



## FOR IMMEDIATE RELEASE

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# StrategyOne Expands Research Expertise Into EU Capital

## *Edelman's Research Subsidiary Opens Office in Brussels*

**Brussels, Belgium, 2 November 2010** – Edelman's strategic research and measurement consultancy, StrategyOne, today opened an office in Brussels that will specialize in research and analysis to support its public affairs offers in the EU and at the national level.

The office marks the ninth dedicated StrategyOne office and will be led by Antoine Harary, Director for Continental Europe who will operate from Edelman/The Centre's office in Brussels.

Driven by a growing interest for public affairs insights and measurement, the new S1 office will serve Brussels-based clients across a multitude of sectors as well as develop EU focused research that spotlights four dimensions:

- **Public affairs insight:** research on EU decision makers, policy influencers, media
- **Public affairs measurement:** influence benchmarking, reputation audits, policy measurement, public affairs KPIs
- **Public policy impact:** (informed public awareness/ stakeholder perception audits/ KPIs development and tracking...)
- **Thought leadership:** white paper creation, building intellectual property for companies, trade associations, etc.

*"Our [Edelman Trust Barometer](#) shows us that EU informed publics are looking for a new partnership model between business and government that will drive growth, jobs and EU interests but without capital market excesses or heavy handed intervention. This requires an understanding of how business and policy makers can work together to shape ideas and policies that benefit society as well as have commercial outcomes", said Laurence Evans, President StrategyOne. "Antoine brings a deep understanding of how to use research as a catalyst to engage thought leaders, policy makers and media together with clients to identify and measure policy shaping opportunities."*

*"Our clients are more and more concerned to know that the strategy they are basing their activities on is soundly based and that they can have means of measuring the success of their and our activities, especially where these involve developing mutually beneficial partnerships with policy makers and other relevant stakeholders", said Martin Porter, Managing Director of Edelman | The Centre. "The success Antoine and his team have already had clearly demonstrates that, and we are sure that it will be even more effective to have him present in our offices here and systematically integrate his work into Edelman | The Centre's already distinctive approach to public engagement in Brussels and across the EU."*

The office will be led by Antoine Harary, Director for Continental Europe of StrategyOne, who is currently in charge of the S1 Office in Paris, France. Mr Harary states that *"this opening is a natural move towards the kind of growth that our clients were very much expecting. Our presence in Brussels reinforces our positioning on public affairs research and will help us capitalize and further develop the tight relationship we have with a network of EU officials and influencers. This is also a chance to develop more synergies between Brussels and DC in order to assist our clients in better articulating their PA strategies using concrete research and evidence based approaches."*

To view StrategyOne's most recent work, visit <http://www.strategyoneinsight.com/?p=207> in order to see a study on GE's "Innovation Barometer", presented on 14 September in the presence of EU Commissioner for Research, Innovation and Science Marie Goeghan Quinn, or the Bascap [Anti-Piracy and Counterfeiting Research](#).

## About StrategyOne

Created in 1997 in New York, StrategyOne serves a growing demand of strategic insights and measurements from PR and PA professionals. StrategyOne created the first European office in London in 2005 and then Paris in 2007. Since their creation, the European office has had double digit growth every year and the European branch of StrategyOne is now a multi-million dollar consultancy focusing on stakeholder and marketing research as well as measurement of communications and public affairs.

In Europe, StrategyOne works for many global companies and institutions such as: Unilever, Microsoft, GE, HP, Richemont International, Kraft, PSA PEUGEOT CITROËN, Barilla, Ferrero, GRDF, Danone, Société Générale, Pepsi-Co, International Chamber of Commerce, and BASCAP.

For more information or interest in StrategyOne's initiatives please contact

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## About Edelman in Brussels

Edelman | The Centre provides the highest level of Public Affairs and Public Relations expertise, specializing in European policy, strategy, and lobbying. Our teams of experts in communications and media relations tailor their work to meet each client's specific needs.



The 2010 merger of Edelman's Brussels office with boutique agency *The Centre* combined the strength of one of the world's largest public affairs and public relations networks with one of Brussels' premier public affairs agencies, therefore allowing us to deliver additional services and expertise to the clients of both firms.

Edelman | The Centre's mission is to provide public relations counsel and strategic communications services that enable our clients to engage with their stakeholders, build strong relationships with them, and influence attitudes and behaviours in a complex world.

## About Edelman

Edelman is the world's leading independent public relations firm, with 3,200 employees in 51 offices worldwide. Edelman was named Advertising Age's top-ranked PR firm of the decade, PRWeek's "2009 Agency of the Year" and "Large Agency of the Year" (for the third time in the last four years), and Holmes Report's "Agency of the Decade" and "2009 Best Large Agency to Work For." Edelman owns specialty firms Blue (advertising), StrategyOne (research), and BioScience Communications (medical education and publishing).

For more information about Edelman, please visit <http://www.edelman.com>