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Key Sectoral Expertise

⊗ Aerospace & Defence

⊗ Chemicals

⊗ Digital Services & Technology Hardware

⊗ Governments

⊗ Healthcare

⊗ Sport

Brussels Office Since

📅 1965

Number of Public Affairs Consultants

👤 50+

About Burson Cohn & Wolfe (BCW)

Firm Description

BCW is one of the world's largest full-service global communications agencies. Founded by the merger of Burson-Marsteller and Cohn & Wolfe, BCW delivers digital and data-driven creative content and integrated communications programs across all channels for clients in multiple sectors including public affairs, B2B, consumer, corporate, crisis management, CSR, healthcare and technology.

Ownership Structure

BCW (Burson Cohn & Wolfe) is part of WPP, the world's leader in communications services.

International Structure

BCW has a network of 163 offices in 112 countries with over 4,000 employees worldwide.

Key Strengths

Public Affairs, Integrated Communication Campaigns, Content Strategy, Digital, Crisis, Purpose.

Key Clients

See our EU Transparency Register.

Thought Leadership

- "The BrAIInstorm" – Report on Artificial Intelligence
- "What Influences the Influencers?" – annual media influence survey
- Twiplomacy reports on use of social media channels by world leaders
- We issue regular blogs on EU policy @BCWBrussels

Testimonials and why clients like to work with us

According to feedback in our latest annual client survey, they 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
- Measure success
- Adapt to changing circumstances



**A leading global
communications
agency with
over 50 years
of EU expertise**

We combine an unmatched network of 163 offices in 112 countries with deep local knowledge.

We are experienced, strategic, integrated and creative.

Our team of talented consultants are at the frontier of public affairs and digital communications innovation.

burson cohn & wolfe

bcw