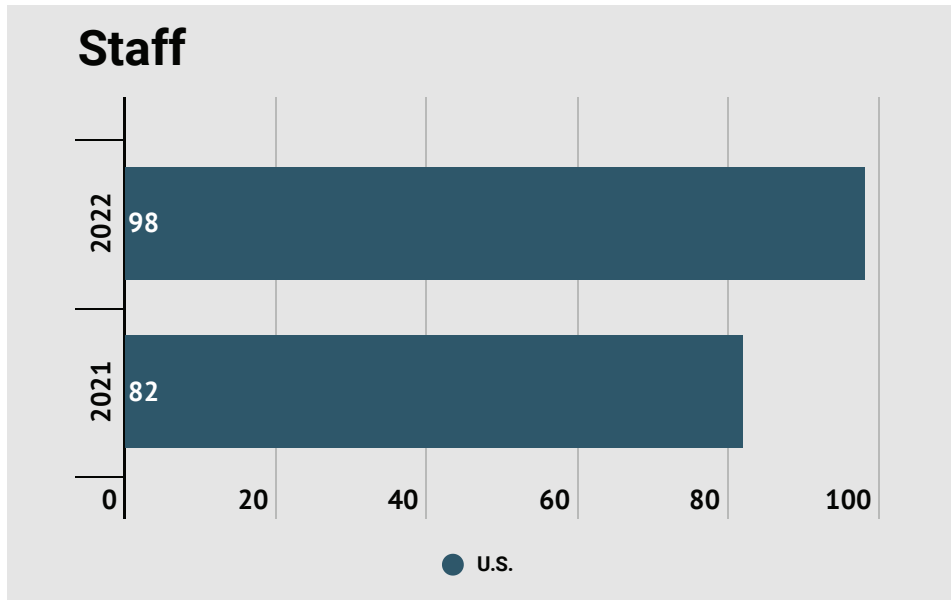
Principals: Curtis Sparrer, principal (pictured); Chris Boehlke, principal; Tom Carpenter, principal; Tricia Heinrich, chief content officer

Ownership: Independent

Inspirational quote
"Do or do not. There is no try."
- Yoda

Revenue





“We inherit the world we deserve and we have to not be quiet in the face of injustice and terrible things coming to us. We have to fight. We cannot be silent.”

— Curtis Sparrer, cofounder and principal

Bospar cofounder and principal Curtis Sparrer believes agencies and professional communicators have a duty to use their platforms for good.

In the “roller-coaster ride” that is the tech world, Bospar saw a year of growth and revenue, exceeding expectations by more than 20%, and continued activism in light of political turmoil.

Bospar did not hold back in 2022 on verbalizing stances on policies that affected clients and employees. Bospar Stands Up addressed the tumultuous political and social climate and is part of the media responsiveness the agency plans to attack in the year ahead.

“We inherit the world we deserve and we have to not be quiet in the face of injustice and terrible things coming to us,” Sparrer says. “We have to fight. We cannot be silent.”

Bospar stepped in to mediate disputes between San Francisco Pride and the San Francisco Police Officers Pride Alliance to allow uniformed officers to march in the city’s Pride parade, the largest such celebration in the country.

The agency also responded to the Supreme Court’s decision to overturn *Roe v. Wade* by working with other agencies to offer a virtual job fair to any PR professional looking to relocate to a state that would not regulate reproduction decision-making. Bospar hired a few people from the job fair while also offering to pay for employees’ medical procedures outlawed in other states.

The agency faced no repercussions as a result of its actions, a fear Sparrer believes prevents other firms from speaking out.

In addition to social activism, Bospar teamed up with non-fungible token and digital collecting platform Neon to create the world’s first ATM to sell NFTs in a physical location in New York City’s Financial District. The Can’t Touch This campaign won Best Consumer Launch and Best Promotional Event at the 2023 PRWeek Awards.

Bospar utilized its full integrated content offer for Real Messenger, a social application for real estate, working on website activations and the implementation and rollout to the App Store. The partnership “represents the future of Bospar,” according to Sparrer.

He also highlighted the placing of Infobip’s 30th anniversary on *Today*.



Above: Alongside non-fungible token and digital collecting platform Neon, Bospar created the world’s first ATM to sell NFTs in New York City’s Financial District. The campaign, named Can’t Touch This, took home two 2023 PRWeek Awards in March.

Moving on up

Fully remote since its founding, Bospar increased in size between 2021 and 2022, joining the midsize agency category with headcount up from 82 to 98. Account wins for the year included Infobip, Real, Digibee, Nitro Software, Mark43, Playsee and VisionTek.

In light of the economic downturn of 2023, Sparrer says the agency has been preparing for financial adjustments “like an athlete has for months.”

Bospar does not foresee layoffs at its current stage and hopes to continue investments and fundraising efforts for companies in need in the coming year.

“What we were predicting in 2022 is happening right now in 2023. The next two quarters are gonna be challenging for everyone,” Sparrer says. “Companies that have solid fundamentals are going to thrive because this is kind of like the Warren Buffett rule about swimming naked.” ●