

INSTINCTIF

PARTNERS

Office Address

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Brussels, Belgium

Email Address

brussels@instinctif.com

Telephone Number

+32 (0) 2 626-9500

Website Address

brussels.instinctif.com

Brussels Office Since

📅 Policy Action Ltd. since
July 1999, sold to Instinctif
Partners in Oct. 2011

Number of Public Affairs Consultants

👤 8 Full Time Employees

Key Specialisms

- ⊗ Chemicals
- ⊗ Digital Services &
Technology Hardware
- ⊗ Energy
- ⊗ Food and Drink
- ⊗ Healthcare
- ⊗ Sustainability & Environment

About Instinctif Partners

Firm Description

Instinctif Partners is a leading European public relations, public affairs and market research consultancy – specialists in reputation, influence and engagement. We work with our clients to reach multiple and complex audiences through deep insight, expert storytelling and creative delivery. Our work drives both reputational and policy outcomes and real and measurable commercial value. IP Brussels is a boutique consultancy that supports a solid base of retainer clients in public relations, public affairs and coalition and association management and advocacy. We support clients along all the steps of their advocacy journey, from basic monitoring and intelligence gathering to strategic advice, sustainable development and pan-European campaigns.

Ownership Structure

Instinctif Partners is majority owned by LDC, the private equity arm of Lloyds Banking Group.

International Structure

Instinctif Partners employs more than 300 people across Europe, Africa & the Middle East, acting for over 850 clients across the globe, from large quoted multi-national corporations and business associations to small- and medium-sized businesses just starting out on their journey.

Key Strengths

Instinctif Partners Brussels distinguishes itself in the marketplace with its bespoke, honest and candid approach to the complex world of European public affairs. We are specialists in communications, influence and engagement, experts in telling stories so powerful and compelling they demand a change in behaviour, emotion, and perception, whatever the audience. Our Brussels office provides a wide range of services in the strategic communications and public policy spaces from basic monitoring services to coalition building, coalition management,

association management, media training, sustainability strategy, crisis management and integrated advocacy campaigns. Instinctif Partners prides itself in its ability to work with clients to protect their business interests and improve their competitive advantages.

Thought Leadership

Instinctif regularly publishes thought-leadership research on a variety of topics, including recent articles on Europe's Pharmaceutical Strategy, Beating Cancer Plan and COP26.

Key Clients

IP Europe, Health First Europe, European Alliance for Access to Safe Medicines, Nomad Foods, and EUMEPS – the European Manufacturers of Expanded Polystyrene.

Testimonials and why clients like to work with us

Our latest client satisfaction survey showed 95% were "net promoters", with more than one-third of clients saying they were "extremely satisfied" with our work. Key factors for this vote of confidence were our "can do" attitude, the personal commitment and involvement of senior team members, our knowledge and expertise, proactivity, creative ideas and solutions, our network and relationships, and our media relations competence.

Much of our work is the result of referrals. For example, our extensive experience in the healthcare sector regularly leads to projects, for example on nanomedicines, the fight against infectious diseases, digital health, anti-microbial resistance and medicine traceability. Likewise, our work on the Digital Markets Act and Digital Services Acts, a rebranding and website redesign project and a new association management client were all the result of referrals.



We are Instinctif. We know Europe. We shape perceptions.

We are a **European public affairs and communications consultancy**, specialising in reputation, influence & engagement.

We work with our clients to build reputations, manage risks and shape public policies - both in **Brussels & beyond** - through deep **insight, expert storytelling & creative delivery**.

Our work drives both **policy outcomes & real and measurable commercial value**.

Get in touch: +32 2 626 9500
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- I N S T I N C T I F -
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[instinctif.com](https://www.instinctif.com)