

FINN and Gosselin & de Walque join forces to become strategic communication and public affairs leaders in Belgium

Brussels, 28 August 2025 – Strategic communication and public affairs consultancies FINN and Gosselin & de Walque are joining forces to offer companies and corporations strategic advice of the highest quality. The merger will create a team of around 55 specialists in communication, marketing and public affairs across Flanders, Brussels and Wallonia. The combined group will join Only creative entrepreneurs, which is acquiring 100% of the shares in Gosselin & de Walque. Founders Ermeline Gosselin and Guillaume de Walque will become minority shareholders in Only's umbrella holding company. They will remain managing partners of the new structure alongside Kristien Vermoesen and Raf Weverbergh.

The four founders of FINN and Gosselin & de Walque describe the merger as a natural next step. Each launched their respective companies after pursuing demanding careers: Kristien Vermoesen and Raf Weverbergh (FINN) in journalism, and Ermeline Gosselin and Guillaume de Walque (Gosselin & de Walque) in corporate and political communication. They all took the risk of starting companies from scratch with the same determination to deliver quality and commitment to clients, as well as a shared ambition to approach consultancy differently.

"This merger strengthens what we have always stood for: demanding, relevant and dedicated strategic consultancy that always puts our clients' needs first," the four founders say. They also emphasised the complementarity of their values, teams, services and geographical focus.

Full-service offering

FINN has been operating for almost 20 years and consists of a team of around 40 communication strategists and creatives. Gosselin & de Walque, founded five years ago, employs 15 people. Together, they cover the entire Belgian market, offering a comprehensive range of services in strategic communication, public affairs and marketing.

This merger was made possible by the Only creative entrepreneurs group, a fast-growing European player with 700 employees, including 300 in Belgium across the agencies FINN, com&co, Happiness and Tomorrow. Only ensures a high degree of operational autonomy for the founders. This enables FINN and Gosselin & de Walque to stay true to their values while gaining additional resources to support their growth.

"Only is a group of entrepreneurs, and that is our strength. FINN and Gosselin & de Walque are inspiring success stories, so we are confident that they will continue to excel at what they do best," says Frans de Vries, founder and CEO of the Only group.

About Only:

Only is a community of more than 700 strategists, designers, developers, creatives, media, communication and content specialists driven by the power of connection. In an era of major transitions, attention to the human perspective is vital. Human skills and a deep understanding of what drives people are crucial for managing change, both big and small. With this shared conviction, we help our clients to grow the good.

About Gosselin & de Walque:

Gosselin & de Walque is a fast-growing Belgium-based strategic communications and public affairs consultancy. Our areas of expertise include strategy; executive advisory; corporate, institutional, and non-profit communications; crisis management and communications; public relations; public affairs and influence; and digital strategy.