

catalyst

HOW TO APPROACH A POST-BREXIT AUDIENCE

40%

of British consumers want to know how your brand is helping Britain trade globally



Show support to UK businesses, future causes, charities and well-being of its citizens



Communicate how your brand is helping Britain stay relevant in Europe



Show stability, solidarity and security



Reflect added quality and value



Engage in relevant conversations



Be transparent, informative and reassuring



Empower your consumers but don't be overprotective

Only 3% of marketers are pushing on Post-Brexit and will actually increase their marketing budgets in 2017.

What do they know that others don't?

Click here to download Our How Do We Tackle Brexit? Guide to find out.