



JCDecaux

CASE STUDIES

# HELPING SMALL BUSINESSES PROMOTE THEIR BRANDS ON THE NATIONAL STAGE

*ENTERPRISE NATION*

## BACKGROUND:

The Small Business Goes Big 2022 competition, run by Enterprise Nation, Adobe and JCDecaux, encouraged small businesses to unleash their creativity and promote their brands wider. Attracting a diverse range of products, from plant-based hair extensions and children's swimming aids to baby sleep technology, each company used Adobe Express to develop their advertising.

## CAMPAIGN OBJECTIVE:

- Raise awareness of Adobe Express.
- Highlight that small businesses can access tools to create impactful advertising and branding irrespective of their capabilities and size.
- Showcase the power of Out-of-Home in helping small businesses build awareness, credibility, and reach.

## CAMPAIGN DETAILS:

The campaign ran for a two-week period across England and Scotland.

It focused primarily on digital street furniture sites but also included digital 6-sheets in Edinburgh Waverley, Glasgow Central and Manchester Piccadilly stations.

## RESULTS:

The winners were each awarded an Out-of-Home campaign to promote their brands.

Three of the winners also joined a JCDecaux Nurture panel at The StartUp Show in London





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Building awareness of the environmental impact of synthetic hair is an ongoing challenge and that's why we are so thrilled to be one of the winners of this incredible competition, enabling us to spread this important message with nationwide publicity!

**CAROL LATHBRIDGE**  
CO-FOUNDER, TIWANI HERITAGE



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Our advert helped many new customers find out about our small business, come to our website and discover more about what we do!

**MARTHA KEITH**  
CEO, MARTHA BROOK



Offering 10 small businesses the chance to advertise nationally on a large canvas inspired them to think big. It was exciting for them to see their brands brought to life in a real-world environment that gained them the attention of new audiences. And appearing on Out-of-Home instilled a halo of trust and confidence in the market for these small brands.

**LISA WILSON**

PROGRAMME MANAGER, ENTERPRISE NATION

The competition demonstrated how digital technology allows any size of business to develop a strong brand identity, create professional advertising, and stand out from their competitors. Taking the winning entries and displaying them in high-impact environments allowed the winners to appreciate both the power of advertising and the Out-of-Home medium in helping them grow awareness and reach

**SIMON MORRIS**

VP INTERNATIONAL MARKETING, ADOBE