



Press release

Dusens unveils NISSA, a single platform to create, structure and manage brand communications

Paris / Nice, March 30, 2025 - Dusens (formerly Tequila Rapido) announces the launch of NISSA, a solution designed as an Operating System to bring content creation, structuring and distribution together in a single environment, powered by AI agents trained on each brand's identity. The ambition: to put an end to tool fragmentation, strengthen consistency across communications, and free up time for strategy.

Communications enters the age of Agents

For decades, communications teams have worked with fragmented tools - one for creating, another for distributing, a third for measuring. Nissa by Dusens breaks with this siloed logic.

The platform is built around a simple conviction: an organisation's communications are a living system, and must be managed as such. Not reactively, topic by topic, but structurally, with memory, consistency over time, and the ability to adapt continuously.

Unlike generic generation tools, **Nissa's AI agents don't start from scratch**: they operate from a knowledge base specific to each organisation (editorial territories, visual guidelines, language elements, expression constraints, historical content...). They absorb an identity. They learn. They refine.

A System, not a suite of Tools

Nissa is currently made up of **four interconnected modules**: one for ideating content and distributing it automatically across digital and social platforms, one for visual creation, one for managing and structuring digital ecosystems, and one for strategic monitoring and real-time reputation analysis.

These four modules share a common architecture and a single knowledge base. This is precisely what makes NISSA an **Operating System**, rather than a collection of disconnected applications. Behind this OS, the agency's experts - strategy, editorial, social media, creative - remain the true pilots.



Freeing up time for reflection

The challenge is not technical. It is profoundly human.

Communications teams today face a paradoxical demand: do more, faster, across more channels, while maintaining the level of strategic and creative rigour that distinguishes an organisation that leaves a lasting impression from one that merely fills formats.

"Artificial intelligence can absorb the mechanical part of a communicator's work, and that is no small thing. But what it will never replace is the ability to set the right objectives, to read a human context, to build a vision. By putting NISSA in the hands of their teams, companies don't just gain time: they give themselves back the opportunity to think about their communications with the depth and seniority it deserves," says **Emmanuel Guinot, CEO of Dusens Europe**. He adds: *"In launching this offer, Dusens remains true to what it has always done for 35 years: putting intelligence, in whatever form it takes, at the service of those who communicate."*

To discover Nissa: <https://dusens.group/nissa/>

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About Dusens Europe

Dusens Europe (formerly Tequila Rapido) is the European arm of Dusens Group, an international communications consultancy present across Europe, Africa and the Middle East, structured around five areas of expertise: Consulting, Branding, Digital, Growth, and Innovation. With 35 years of experience, the group is recognised for its ability to make stakeholder engagement a lever of trust and growth for individuals, businesses and society as a whole. Dusens Group works alongside major long-term international clients including Engie, Renault Group, Nexans, Viatrix, Accor, Hermès, Bouygues, Sanofi, Sonepar, Edenred and Adeo.

For more information, visit **www.dusens.group**.