



PRESS RELEASE

Paris, January 19, 2026

**WITH THE ACQUISITION OF CREATIVE
AGENCY DOUBLE2,
WMH PROJECT IS SIGNIFICANTLY STRENGTHENING
ITS AMBITIONS TO DELIVER WORLD-CLASS
EXPERIENCES FOR MAJOR EVENTS
AND LEADING BRANDS.**



From left to right and from top to bottom: Nicolas DUDKOWSKI, Delphine DAMBRY, Marc FISCHER, Méryl BEETS, Thomas DELOUBRIERE, Guillaume POMMIER, Diane DAMECOURT & Franck CHAUD.

WMH Project, one of Europe's leading experiential and below-the-line communications groups, today announces the acquisition of Double2, an independent creative agency



renowned for its expertise in brand strategy, brand activation, consumer events, influencer marketing, partnerships and content creation.

With 500 employees and €225 million in revenue in 2025, WMH Project continues to accelerate its growth and strengthen its market position by expanding a key strategic area: **large-scale consumer events and supporting brands in delivering impactful cultural, experiential and urban brand experiences.**

A NEW MILESTONE IN WMH PROJECT'S GROWTH JOURNEY

Built on a strong foundation in live experiences, WMH Project has steadily established itself as a leading player in experiential and below-the-line communications, both in France and internationally. This growth has been driven by a strategy that combines sustained organic expansion with the targeted acquisition of best-in-class agencies, including **LDR, Phénomène, Petit Ami, Win-Win, Cocotte** and, most recently, **Profirst France**.

Today, the Group supports corporate and institutional clients, global brands, as well as public, cultural and regional organisations across a broad range of initiatives, including strategic events, product launches, urban experiences, festivals, consumer activations, cultural programmes, roadshows, hybrid formats and international events.

WMH Project is targeting **€350 million in revenue by 2027**, supported in particular by the continued expansion of its brand activation capabilities and the growing demand for high-impact experiential marketing.

DOUBLE2: BRINGING BRANDS TO LIFE THROUGH CREATIVITY

Double2 designs consumer events and integrated 360° brand experiences that connect brands with culture, communities and everyday life.

Every project is conceived as a powerful visibility driver, a catalyst for conversation and a long-term performance lever, extending its impact far beyond the event itself or the content it generates.

This creative, strategic and results-driven approach naturally complements WMH Project's expertise, strengthening the Group's capabilities across all of its core business lines: **Events, Influence, Image, Spatial Design, and Incentive & Travel.**



A SHARED VISION: CREATIVITY AS A STRATEGIC GROWTH DRIVER

WMH Project and Double2 share a common belief: creativity is no longer an added value—it has become a fundamental driver of brand differentiation, business growth and market relevance.

This shared vision has already resulted in a first joint success: the agencies were selected to deliver **the ceremonial return of the French Olympic delegation and the Olympic flag** in Albertville on **23 February**, on behalf of the **French National Olympic and Sports Committee (CNOSF)**.

Through this acquisition, WMH Project reinforces its ambition to become a leading European partner for bold, high-impact creative ideas that resonate with audiences across France and international markets.

As part of this growth strategy, the Group has identified **France, Belgium, Italy, Germany and Spain as priority markets, alongside selected strategic hubs beyond Europe.**

STATEMENTS :

[Marc FISCHER, Co-President, WMH Project]

"The integration of Double2 is fully aligned with our long-term vision: building a group that enables brands to think, engage and connect with audiences beyond traditional media. Today, experience, creativity and innovation have become fundamental drivers of business performance and sustainable growth."

[Franck CHAUD, Co-President, WMH Project]

"With Double2, we are enhancing our ability to create integrated, high-impact brand experiences that deliver real value. This acquisition further strengthens our role as a strategic day-to-day partner for brands."

[Nicolas DUDKOWSKI, President, Double2]

"Joining WMH Project represents an opportunity to scale our creative and strategic DNA while preserving what makes us unique. Together, we share the same ambition: to create meaningful, desirable and truly impactful experiences that deliver results for brands."

A RESPECTFUL INTEGRATION OF TALENT AND EXPERTISE

Double2 will retain its **creative DNA**, strategic excellence and teams, while benefiting from **the strength of the WMH Project Group**, its European footprint and its ability to deliver large-scale initiatives in France and internationally.



With this acquisition, WMH Project further consolidates **its position as a leading player in the French experiential and below-the-line communications market** and **reaffirms its ambition to redefine the standards of brand activation by placing experience, impact and performance at the heart of brands' growth strategies.**

About Double2:

Double2 is a creative agency specialising in brand strategy, activation, experiences, influencer marketing, partnerships and content creation. It designs brand experiences that bring brands to life in the real world and create lasting impact.

Double2's key clients include Adidas, Airbus, Audi, Cupra, Decathlon, Dior, Guerlain, Interparfums, Microsoft, Paris Saint-Germain, Pernod Ricard Suze, PlayStation and Sephora.

Learn more: www.double2.fr

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About WMH Project:

WMH Project (€225 million in revenue) is one of Europe's leading experiential and below-the-line communications groups. Each year, the Group delivers more than **2,000 communication initiatives** for corporate and institutional clients across **over 100 countries**. With more than **500 employees** based across **Paris, Bordeaux, Lyon, Marseille, Saint-Tropez, Saint-Moritz, Courchevel, Brussels, Milan, Los Angeles and the United Arab Emirates**, the Group brings together all design and production capabilities across five areas of expertise: **Events, Incentive & Travel, Spatial Design, Image and Influence.**

*A **purpose-driven company since 2023**, WMH Project has chosen to further strengthen its environmental, social and societal commitments in order to better support its clients, contribute to the development of its employees and partners, and enable meaningful, sustainable connections of all kinds.*

Learn more: <https://www.wmhproject.fr/le-groupe/>



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