

Burson

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Client Contact

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Brussels Office Since

📅 1965

Number of Public Affairs Consultants

👤 100+

Key Specialisms

- ⊗ Chemicals
- ⊗ Digital Services & Technology Hardware
- ⊗ Energy
- ⊗ Healthcare
- ⊗ Competition & Antitrust
- ⊗ Sustainability & Environment

About Burson

Firm Description

Organizations need a partner that understands the complexity and dynamic nature of today's problems.

Burson is a new type of partner for today's clients. We are the global communications leader built to create value for clients through reputation. With highly specialized teams, industry-leading technologies and breakthrough creative, we help brands and businesses redefine reputation as a competitive advantage so they can lead today and into the future.

We proudly solve problems for the world's biggest businesses and brands, and have a history of award winning work. A powerful differentiator across the Burson Group is the considerable number of former chief communications officers and senior client advisers among our ranks who have hands-on experience managing the issues and opportunities our clients face every day.

Located in the heart of Europe, the Burson Brussels office has a track record of delivering successful public affairs and integrated communication campaigns for local, European, and international clients.

With a focus on best-in-class strategic counsel, AI first technology solutions, and purposeful creativity, Burson Brussels delivers impactful solutions to help clients navigate the complex political, policy and communications landscape at EU and pan European level. Burson's flagship initiatives (formerly as BCW) EU Media Poll and EU Influence Index, have become go to references for the public affairs and media community in Brussels.

Ownership Structure

Burson operates under WPP (NYSE: WPP), the creative transformation company. Learn more at www.bursonglobal.com.

International Structure

The Burson Group is a strategic network of highly specialized global agencies that partner with clients across geographies, stakeholders and sectors. We have 130 offices in 39 markets and 6,000+ creative problem solvers powered by industry-leading technology, driven to innovate and operate at unmatched scale.

Key Strengths

- Corporate and Public Affairs
- Consumer and Brand
- Creative and Content
- Advisory
- Intelligence and Innovation

Key Clients

See our EU transparency register (BCW)

Testimonials and why clients like to work with us

According to feedback, clients appreciate that we:

- Come up with creative, innovative and persuasive solutions that influence decision-making
- Understand their business
- Have a deep knowledge of EU government and policy processes, and technical policy expertise
- Provide a strong framework for measuring success

Burson

Purpose-built
for a new era.

bursonglobal.com

