



**public
affairs.**



campaign.

Winning support across Europe

A piece of well-intentioned EU climate change legislation was going to have a serious impact on the public good by restricting a niche product produced by our client. We devised a campaign based on our in depth analysis of the policy situation in the EU and across the globe. This campaign was designed to resonate in 27 different capitals and build strong relationships with other industry stakeholders. Through this, we ensured that the EU was able to design legislation that best benefitted EU citizens.



client: Major US manufacturer

services: Campaigns and policy analysis