

# INSTINCTIF

## PARTNERS

### Office Address

Rue du Trône 60, B-1050  
Brussels, Belgium

### Email Address

brussels@instinctif.com

### Telephone Number

+32 (0) 2 626-9500

### Website Address

brussels.instinctif.com

### Key Specialisms

☑ Chemicals

☑ Digital Services & Technology  
Hardware

☑ Energy

☑ Environment

☑ Food and Drink

☑ Health Care

### Brussels Office Since

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

### Number of Public Affairs Consultants

👤 5 permanent/FTE staff

### Key Clients

European Alliance for Access to Safe Medicines, Health First Europe, Medtech Europe, European Manufacturers of Expanded Polystyrene, Smart Packaging Europe, Gesellschaft für Internationale Zusammenarbeit, Nomad Foods and U.S.-Afghanistan Democratic Peace and Prosperity Council.

## 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, 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.

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

Much of our work is the result of referrals from clients and deep personal relationships. 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. Our sustainability work with Cefic, the European Chemical Industry Council, led to related work on packaging and recycling for Total Polymers, the European Manufacturers of Expanded Polystyrene and Smart Packaging Europe.

Instinctif Partner's portfolio is diverse and includes clients such as Google, Medtech Europe and Dogs Trust as well as previous work for Ancestry.com, Becton Dickinson, Docusign, Johnson & Johnson and VOI. Through this work Instinctif Partners has gained valuable insights into the nature and workings of the EU policymaking machine, insights that we use daily to help clients achieve their own policy and communications goals.



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  
@IP\_Brussels | [brussels@instinctif.com](mailto:brussels@instinctif.com)

**- I N S T I N C T I F -**  
PARTNERS

[instinctif.com](http://instinctif.com)