



Press release

ENGIE entrusts Dusens Group with the redesign of its corporate website

Nice, February 10, 2025 - Dusens Group, an international communications consultancy, has been chosen by ENGIE, a global leader in low-carbon energy and services, to lead the strategic redesign of its corporate website, following a competitive pitch involving six agencies.

"This new major project with ENGIE, which the agency has been supporting for 25 years, is a strong signal of our ambition for 2025. It demonstrates how Dusens Group's excellence in strategic understanding of brand challenges, content creation, user experience and innovation creates value for communications decision-makers" says Emmanuel Guinot, CEO of Dusens Europe.

To embody ENGIE's role as a global leader in energy transition and mobilize its audiences in the face of climate challenges, the new ENGIE.com will combine personalized experience, technological creativity, engaging content and cutting-edge user experience, enriched by artificial intelligence. An essential element of this project is the creation of a content factory, in partnership with the editorial agency YouLoveWords.

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About Dusens Group: Dusens Group is an international communication consultancy operating in Europe, Africa, and the Middle East, structured around five key areas of expertise: Consulting, Branding, Digital, Growth, and Innovation. With 35 years of experience, the group is renowned for its ability to turn stakeholder engagement into a driver of trust and growth—for individuals, companies, and society at large. 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, Palmary, Cevital, Schlumberger, and Thales.

For more information, visit www.dusens.group/en/