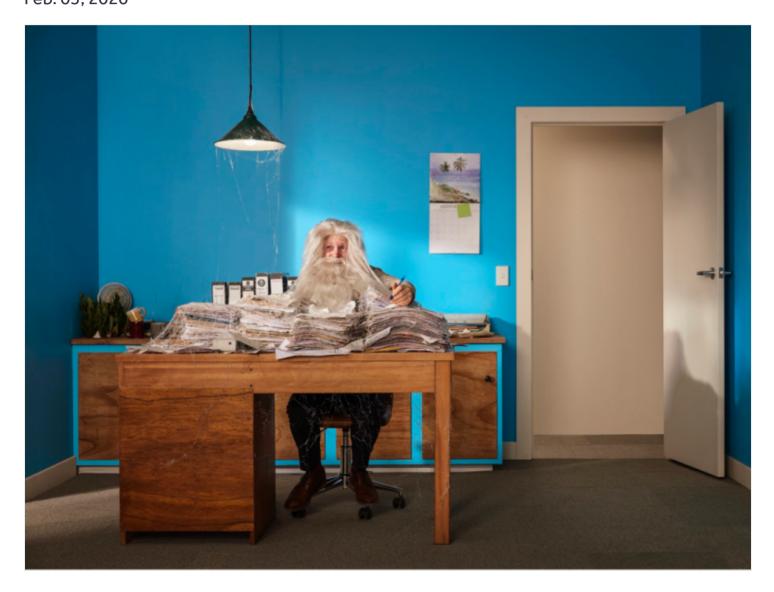
CPA Practice **Advisor**

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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. Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

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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.

Accounting • Technology

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