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Client Contact

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Brussels Office Since
 2018
Number of Public Affairs Consultants
 25+
Key Clients

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

Testimonials and why clients like to work with us

"We are very grateful to your team, who have been extremely responsive, hugely creative, and patient with us. The speed and quality of work are amazing. You already had an ambassador in me, but now that I am more involved and see the result of the work, TRS also gained a fan."

Ioannis Pallas, Managing

About The Right Street

Firm Description

Navigating the world of politics, media, and key stakeholders is a complex task.

Traditional advocacy alone is no longer enough. Organisations that remain invisible beyond the meeting room are already falling behind. At the same time, the communications landscape is evolving faster than most can keep pace with: new platforms are emerging, algorithms are shifting and AI is opening up new opportunities every day.

Cutting through has never been harder.

That is why we created The Right Street: to help organisations communicate smarter and be heard. While other agencies in Brussels tend to specialise in either policy or digital, we were built to understand both.

Over the past eight years, we have helped some of the largest trade associations and multinationals in Brussels ensure their messages go beyond closed doors and stand out in an increasingly noisy digital world.

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**Intelligence**

Every advocacy effort starts with a question: who actually matters here, and what does it take to reach them? We map the stakeholder landscape around a policy file - who holds influence, what they are reading and saying, where they are active, and what are the white spaces in the existing conversations. It is the intelligence layer that every other decision depends on, updated as the policy environment shifts.

Messaging

Good policy arguments do not automatically become effective communications. We take a client's position and translate it into messages shaped by evidence rather than instinct, built to resonate with the audiences. We then use AI-powered virtual focus groups to test how those messages land before they go public, so that what reaches a policymaker is already refined.

Content

Arguments need form. We produce the content that carries a message into the world - video, design, copy, digital assets, and where the situation calls for it, physical formats too. A leave-behind for a meeting in the European Parliament, a short film that makes a technical position more accessible.

Advocacy Campaigns

Reach does not happen by accident in Brussels. We run targeted digital advertising campaigns that place content precisely - in front of MEPs, Commission officials, and other decision-makers - timed to the moments that matter in the legislative cycle.

Digital Infrastructure

Campaigns end. The policy environment does not. We build the websites, landing pages, apps and digital platforms that give organisations a persistent, credible presence: the infrastructure that holds everything together between campaign bursts, making sure that when a policymaker looks up an organisation, what they find is as credible as the people behind it.

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



BE HEARD.