

Higher education leads to everything

From its earliest days, Noir sur Blanc counted some of France's Grandes Ecoles, the highest learning institutions, as its first clients. At this time, these institutions had little understanding of communication strategies. From the start, we believed that these elite institutions needed to use all available means to promote their public image and reputation. The competition in the 1990s was as clear in this sector as it was elsewhere. Higher education was slowly but surely becoming a defined market.

A number of these key players in higher education are still the Agency's clients: universities, Grandes Ecoles, business schools, international associations, government ministries and institutions...

The Agency, as a result of its work, has developed contacts with professionals from every sector: the media, leading executives, journalists, entrepreneurs, those in politics and heads of organizations...

The next step has been for us to broaden our horizons and work with a whole range of new partners from the world of business and state institutions. This has enabled the Agency to enlarge both its knowledge and its expertise.

We are proud of the diversity of our work and see it as an acknowledgement of the quality of service we provide.

1993 : The Agency moves to the rue du Bac in the historic center of Paris.