

**Office Address**

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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

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.

ZN, the leading agency in the EU is also 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. With over two decades of experience and powered by creative horsepower and deep technological expertise, we utilize the most effective tools and teams to help you achieve your critical objectives. For over 25 years, we've been guiding EU leaders through complexity, transforming challenges into actionable strategies, and ensuring they stay #OneStepAhead.

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's 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, ensuring they reach – and move – your audience.

ZN is the digital agency behind the annual #EUinfluencer ranking – tracking influence, shaping conversations, and empowering communicators across Brussels and beyond.

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.

Testimonials and why clients like to work with us

"We developed a strong partnership with ZN over the course of the last year. The team has been invaluable in providing us with ongoing support and out-of-the-box ideas. We appreciate the professionalism from everyone in the team and how agile and flexible they were during the collaboration to meet all the deadlines. The #WithHer campaign is a testament to the unique digital advantage ZN has successfully brought with its expertise and knowledge."

Koye Adeboye – Communications Lead, the Spotlight Initiative (EU-UN #WithHer)



No thanks.

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*The European Parliament phased out the use of fax machines only around 2019–2020

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