

Burson

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Client Contact

Andrew Cecil,
Chief Executive Officer

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Brussels Office Since

📅 1965

Number of Public Affairs Consultants

👤 80+

Key Specialisms

- ⊗ Chemicals
- ⊗ Digital Services & Technology Hardware
- ⊗ Energy
- ⊗ Healthcare
- ⊗ Competition & Antitrust
- ⊗ Sustainability & Environment

About Burson

Firm Description

With a presence in Brussels since 1965, Burson is a pioneer and leader in public affairs and communications. We're proud of the environment we've built that empowers every individual to grow and succeed.

At Burson, we design innovative, integrated public affairs and communication strategies that shape reputations across Europe and beyond.

Our clients benefit from more than just consultancy—they gain a strategic partner. Leveraging best-in-class counsellors and our global network, we provide fresh perspectives and actionable insights.

We have deep expertise in global issues, communications, and crafting compelling narratives, all powered by our proprietary AI solutions. We partner with our clients to deliver bespoke and impactful campaigns that drive meaningful business outcomes.

Ownership Structure

Burson operates under WPP (NYSE: WPP), the creative transformation company. Learn more at www.bursonglobal.com.

International Structure

The Burson Group is a strategic network of highly specialized global agencies that partner with clients across geographies, stakeholders and sectors. We have 130 offices in 39 markets and 6,000+ creative problem solvers powered by industry-leading technology, driven to innovate and operate at unmatched scale.

Key Strengths

- Corporate and Public Affairs
- Consumer and Brand
- Creative and Content
- Advisory
- Intelligence and Innovation

Key Clients

See our EU transparency register (BCW)

Testimonials and why clients like to work with us

According to feedback, clients 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, and technical policy expertise
- Provide a strong framework for measuring success

Burson

Purpose-built
for a new era.

bursonglobal.com

