A house that reveals the people behind the product

PRESS RELEASE

Brussels, 3 November 2026

AKACOM opens its doors: the rural-urban agency that starts by listening

Rooted in five regions, the people-first communications and audio-visual production agency launches its website, akacom.eu, on 3 November 2026: a site to explore like a treasure hunt.

A joyful, free-spirited... and rigorous team

Designed as a box of tricks, the AKACOM website shares the agency's state of mind and its services. AKACOM supports businesses by drawing on the strength of their stories, and brings their DNA to light by revealing the individual behind the process. Made up of journalists, filmmakers and communicators, the agency builds on talents shaped by distinctive career paths.

> **Guillaume, Valérie, Benjamin, Laure and Pierre-Yves share a common thread: people.**
>
> Experienced professionals, they founded AKACOM in Brussels for start-ups, small businesses and SMEs, associations and institutions.

A shared story, born in the field

What gets under our skin is anything that lacks meaning. AKACOM's roots lie in powerful moments lived in the field: on the radio, in writing, around an image or a video reworked time and again. These experiences brought one thing to light: the same commitment to a job well done, the same love of people. AKA stands for 'Also Known As'. The agency reveals the identity of the people it supports.

Rooted in five regions

AKACOM lives and works in five regions: Brussels, Wallonia, Brittany, the Pyrenees and the Côte d'Azur. This presence anchors the agency where the realities of start-up founders, craftspeople and business leaders take shape. Each region has its own words, its own sounds, its own ways of telling stories. AKACOM turns this into its strength: a perspective that travels from one region to the next and makes every local story resonate far beyond its home ground.

Our philosophy: people first

> 'In the age of artificial intelligence, we champion the human dimension of our profession. At AKACOM, call us by our first names: every relationship starts with listening.'

A range of expertise

From visual identity to video content, AKACOM is built around five areas of expertise:

+ **Structuring your strategy**: positioning, brand platform, values, editorial direction.
+ **Revealing your visual identity**: logo, brand guidelines, brand universe, art direction.
+ **Bringing your online presence to life**: websites, social media, SEO, AI and digital strategy.
+ **Making your voice heard**: podcasts, audio, short and long-form video, editorial content, storytelling.
+ **Creating the echo**: media strategy, press packs, journalist and opinion-leader relations.

A website full of surprises, a LinkedIn page full of professional tips

The website blends a mocktail of seriousness, humour, regional identities, clear explanations and practical information.

On LinkedIn (@akacom), the agency shares communications tips, project insights and its team's journeys. Instagram and a newsletter are coming soon.

Coming soon: AKA NEWS

Launching a media outlet today takes boldness. AKACOM's founders embrace it: with backgrounds in radio, print and television, they are creating AKA NEWS.

From December 2026, this online media platform will speak to start-up founders, small businesses and SMEs, and associations. It will tell their realities through practical features, videos, resources and interviews. Its editorial team brings together Pierre-Yves Bulteau, Guillaume Cordeaux and Valérie Ward.

AKA NEWS tells the story. AKACOM guides you.

+ ENDS

ABOUT AKACOM

AKACOM is a people-first communications and audio-visual production agency founded in Brussels by five partners based across Brussels, Wallonia, Brittany, the Pyrenees and the Côte d'Azur.

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PRESS CONTACT

Guillaume Cordeaux
Belgium +32 479 87 23 08
France +33 6 62 08 89 15
bonjour@akacom.eu
akacom.eu