

# Come back in a year and tell us if cutting your budget was a good idea

Brands can help in a cost of living crisis by cutting their marketing budgets. Wrong. We have more than 40 years of evidence that a short-term reaction is never as effective as long-term investment. For brands or the economy as a whole. Find out more at [ipa.co.uk/eff-works](https://ipa.co.uk/eff-works) #EffWorks

