Short messages

No matter how we voted, Brexit is not working

Brexit's Breaking Britain

Britain deserves Better than Brexit

No Brexit is Better than a Bad Brexit

It's democratic to change one's mind

Option to Remain (with adequate visual or longer text)

Back Britain, not Brexit

If the Brexit you voted for isn't the one you are getting you can change your mind. That's your right.

"Brexit is bad for the economy"
"Negotiations are going bad"
"This is how Brexit affects my life"
"Brexit isn't working the way we were promised"
"The most important reason for me to stay in the EU is..."
(=personal, tell a story)

No negativity. No "I told you so". No dark projections about the future. The issue is not to repeat what we already know is true, the issue is to PERSUADE people and push MPs to eventually VOTE differently.