

# INSTINCTIF

PARTNERS

## Office Address

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## Telephone Number

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## Website Address

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## Key Specialisms

☑ Banking, Insurance &  
Financial Services

☑ Chemicals

☑ Digital Services & Technology  
Hardware

☑ Energy

☑ Food and Drink

☑ Healthcare

## Brussels Office Since

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

## Number of Public Affairs Consultants

👤 7 permanent/FTE staff  
plus 3 research assistants  
and interns.

## Key Clients

Health First Europe, Ancestry.com, Cefic, the European Chemical Industry Council, VOI, the World Council of Credit Unions, 4Finance, Koura Global and European Alliance for Access to Safe Medicines (EAASM).

## About Instinctif Partners

### Firm Description

Instinctif Partners is a leading European Public Affairs communications 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 policy outcomes and real and measurable commercial value. IP Brussels is a boutique consultancy with a stable base of retainer clients in the coalition and association management spaces in addition to corporate clients. In 2018, Instinctif Partners was named International Agency of the Year at the PR Week Global Awards for a second successive year. The prestigious International award recognises the leading international consultancy and is assessed across criteria ranging from business results, financial success, talent development, innovation and community leadership.

### 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, 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 publications on the scourge of fake news, the future of engagement and norms bias.

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

We have extensive expertise across the healthcare sector, advising patients and healthcare professionals to medical device and pharmaceutical companies. This has included association management for Health First Europe as well as advising diverse clients from GAMIAN-Europe to the European Federation of Nurses, Novartis, Johnson & Johnson and Eucomed. We develop deep, trusted partner status with our clients, with whom we work daily on a personal level, going above and beyond expectations.

Instinctif Partner's portfolio is diverse and includes clients such as Ancestry.com and Dogs Trust as well as previous work for Amazon, EDiMA, GSMA and VOI. Through this work Instinctif Partners has gained unparalleled insight into the core issues facing Europe as it works towards building a better, safer environment for digital services as well as a sustainable, climate-neutral economy. We are well placed to advise clients with high stakes in this game and guide them through the intricacies of EU policy-making.

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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