March 2021

Consumers and the Economic Outlook - UK

"GDP grew by 1.0% in the final quarter of the year as the economy bounced back more strongly than in expected in December, following the dip in November caused by the second lockdown of England and other lockdowns and restrictions in various parts of the country. Despite this slight ...

February 2021

Attitudes towards Advertising in Financial Services - UK

"COVID-19 has rapidly changed when, where and how consumers are exposed to advertising. Financial services have been less impacted by COVID-19 than other sectors, allowing advertisers to take a larger share of voice and use their adverts to reassure and guide customers through challenging times. This has helped build trust ...

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