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Feb. 05, 2020



Xero, a global small business platform, has launched a global brand campaign, showcasing how small business problems can be solved using their online system.

Instead of taking 90 seconds to preach a manifesto, Xero is using everyday scenarios to show how the often complex tasks of managing a small business' finances can be

done in as little time as possible. Staying true to its brand promise – beautiful

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The campaign focuses on the absurd lengths small business owners go to do their books when they could just tap into using Xero – online and ‘real time’ technology. A suite of six scenarios pay homage to common film tropes, so less time on ‘the setup’ and more time for solving the problem. Each scenario brings a different Xero feature to life; simplifying repetitive, complex tasks so business owners can focus on what matters to them.

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Two characters take on different guises in each of the scenarios. One always has a typical business problem, albeit with a rather unusual solution. The other is a helpful citizen who just happens to know a whole lot about Xero.

The integrated campaign is running across digital, outdoor, podcast networks and radio. The decision to run the campaign broadly reflects the multi-channel consumption by modern audiences and further builds on the Xero brand in key regions around the world.

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