

AD NORMANDIE BREXIT CAMPAIGN

Press cuttings

12 March 2018

**MEDIA
FORESIGHT**
Be wise before the event

The Guardian

12 March 2018

P12

THE NORMANDY TIMES

No to Normandy An ad campaign from Normandy's government urging UK firms to cross the channel to escape Brexit has been banned by Transport for London. TfL said it "did not fully comply" with its advertising guidelines, as it contravened a clause that bans "images or messages which relate to matters of public controversy or sensitivity".

The Daily Telegraph

12 March 2018

P10

Underground bans French Brexit advert

A lonely hearts style advertisement urging business owners to leave the UK for France after Brexit has been banned from London Underground stations.

The campaign urged entrepreneurs worried about the UK's withdrawal from the EU to "vote with their feet".

It was commissioned by the Normandy Development Agency, which promotes economic growth in the region in northern France.

But Transport for London (TfL) refused to run the ad because it "did not fully comply with our advertising guidelines". TfL does not allow images or messages which "relate to matters of public controversy or sensitivity".

The Normandy ad featured a mockup of a fictional newspaper with the headline: "British business owners can now vote with their feet and leave post-Brexit fears behind."

The campaign will still run in national newspapers and will be displayed on a bus touring Birmingham, Bristol, Cambridge, Manchester and London.

Seductive French advert fails to make a conquest

Callum Jones

London transport officials have banned a French advert urging British businesses to "vote with their feet" and move to France as the UK quits the European Union. A poster campaign encouraging entrepreneurs to "leave post-Brexit fears behind" was blocked because it could be controversial.

The **Normandy** Development Agency had hoped to target London by taking out adverts across the city's Tube and bus network. In an effort to persuade commuting entrepreneurs to cross the English Channel, the ads featured a fictional newspaper called The **Normandy**Times, which advises: "You will find the process as smooth as their Camembert ... or their oysters for that matter."

The ads warn business owners: "There is still no sign of what a trade agreement with the EU might look like. Now is the time to act."

A spokesman for Transport for London said last night that the posters "did not fully comply with our advertising guidelines". The advert was rejected on the grounds that it "contains images or messages which relate to matters of public controversy or sensitivity".

While there is little evidence that business leaders are shifting entire operations over the Channel, some large employers are considering moving some staff. HSBC has said that it could locate 1,000 London jobs to Paris.

Hervé Morin, president of **Normandy**, said he was sorry that London transport officials had "refused twice to run our media campaign". Brexit provided the region with "a unique opportunity to welcome British businesses who decide to stay at the heart of the European Union", he said.

Mr Morin added: "The Brexit deal might not happen tomorrow, but British entrepreneurs are given the choice to decide for themselves if they want to expand their companies in **Normandy**."

The agency is pushing ahead with a promotion in several newspapers and magazines this week, featuring a fictional lonely hearts column seeking the attention of a "hot entrepreneur" who "must have an appetite for business, beautiful coastal walks, and long sun-drenched lunches with wine flowing". The mock entry adds: "Someone allergic to post-Brexit tariffs, legislation and restrictions [is] preferred. Does this sound like you?" A spokesman defended the campaign, created by Splash Worldwide, as a bid "to strengthen ties with our British neighbours," describing it as "**Normandy's** answer to gloomy Brexit: a charm operation to seduce British businesses".



12 March 2018
P2

'Move to France' ad ban

FRENCH politicians have had their adverts persuading Brit firms to move there banned from the London Underground.

The government of Normandy put a series of "lonely hearts" ads on billboards and in the press this week.

One described "beautiful coastal walks and long sun-drenched lunches with wine flowing".

They promised reduced taxes and a smooth transition.

Tube bosses said they breached their advertising rules.



12 March 2018
P4

Tube bans ad urging firms to Channel hop

AN advertising campaign to attract British firms to northern France after Brexit has been banned by London Underground.

Urging entrepreneurs concerned about the UK's withdrawal from the EU to 'vote with their feet', it was commissioned by the Normandy Development Agency.

But Transport for London (TfL) refused to run the advert because it did not comply with its advertising guidelines. TfL does not allow images or messages that 'relate to matters of public controversy or sensitivity'.

The advert featured a mock-up of a fictional newspaper called The Normandy Times with the headline: 'British business owners can now vote with their feet and leave post-Brexit fears behind'.

The campaign, created by the London creative agency Splash Worldwide, will still be displayed on a bus touring the regions. Another ad features a lonely hearts column calling for a 'hot entrepreneur' who 'must have an appetite for business, beautiful coastal walks and long sun-drenched lunches with wine flowing'.

Herve Morin, president of Normandy Regional Council, said: 'Brexit gives Normandy a unique opportunity to welcome British businesses who decide to stay at the heart of the European Union.'

12 March 2018

P12

'Come to France to avoid Brexit' ad banned by Tube

NEIL LANCEFIELD

An advertising campaign aimed at luring British businesses to cross the Channel to France after Brexit has been banned from London Underground stations.

The advert urged entrepreneurs worried about the UK's withdrawal from the European Union to "vote with their feet".

It was commissioned by the Normandy Development Agency, which promotes economic growth in the region in northern France.

But Transport for London (TfL) refused to run the ad because it "did not fully comply with our advertising guidelines". TfL does not allow images or messages which "relate to matters of public controversy or sensitivity".

The Normandy ad featured a mock-up of a fictional newspaper with the headline: "British business owners can now vote with their feet and leave post-Brexit fears behind."

The campaign, created by London-based creative agency Splash Worldwide, will still run in national newspapers in the coming days and will be displayed on a bus touring Birmingham, Bristol, Cambridge, Manchester and London.

Herve Morin, the president of Normandy Regional Council, said: "Brexit gives Normandy a unique opportunity to welcome British businesses who decide to stay at the heart of the European Union.

"The Brexit deal might not happen tomorrow, but British entrepreneurs are given the choice to decide for themselves if they want to expand their companies in Normandy."



12 March 2018
P8

TfL bans ad luring firms to France

AN ad campaign aimed at luring businesses across the Channel after Brexit has been banned from Tube stations.

It urges entrepreneurs to 'vote with their feet' if they are worried about the UK leaving the EU. But Transport for London refused to run the ad because it 'did not fully comply' with advertising guidelines. It will still appear in newspapers and on a bus touring major English cities.

Hervé Morin, of Normandy Regional Council, said: 'Brexit gives Normandy a unique opportunity to welcome British businesses who decide to stay at the heart of the EU.'

London Underground bans Brexit adverts luring UK businesses to France

CHRIS BAYNES

Captions:

*The **Normandy** Development Agency is offering tax breaks and help to access funds for relocating British entrepreneurs*

Transport for London said the adverts 'did not fully comply with our advertising guidelines'

A French advertising campaign that pokes fun at Brexit with the aim of luring business across the Channel has been banned from London Underground stations. Transport for London (TfL) refused to run posters that urge entrepreneurs worried about the UK's withdrawal from the EU to "vote with their feet".

The adverts were commissioned by the **Normandy** Development Agency, which promotes economic growth in northern France. TfL said it had rejected the posters because they may cause "public controversy or sensitivity".

One featured a mock-up of a fictional newspaper with the headline: "British business owners can now vote with their feet and leave post-Brexit fears behind."

It also carries a mock classified dating advert reading: "Hot entrepreneur wanted ☐ Someone allergic to post-Brexit tariffs, legislation and restrictions preferred."

TfL said the advertising campaign "did not fully comply with our advertising guidelines", which does not allow images or messages which "relate to matters of public controversy or sensitivity".

The campaign, created by London-based creative agency Splash Worldwide, will still run in national newspapers in the coming days and will be displayed on a bus touring Birmingham, Bristol, Cambridge, Manchester and London.

Herve Morin, president of **Normandy** Regional Council, said: "Brexit gives **Normandy** a unique opportunity to welcome British businesses who decide to stay at the heart of the European Union. The Brexit deal might not happen tomorrow, but British entrepreneurs are given the choice to decide for themselves if they want to expand their companies in **Normandy**."

The region is offering tax breaks and help accessing funding to British businesses which relocate. Paris and the northern region of Hauts-de-France are among other French areas which have attempted to woo UK firms.

British companies will soon begin leaving for mainland Europe if the Government does not agree a Brexit plan, the House of Lords EU financial affairs committee warned in January.



THE SUNDAY TIMES

11 March

P17

New Norman conquest aims to lure UK businesses to France

Tim Shipman

Captions:

The French advertising campaign will run in a string of British newspapers

First they agreed to send us the Bayeux Tapestry □ now it is payback time. France has launched an audacious bid to steal British businesses.

The government of **Normandy** will this week launch an advertising campaign calling on firms to "vote with their feet" and move there to dodge post-Brexit trade tariffs.

One advertisement due to run in national newspapers and magazines this week features a lonely hearts column calling for a "hot entrepreneur" who "must have an appetite for business, beautiful coastal walks and long sun-drenched lunches with wine flowing", adding "someone allergic to post-Brexit tariffs, legislation and restrictions preferred".

It says: "If you didn't vote for Brexit or it's not right for your business, why not vote with your feet and open an office, or settle a production unit in **Normandy**."

In a dig at the British government, the ad says: "There is still no sign of what a trade agreement with the EU might look like. Now is the time to act."

Those tempted to jump ship are promised that they "will find the process as smooth as Camembert" and receive reduced tax rates that will help them "leave post-Brexit fears behind".

Hervé Morin, the region's president, said: "Brexit gives **Normandy** a unique opportunity to welcome British businesses who decide to stay at the heart of the European Union."

The campaign, which will run in The Guardian, The Times, Metro, The Telegraph, the London Evening Standard and The Economist, was described by a source in the region's development agency as "**Normandy's** answer to gloomy Brexit: a charm operation to seduce British businesses".

Normandy is home to an estimated 9,000 Britons and 53 British companies while 6,300 Britons have second homes there, representing the area's largest foreign presence. The number of applications for French nationality by British citizens has increased by 254%, from 385 in 2015 to 1,363 in 2016.

@shippersunbound

11 March 2018
P53

Consumer chaos Brexit warning

Jamie Nimmo

THE boss of Which? has launched a stark warning that a catalogue of consumer rights we take for granted could be under threat from Brexit.

Peter Vicary-Smith accused MPs of neglecting consumers in the Brexit negotiations and urged them to 'act now' to avoid a 'disaster for the everyday British consumer'.

Politicians have until next March to nail down a complex web of legal protections that cover food, energy supply and overseas travel.

The Government's paper on Brexit last year raised the issue of consumer protection. It said watchdogs should continue to have access to information about unsafe products, including medicines and food, after Brexit.

But Vicary-Smith warns that negotiations so far have focused on trade and movement of people and workers. 'Every day we are protected by laws which, for the most part, go unnoticed,' said Vicary-Smith.

'We want to work with Ministers and with businesses to stop important consumer rights from being diluted or, worse still, lost entirely if negotiations with the EU go badly wrong. At a minimum we should fight to maintain what we currently have in place,' he said.

Concerns raised include: Food safety standards under threat once Britain leaves the EU. Energy costs rising without the security of supply from other EU countries.

A no-Brexit deal grounding flights.

Product safety jeopardised as Trading Standards and competition authorities face higher workloads. Phone calls abroad getting more expensive as roaming charges are reintroduced.

Britons may no longer have have cheap and easy access to healthcare abroad.

There has been a growing clamour from industry bosses raising concerns that Brexit could blow a hole in Britain's legislative framework.

Ryanair boss Michael O'Leary has repeatedly claimed, for example, that flights to and from the EU are likely to be grounded in April 2019 if there is no firm Brexit deal.

In December, the House of Lords asked for more clarity on how the Government will ensure consumer rights will be 'protected and enforced'. Other groups have made a string of warnings over potential price rises for consumers. Sainsbury's chief executive Mike Coupe said earlier this month: 'The impact of closing the borders for a few days to the free movement of food would result in a food crisis the likes of which we haven't seen.' Others warned of a fall in quality of goods and services should labour shortages rise and that some products may not be available at all unless customs rules and agreement on the Irish border are in place in March.

President Macron has made no secret of his desire to lure British businesses across the Channel after Brexit. Officials in the French region of Normandy will this week launch a 'provocative' advertising campaign targeted at British firms unhappy with Britain's departure from the EU.

The charm offensive also includes incentives such as help accessing grants worth up to £88,000.

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