

**Office Address**

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Client Contact

Filip Lugovic, Managing Director
& Co-Founder / Lorenzo
Marchese, Director, Client
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therightstreet.digital

Brussels Office Since

2018

Number of Public Affairs Consultants

20

About The Right Street

Firm Description

Communicating to policymakers, media and other stakeholders is a challenging task.

While rapid developments of digital tools and platforms present immense opportunities, communications professionals struggle to keep up and break through the noise.

This is why we created The Right Street – to help companies, associations and NGOs communicate smarter and be heard.

We combine a deep understanding of the political landscape with expertise in digital communications to ensure our clients' positions and messages stand out and effectively reach their target audiences

Ownership Structure

The Right Street Digital is a privately owned agency based in Brussels, with offices in Belgrade and Mostar. Co-founded by Filip Lugovic and the late Richard Medic, the agency also includes partners Lorenzo Marchese, András Baneth, and Marko Pandza.

Key Strengths Strategies

- Insights & analysis
- Stakeholder mapping
- Campaign concepts & strategies
- Messaging
- Training & workshops
- AI-powered message testing and virtual focus groups

Social Media

- Social media strategies
- Social content & PR
- Community management
- Social listening & analytics

Design

- Branding & visual identities
- Brochures & reports
- Web design

Video & Sound

- Concepts & storyboards
- Video editing & post production
- Filming on location
- Virtual & hybrid events
- Podcasts

Digital Advertising

- Social media ads
- Google ads
- Integrated ad campaigns

Copywriting & PR

- Search Engine Optimisation
- Newsletters
- Positions, PRs, blogs

Websites & Tech

- Website development
- Apps & custom tech solutions
- Maintenance & hosting

Key Clients

- European Commission
- NMWE: Natural Mineral Waters Europe
- ACEA: European Automobile Manufacturers' Association
- Indorama Ventures
- UNESDA: Soft Drinks Europe
- Rud Pedersen Public Affairs
- EUsalt: European Salt Producers' Association
- Science Europe
- WWF: World Wildlife Fund
- BIC: The Bio-based Industries Consortium
- ERAA: European Regional Airlines Association
- ETRMA: European Tyre & Rubber Manufacturers Association

Testimonials and why clients like to work with us

Working with The Right Street has been a seamless and rewarding experience from the very beginning. From developing a roadmap and strategy to training staff and implementing key initiatives, The Right Street team and experts have provided great support. Their professionalism, combined with a personable and collaborative approach, has made the entire process both effective and enjoyable."

Klaus Dieter Axt, Secretary General, EUnited

We won't take you down paths you don't need to travel.

STRATEGIES



**SOCIAL
MEDIA**



DESIGN



**VIDEO &
SOUND**



**DIGITAL
ADVERTISING**



**COPYWRITING
& PR**



**WEBSITES
& TECH**



Be Heard.



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