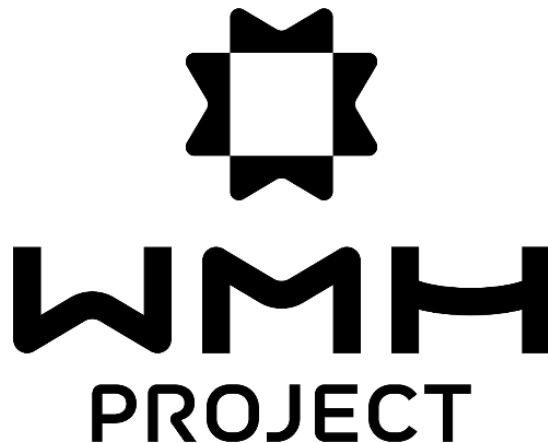




PRESS RELEASE
Paris, February 25, 2026.

WMH PROJECT UNVEILS ITS NEW BRAND PLATFORM AND REFRESHED IDENTITY



WMH Project unveils its new visual identity and refreshed brand platform, marking a key milestone in the agency's evolution following the integration of Double2, a Brand Experience agency.

Together, these strategic developments reinforce WMH Project's ambition to strengthen its positioning as a **Global Experience Agency**, capable of designing and delivering bold, measurable and responsible experience platforms. Experiences that bring brands to life and help them grow, engage audiences, connect with consumers and citizens, and create positive, lasting impact.

ONE AGENCY, ONE COLLECTIVE, ONE AMBITION

The agency's approach is built around three core principles: **BOLDNESS, IMPACT AND RESPONSIBILITY**. These strategic filters are applied to every project, from concept development through to execution: **BOLDNESS** to create distinction, spark desire and bring new ideas to life; **IMPACT** to drive effectiveness and measurable outcomes; and **RESPONSIBILITY** to design more mindful, fairer and more sustainable experiences, without compromising creative ambition.

Through its history and continued evolution, the agency now brings together **550 talents** across all areas of communications and experiential marketing under a single brand. This collective



expertise fuels a unique vision of the experience economy, dedicated to addressing the challenges of brands and institutions. A collective that imagines and delivers ambitious, meaningful and high-performing experiences.

WMH Project's ambition is to become, tomorrow, **Europe's most desirable Global Experience Agency**. Desirable for brands seeking experience platforms capable of transforming audiences into active communities. Desirable for talents looking to create, deliver, innovate and push boundaries. And, ultimately, desirable through the consistency between its narrative, its actions and the tangible impact of the experiences it creates.

A REDESIGNED VISUAL IDENTITY TO SUPPORT WMH PROJECT'S GROWTH AND INFLUENCE IN FRANCE AND INTERNATIONALLY

This new brand platform is embodied through a refreshed visual identity, designed to express what makes WMH Project unique: a dynamic energy in motion, capable of bringing people together and creating lasting influence.

The new wordmark is symmetrical, flexible and dynamic. It reflects the fluidity and adaptability of experience: a brand that unfolds and expresses itself across every touchpoint, from digital to physical spaces, from content to events.

At the heart of this new identity, the **SKWARE** — the “*radiating square*” — embodies WMH Project's mission: to illuminate, inspire and bring people together. Simple yet distinctive, it serves as a visual signature that unifies the brand's communications and expresses the reach and influence of the brands, teams and experiences created to leave a lasting impression.

About WMH Project:

WMH Project is a leading Global Experience Agency that designs and delivers bold, measurable and responsible experience platforms across more than 100 countries. The agency creates experiences that bring brands to life and help them grow, spark conversations with audiences, engage consumers and citizens, and generate positive, lasting impact. With €225 million in revenue in 2025, the agency relies on more than 500 employees across France and international markets (Paris, Lyon, Marseille, Bordeaux, Brussels, Milan, Dubai and Los Angeles) and brings together five areas of expertise: Event, Travel, Design, Content and Influence. In 2025, WMH Project was named Responsible Communications Agency of the Year and International Event Communications Agency of the Year.

Lean more: www.wmhproject.fr



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