MEDIA RELEASE

Small business accounting woes solved in seconds in Xero’s global ad campaign

Highlights humorous scenarios that show how simple accounting can be with Xero for time-poor small businesses

Wellington — February 5, 2020 — Xero, the global small business platform, has launched a global brand campaign, showcasing how small business problems can be solved in simple and beautiful ways.

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 business - Xero is taking the drudgery out of paperwork and accounts making it seamless, simple and smarter for its customers.

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.

Xero launched its positioning ‘beautiful business’ branding two years ago to align with its move to becoming a global platform for small business owners and their advisors. James Kyd, Executive General Manager, Marketing, says “Xero is more than just software for accountants. It solves real business problems for everyday businesses in a beautiful way. While we frequently like to show our real customers and celebrate the small business economy, we want to highlight the advantages of embracing technology and the significant benefits it delivers to small businesses.”

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, TV, 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.

The strategy, creative and media was created by the in-house team at Xero. Eight was engaged for video production and Steve Boniface for stills. The campaign has launched across the UK, Australia, New Zealand, the US, Canada, New Zealand with South Africa and Asia to come.
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About Xero
Born in the cloud, Xero is a beautiful, easy-to-use platform for small businesses and their advisors around the world. Xero provides its 2+ million subscribers with connections to a thriving ecosystem of 800+ third-party apps and 200+ connections to banks and financial service providers. On the inaugural 2018 Financial Times FT1000 High-Growth Companies Asia Pacific list, Xero was the fastest growing tech company in the $200+ million segment. Xero won ‘Accountancy Software Provider of the Year’ at the British Business Awards in 2019, and was rated by Canstar Blue as the best accounting software in Australia from 2015-2018 and in New Zealand in 2019.

Creative
Available via dropbox

Credits
Executive GM - Marketing: James Kyd
Director, Brand and Community: Penny Elmslie
Head of Campaign and Strategy: Mitch Lawson
Brand Projects & Campaign Manager: Alex Haigh
ECD: Shane Hurt
CD: Verity Dookia
Creatives: Sam Sweetman, Alex Downey, Sloane Doherty
Executive Producer: Fraser Clark
Producers: Suzanne DeZeeuw, Frank MacFarlane, Tracey Flett, Myra Anderson

Production Company: Eight
Director: Steve Saussey
Producer: Claire Kelly
Executive Producer: Lib Kelly
Post: Toybox
Sound: Franklin Rd
Photography: Steve Boniface