

The Council of British Chambers of Commerce in Europe

Brief

To open communication channels with government and businesses, and assist [COBCOE](#) in developing a trusted and influential voice through strategic use of the media.

Project Outcome

In under a year, we positioned COBCOE as a leading representative of the needs of Pan-European business and an intelligent advocate of policy reforms. COBCOE emerged from the EU Referendum as a recognised voice of informed, pragmatic opinion. The organisation forged a clearly defined role of ensuring the business community is fully supported by policymakers and that the needs, concerns and recommendations of their network are not ignored. The organisation now regularly advises government, has a substantial support base and is featured across broadcast, online and print media including the BBC, Sky News, Bloomberg, Business Insider, The Financial Times, City A.M., The Times and The Wall Street Journal.

“Working with Yellow Jersey PR has taken our profile to a new level during what has been a pivotal period for us with the EU Referendum and Brexit negotiations now taking place. Their handling of media interviews and announcements has been superb and has made a significant difference to the way in which COBCOE is perceived.”

Executive Chairman of Council of British Chambers of Commerce in Europe

