



## Tired of the fog? Try the Frogs!

Following the UK's decision to Brexit, France is trying to take advantage of the situation by running an advertising campaign aimed at poaching British business. The cheeky campaign involves billboards with a green frog wearing a tie sporting the colours of the French flag being placed at key business travel hot spots including London's Heathrow Airport and St Pancras International. The posters also use the cheeky slogan "Tired of the fog? Try the Frogs! Choose Paris La Defense".

So is business going to be leaving on the next Eurostar? Only time will tell.