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ZNconsulting.com

Brussels Office Since

📅 1998

Number of Public Affairs Consultants

👥 A network of over 150 consultants which includes an expert team of 40 people in Public Affairs.

Key Specialisms

- ⊖ Chemicals
- ⊖ Digital Services & Technology Hardware
- ⊖ Food and Drink
- ⊖ Governments
- ⊖ Healthcare
- ⊖ Transport

Key Clients

Our client list includes global leaders such as Coca-Cola, Pfizer, Johnson & Johnson, UPS, EFPIA, FEFCO, UNESDA, BEREC, CropLife Europe, IPEurope, EUSPA, Pernod Ricard, BMS, EUROSEEDS, among others.

With ZN, I'm #OneStepAhead.

About ZN Consulting

Firm Description

ZN is the leading agency in the EU and the agency of the future: a flexible, plug-in partner ready to support your team exactly where you need it most, whether that's shaping strategy, boosting your digital capabilities, crafting compelling stories, or designing impactful events. Powered by creative horsepower and deep technological expertise, we bring the most effective tools and teams to your critical objectives. For almost 3 decades, we've guided EU leaders through complexity, transforming challenges into actionable strategies and keeping them #OneStepAhead.

This year marks 10 years of #EUinfluencer. For a decade, ZN's annual ranking has tracked the voices that shape EU debate, becoming the reference point for how influence works in the Brussels bubble. It's a track record Politico recognised when it called us "Brussels' O.G. digital consultancy". The ranking is also the clearest expression of what we do every day for our clients: understand the ecosystem, move the right voices, and turn complex policy into stories that travel.

In today's uncertain and rapidly evolving environment, lengthy reports and unclear strategies just don't deliver. You need clarity, speed, innovation and results. That's where ZN steps in.

When things get complex, we deliver.

Ownership Structure

Privately owned and fiercely independent, ZN answers exclusively to our clients. Our independence empowers us to think boldly, act swiftly, and consistently do what works, not just what's expected.

International Structure

As a #RemoteFirst agency with deep EU insights, our team spans Europe and beyond with a hub in Brussels. Wherever it matters most, we show up virtually or in person.

Our Public Affairs activity must

be impactful. At ZN, we help you set a clear strategy, craft stories that resonate, and amplify them through outstanding creative execution. We blend deep EU insights with digital intelligence and AI-powered tools, delivering smart, targeted campaigns tailored precisely to your audience.

Strategy: Set the direction.

Story: Simplify complex issues into powerful narratives.

Creative: Bring your messages to life so they reach and move your audience.

Ten years of #EUinfluencer is what this looks like in practice. Our annual ranking has shaped the conversation about digital influence in EU policy circles, empowering communicators across Brussels and beyond and giving ZN an unmatched view of how the Brussels bubble actually moves.

Key Strengths

- Agile, plug-in communication teams ready for tight timelines
- Impactful public affairs storytelling
- AI-driven campaigns that deliver measurable results
- Social content engineered for genuine engagement
- Events designed for tangible outcomes
- Creative strategy spanning design, video, and motion graphics
- Workshops that unlock strategic, innovative thinking
- Trusted advisory for leaders navigating uncertainty

Hyperthinking at Our Core

Everything we do is shaped by the Hyperthinking mindset: staying agile, thinking forward, and always ready to adapt. It's not just a methodology, it's our way of making sense of complexity and moving fast with purpose.

ZN

#OneStepAhead



10 Years

**of moving the influence
in Brussels**