

b+ europe

communications strategy
political advocacy
media relations

g+ (about)

We are political and media advisers drawn together by a shared passion for politics, communications and European affairs. We are specialised in European decision-making and how it can affect your business and your reputation, both at EU and national level. We help you think through your objectives in Brussels and other European capitals, guiding you through the complicated relationship between the two.

We have a strong team of experts in EU and national politics, and the media. As part of the global Omnicom group, with dedicated people in Brussels, Paris and London, and a network of handpicked partner companies across Europe and around the world, we are also ideally placed to coordinate and run pan-European public affairs and communications strategies.

Our team is multinational and multilingual, with over fifteen nationalities and as many languages spoken. We come from diverse backgrounds, several having held senior posts in the European Commission, European Parliament or national governments. Others are former senior journalists in the international media or have a background in business. We have expertise in a wide range of policy areas, from antitrust and trade policy, to the financial and energy markets, from e-communications and entertainment to food and healthcare.

Our client list includes blue-chip companies, industry coalitions, trade associations, civil society organisations and governments - from Europe, America and Asia. Our service to clients is first class because we understand the process, politics and people of the EU.

This is our added value.

"Efficient, straight-talking and well connected" - The Financial Times

+ (g)

peter guilford
executive chairman

"I never would have expected Brussels to turn me into a telecoms aficionado, or an energy policy expert. But after five years working on EU affairs, here I am, living and breathing ICT and energy policy – and loving it."

+ (d)

agnès domergue
senior account manager

"The EU has created tremendous opportunities – disproportionately for those who can navigate the system. This is where we can help."

+ (h)

sophie heitz
senior account executive

"I've worked on EU affairs since the 1970s. Even today Brussels is still far from transparent. If you haven't been on the inside, you may not fully grasp how decisions are taken."

+ (v)

antony vinall
associate

g+ (services)

The EU and its institutions have a complicated structure. Balancing the interests of member states, European citizens' expectations and the common European good has led to a complex web of procedures where technical decisions and politics go hand in hand.

g+ can help you navigate these waters and shape the debate on issues that affect you. High-quality information and an accurate analysis of the context form the backbone of any successful communications strategy, across all policy areas. We can help you define your objectives, put together a strategy, refine your messages and plan actions to achieve your goals.

We are experts in boiling down complicated issues to concise messages to get through to policymakers, stakeholders and the media.

g+ can help you devise and implement a coherent and consistent media and public affairs strategy in Brussels and across Europe, using our unique experience and know-how in:

- Political advocacy
- Media relations

g+ (political advocacy)

Are you concerned about a specific piece of legislation, a regulatory proposal or an international negotiation which directly affects your business? We can guide you through the political context, help you to understand how policies are really made and how to make your voice heard at the right time in the right way, and with the right people.

We can frame your issues in the broader context of European or national political priorities and map out actions informed by our detailed knowledge of the people, the politics and the processes that matter.

We have broad experience in tracking and analysing issues, be they policy proposals from the European Commission or national governments, legislative amendments going through parliaments, or individual governments' positions in EU working groups. Thanks to our extensive network we can spot obstacles or opportunities early enough for you to make a difference, and gather upstream intelligence to give you a head start.

We can also help you to craft messages tailored to your audiences so as to create a climate of trust and mutual understanding. We can investigate what policy-makers and opinion-formers think about you and your issues, and organise events to support your policy goals.

g+ (media relations)

The media is powerful in shaping the regulatory debate in Brussels and other European capitals and provides ample opportunity for your company or organisation to engage in the debate. With over 800 accredited journalists, Brussels hosts one of the biggest press corps in the world.

Our partners and staff have hands-on experience as former journalists and official spokespeople, so we are well versed in handling the news agenda proactively and reactively, at global and national level. Whether you are in a crisis, anxious to make a point or looking to build a reputation, we can help you secure visibility where it counts.

We will advise you on the relevant media and appropriate format, be it an opinion piece, a background briefing or a major press conference. Whatever the vehicle, we can turn complicated or sensitive ideas into clear, concise and lively messages. We can also offer you training to equip you with the right media-handling skills, or take on the role of spokesperson for you.

For more information about our services, please contact

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