

Dusens Europe unveils SYNAPS, the personalized generative AI solution for communication decision-makers

Nice, March 11, 2025 — Dusens Europe, a strategic 360° communication agency, announces the launch of **SYNAPS**, an innovative artificial intelligence offering designed to transform communication practices. At the heart of this new offering is SYNAPS Think, a smart personalization engine tailored to the unique DNA of each brand, leveraging AI to deliver solutions that are perfectly contextualized and aligned with their specific needs.

The offering is structured **into three exclusive solutions**, designed to meet the strategic and operational challenges faced by communication professionals:

- **SYNAPS Headlines**, an intelligent monitoring solution that transforms information into a proactive tool, featuring a daily press review, social listening, and sector-specific insights for informed decision-making;
- **SYNAPS Media**, an intuitive platform to quickly create and edit tailored visuals and videos aligned with each company's brand identity, enhance existing content, and optimize media libraries—all while reducing production costs;
- **SYNAPS Web**, a content management tool integrating rewriting, translation, SEO optimization, and recommendations to minimize carbon footprint, ensuring efficient and engaging distribution.

“Communication and marketing teams increasingly rely on external tools to save time in their daily tasks. Today, it’s essential to reconnect the use of artificial intelligence with the company’s core identity, its brand guidelines, strategic messaging, and above all, to adapt AI to the specific needs and practices of decision-makers. Through our AI Lab, we’ve created an ecosystem of services tailored to each brand’s unique universe, empowering communication teams to generate value, enhance impact, and fuel their strategic plans”, explains **Emmanuel Guinot**, Managing Director of Dusens Europe.



+ **SYNAPS HEADLINES : A TAILORED STRATEGIC VISION**

Press reviews, competitor and industry news analysis, identification of reputational signals... **SYNAPS Headlines** revolutionizes the way companies access strategic information in real-time. By aggregating over 8,000 sources in a clear and contextualized manner, it leverages artificial intelligence to deliver daily summaries, personalized audio articles, diverse corporate content, and strategic data analysis. Everything is designed to anticipate trends and enable decision-makers to stay ahead in their markets through a simple and effective application.

+ **SYNAPS MEDIA : UNIQUE AND CUSTOMIZED VISUALS FOR EACH BRAND**

SYNAPS Media redefines visual production by empowering teams to easily create and edit their own custom images and videos, without needing expert prompting skills. Colors, formats, lighting—everything is adjustable to meet creative needs precisely aligned with the brand’s identity, visual universe, and communication strategy. Better still, the platform allows enhancement and adaptation of existing visuals. By integrating seamlessly with corporate media libraries, SYNAPS Media complements traditional photo and video shoots, reducing associated costs and logistics. For simplified management and organization, all creations are centralized on a collaborative wall accessible to everyone.

+ **SYNAPS WEB : OPTIMIZED CONTENT FOR GREATER IMPACT**

SYNAPS Web reinvents publishing by embedding advanced functionalities such as rewriting, translation, and SEO optimization directly into the back-office. It includes an analysis of content’s environmental impact and provides recommendations to reduce its carbon footprint. With update suggestions and tailored reading paths, SYNAPS Web ensures an engaging, high-performance experience designed specifically to meet user expectations.

“SYNAPS marks an important milestone in our advisory role, supporting our clients in deploying AI and optimizing its value creation. Its exceptional reliability, creativity, and personalization, adaptable to the context of each brand and company, make SYNAPS a unique solution in the market. This creative strategy, developed alongside our Tech and UI talents, once again highlights our ability to create genuine, useful innovation drivers and decisive competitive advantages for our clients.”, says **Philippe Gauché**, Deputy Managing Director of Dusens Europe.

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ABOUT DUSENS EUROPE

Dusens Europe is the European branch of Dusens Group, an international communications consultancy present across Europe, Africa, and the Middle East, structured around five core areas of expertise: Consulting, Branding, Digital, Growth, and Innovation. With 35 years of experience, the group is recognized for its ability to turn stakeholder engagement into a driver of trust and growth—for individuals, businesses, and society as a whole. Dusens Group provides long-term, international support to major players such as ENGIE, Renault Group, Nexans, Viatris, Accor, Hermès, Bouygues, Sanofi, Vinci Energies, BNP Paribas, Faderco, Ifri, Palmery, Cevital, Schlumberger, and Thalès.

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