

# BRUNSWICK

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## Client Contact

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## Key Specialisms

☑ Banking, Insurance and  
Financial Services

☑ Digital Services &  
Technology Hardware

☑ Food and Drink

☑ Oil & Gas

☑ Personal & Household Goods

☑ Transport and Vehicles

☑ Media

☑ Energy

☑ Retail

## Brussels Office Since

📅 2000

## Number of Public Affairs Consultants

👤 30

## About Brunswick Group

### Firm Description

Since 1987, Brunswick has been helping clients navigate the interconnected financial, political and social worlds to build trusted relationships with all their stakeholders. A global partnership, with 23 offices in 14 countries, we act as one firm, without financial or geographic barriers to support clients facing complex, international challenges.

In Brussels, we specialise in public affairs and lobbying support on business-critical issues. We have an unrivalled knowledge of EU public affairs and assist clients in engaging with the political, media and regulatory environment locally and across all EU Member States.

We combine deep technical knowledge and expertise in gathering critical insights with strong strategic advisory and engagement skills, to help our clients anticipate and react to the changing policy and political landscape.

### Ownership Structure

Partnership.

### International Structure

Founded in 1987, Brunswick's global partnership has grown organically over the past 30 years into 23 offices in 14 countries across the Americas, Asia, Europe and IMEA.

Brunswick's capabilities are continually expanded with additional senior advisory roles and partners in all our offices and areas of operation, allowing us to connect across companies, sectors, and industries.

### Key Strengths

Our strengths include:

- Competition Antitrust, Mergers and Acquisitions
- Corporate and media relations
- Corporate and reputation management
- Financial situations
- Employee engagement
- Investor engagement
- Digital strategies and content creation

- Geopolitical
- Insights – polling and data analytics
- Public and regulatory affairs

### Key Clients

AB InBev, Amway, ASDA, Bank of America Merrill Lynch, Bell, European Federation of Bottled Waters (EFBW), Estée Lauder, IBM, ICE, McDonalds, Nord Stream 2, PayPal, The Gates Foundation, The Walt Disney Company, Twitch.

### Thought Leadership

Brunswick Review – <https://www.brunswickgroup.com/what-we-do/brunswick-review/>

Brunswick Social Value Review

The Brunswick Social Value Review made its debut in January 2020. It chronicles the growing pressure on companies to create social value alongside financial value. It shows how quickly thorny societal issues can become critical issues for business. Inequality, climate change, diversity, access to healthcare, privacy – today's business leaders must be clear where they stand on a growing list of societal challenges. The Brunswick Social Value Review profiles the pioneers, asks the difficult questions, and shows what leadership looks like in today's business world.

Reports and Surveys – [www.brunswickgroup.com/reports-i4405/](http://www.brunswickgroup.com/reports-i4405/)

Delivering content on the latest trends across the social, political and economic spheres. This has included sectoral studies on current issues with a view to offer a contribution to public debates, e.g. "Is the Techlash real?" and the "EU Competition Policy Study: Expectations for Change".

### Testimonials and why clients like to work with us

"We appreciated the availability of senior advisers and team around the clock – it showed that our case mattered to them as much as it did to us".

Telia Company



Complex, fast  
and challenging

Even the best leaders sometimes need help navigating today's world.

Brunswick helps clients build trusted stakeholder relationships in the interconnected financial, political and social spheres.



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