

REOPENING WITH RESPECT

As we begin the journey to a 'new normal', bars, pubs and restaurants have been working hard to make sure they are ready to reopen for consumers.

At this early stage, there's a need to improve consumer confidence with communications that help ensure enjoyment of venues as they reopen.

These venues have been missed and we all have our part to play to ensure they remain safe and enjoyable for all.

Through simple, friendly, identifiable and welcoming language and visuals we are asking the consumer to follow these steps:



RESPECT

#BESOUND

RESPECT EACH OTHER

Customers play a big part in creating the atmosphere in the bars, pubs and restaurants we love.

As we return to these places, we need respect those around us and make sure the experience is enjoyable for everyone.

Respect Each Other

#BeSound



PLAY YOUR PART

- Use the digital assets on social platforms
And remember to use the #BeSound hashtag at all times.
- Incorporate our assets or messages into tailored communications
- The toolkit is the first part of the campaign as a helpful resource for sharing, but we can help you tailor your approach so just contact alan.sherlock@ibec.ie and we would be delighted to help

#BeSound



RESPECT

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