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**Client Contact**

Alberto Maccari, Strategy  
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**Brussels Office Since**

📅 2020

**Number of Public  
Affairs Consultants**

👤 5

**Key Clients**

- APPLIA-Europe
- CAOBISCO
- EuroGeoSurvey
- FERMA
- PHILEA
- Toy Industries of Europe

## About White Rabbit Brussels

**Firm Description**

White Rabbit Brussels is a design communications agency serving institutional bodies, European associations, and corporate organisations. We translate complex ideas into communications that work visually, emotionally, and strategically. We speak to both minds and hearts: citizens, policymakers, stakeholders caught between them.

**Ownership structure**

SRL (Private Limited Company)  
- sole proprietor

**International Network**

White Rabbit Brussels operates through a hybrid agency model: a senior core team supported by a curated European network of designers, strategists, content specialists, public affairs experts and technology partners. For each assignment we build a dedicated project team calibrated to the client's objectives, timeline and institutional context, with the agility of a boutique agency and a European network that scales with the brief.

From brand and content strategy to video production, web design and campaign delivery, we create communication that is sharper, more human, more memorable.

The model is intentionally lean: every brief is led by senior practitioners with international experience across corporate, institutional and industrial sectors.

When projects require advanced capabilities in AI-enabled content production, scaled communications delivery or workflow automation, we collaborate with WhiteRabbitHole.ai, our studio dedicated to emerging technologies.

Consistent strategic direction, integrated from concept to delivery.

**Key Strengths**

- Institutional communications strategy rooted in deep European expertise
- Design-led visual identity and branding that commands attention
- Advocacy and public affairs storytelling with measurable impact
- Agile teams configured for tight timelines and complex deliverables
- AI-augmented content creation that scales without losing authenticity
- Strategic vision combined with meticulous project execution
- Creative problem-solving that turns complexity into clarity
- Trusted advisors for organizations navigating institutional change

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

"A partner with genuine can-do attitude that delivers creative solutions and manages projects perfectly." Catherine Van Reeth, Director General, Toy Industries of Europe "A very effective partner that combines clear understanding of organizational goals with creative vision and efficient project management." Anita Kelly, Communications Strategy Professional "A ray of light in Brussels communications, wide range of competencies helping organizations improve their production capabilities with creative and lateral thinking." Paolo Falcioni, Director General, APPLIA-Europe "Brilliant at developing creative concepts and visual strategies for complex communications, executing with impressive attention to detail." Romek Jagodziński, ETUI "Persistent in seeking new ideas, skilled in collaborative brainstorming with strong expertise in visual art direction and strategy." Luca Cinquepalmi, Executive Creative Director, HAVAS "A passionate creative team with strong focus on visual identity and photography expertise, well-organized with extensive international experience." José Fernandez, Chief Digital Officer, Dentsu



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[BRUSSELSWHITERABBIT.EU](https://brusselwhite.rabbit.eu)

BRANDING - CONTENT STRATEGY - VIDEO PRODUCTION - WEB DESIGN