

Banking on Trust: Navigating the PR Minefield Amid Interest Rate Hikes and Inflation Debates in the UK Financial Sector

Media Analysis Summary



Bank of England's 11th interest rate hike due to unexpected inflation has had an immediate impact on the UK economy, causing concern among borrowers and savers and leading to a significant national discourse.

Inflation and **Savings rate** have become central topics in the media debate surrounding the Bank of England's recent monetary policy adjustments. The public, policymakers, and experts alike are closely scrutinizing the potential implications of rising interest rates on inflation and economic growth.

Topics in the interest rates debate by share of voice



29%

Inflation



26%

Savings rates



20%

Mortgages



15%

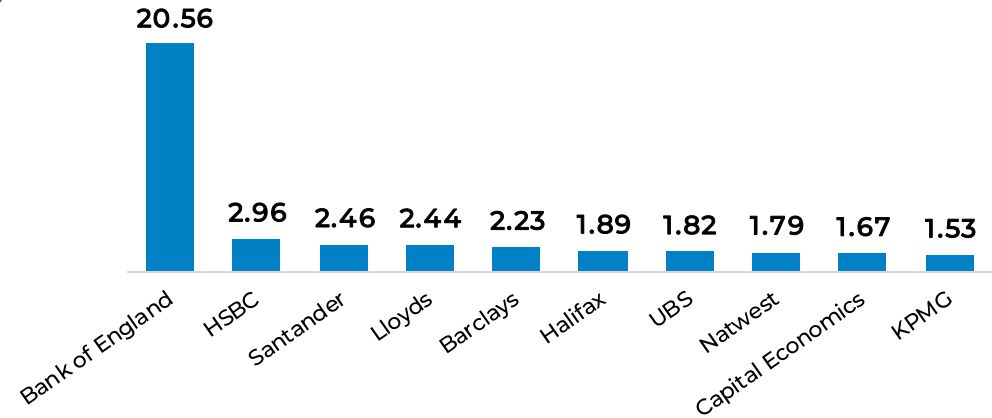
Monetary policy



10%

Income inequality and social impact

Top 10 organisations in the interest rates debate by media impact score



We found that **HSBC** became the most influential organisation in terms of media impact (after the **Bank of England**, of course) with its significant rate increase on its fixed-rate account.

5 takeaways from the interest rates debate in the UK financial sector:

- Inflation became a point of contention
- Banks leveraged savings rates as a PR strategy...
- ...but banks had to defend their decisions
- The “what does it mean for you” coverage opened room for thought leadership
- Media amplified mortgage meltdown fears

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