

SME DECISION MAKERS

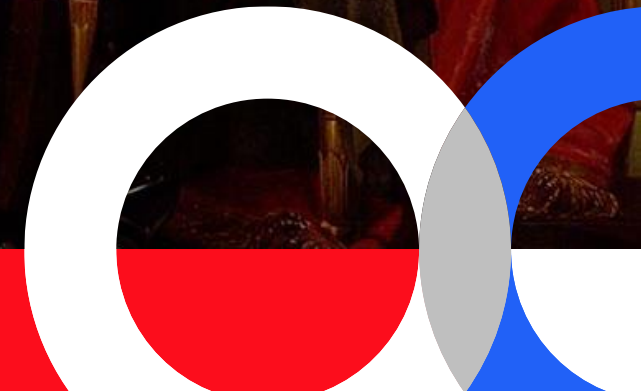
A Nation of Shopkeepers



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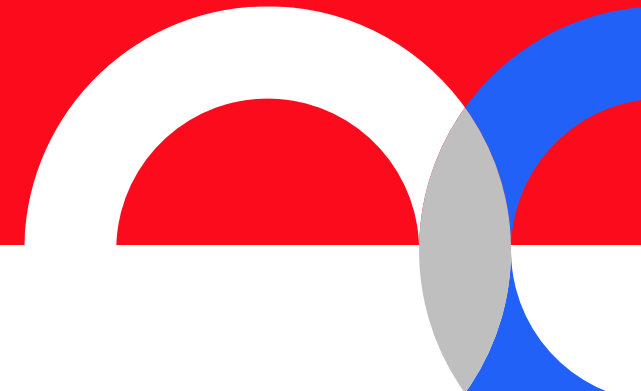
NAPOLEON MAYBE SAID

**“The British are
a nation of
shopkeepers”**



SME'S

Why did we want to
research them?



SME'S IN THE UK

**£2
Trillion
Turnover**

Source; Department for Business, Energy and Industrial Strategy

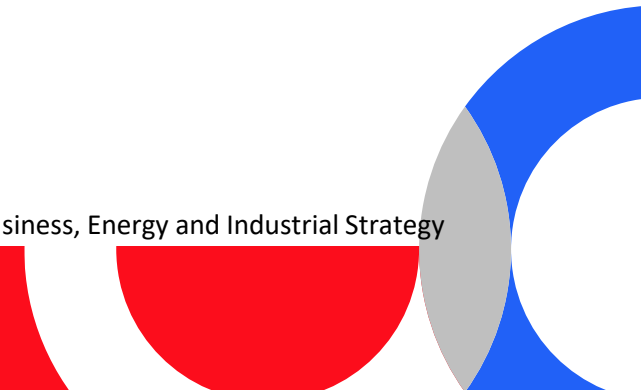




SME'S IN THE UK

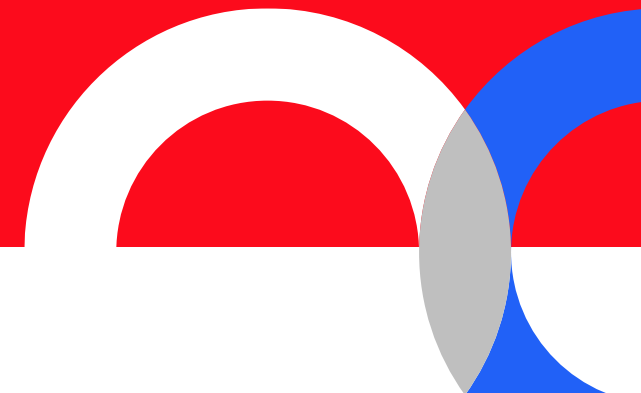
60% of UK workforce

Source; Department for Business, Energy and Industrial Strategy



SME'S

Objective: To better understand SME decision makers & how best to communicate with them.



“Mass qual” survey of decision makers in SME’s

Micro
(1 – 9)

Small
(10 – 49)

Medium
(50 – 249)

General Adult
Population

N = 1,000

N = 500

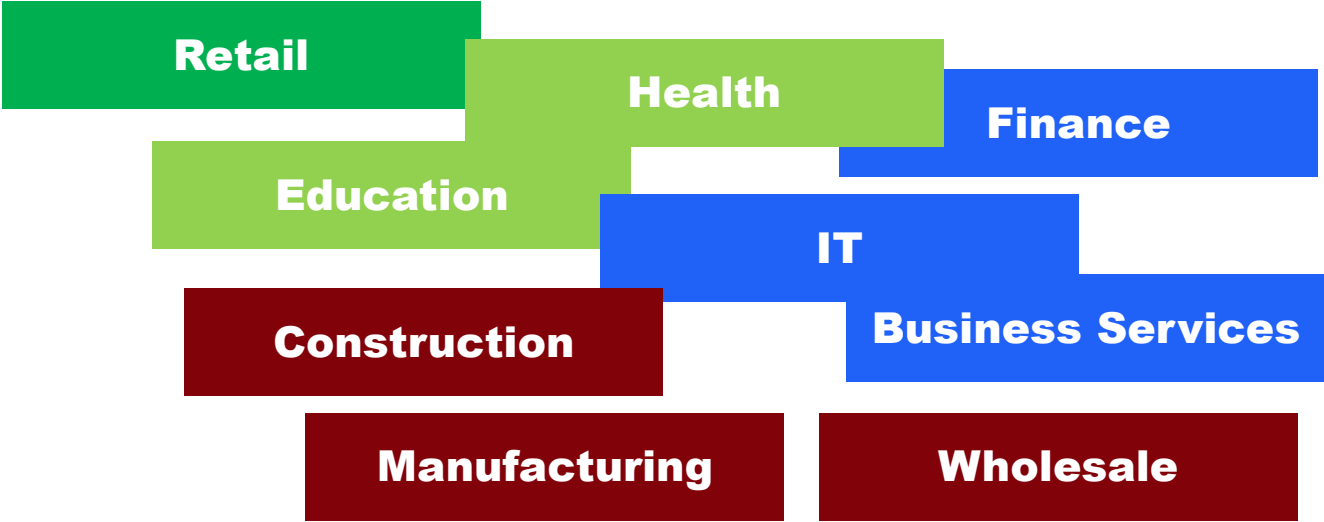
October 2021

Over 1,500 stories and surveys from
respondents in the UK



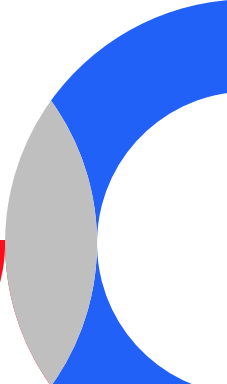


Who are they?



Young – 50% under 35!

1/3 budget in excess of £50,000 PA



In the main, they are happy and positive

SME's



Q: What are your feelings, thoughts or associations that come to mind when you think of your work or your job?

And more so than those who work in larger companies

SME's



LARGER COMPANY EMPLOYEE



Q: What are your feelings, thoughts or associations that come to mind when you think of your work or your job?

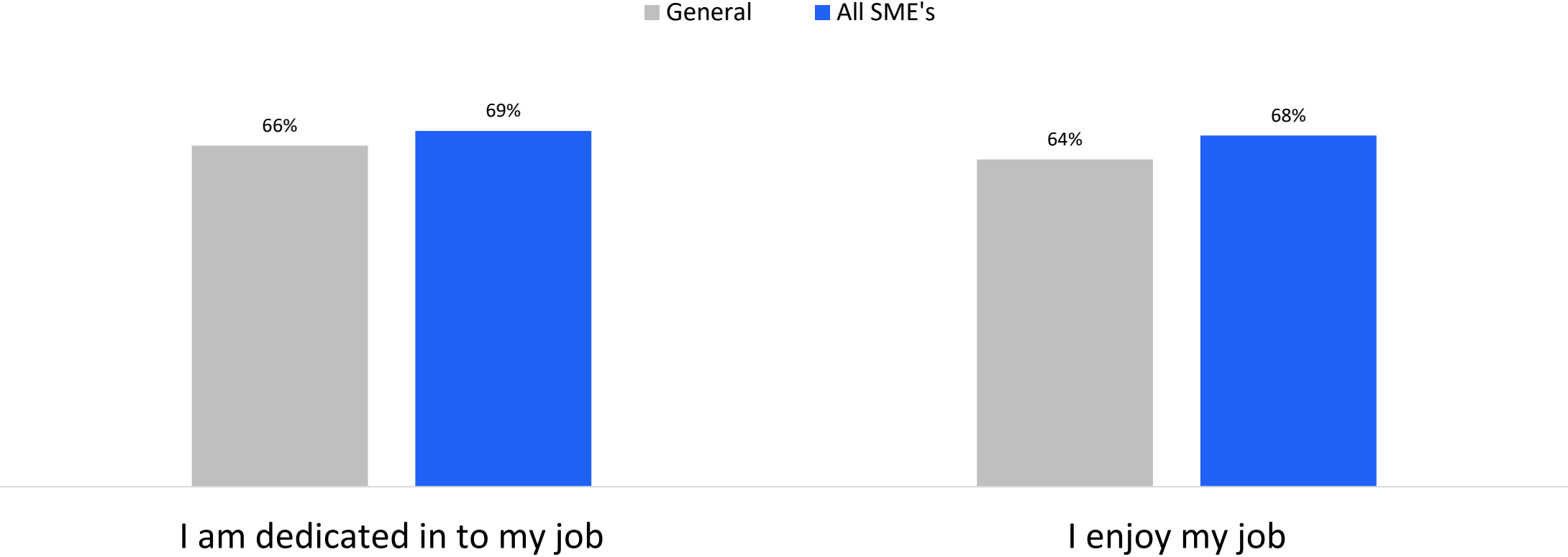
SME'S – busy but enjoy their work

“I often work nights, it is enjoyable as it allows me to get on with my work with minimal distractions.

It allows me to be my own boss and get things done when I want. I often listen to podcasts when working, it helps me keep focus, and passes the time. **I enjoy my job, but sometimes it is stressful”**

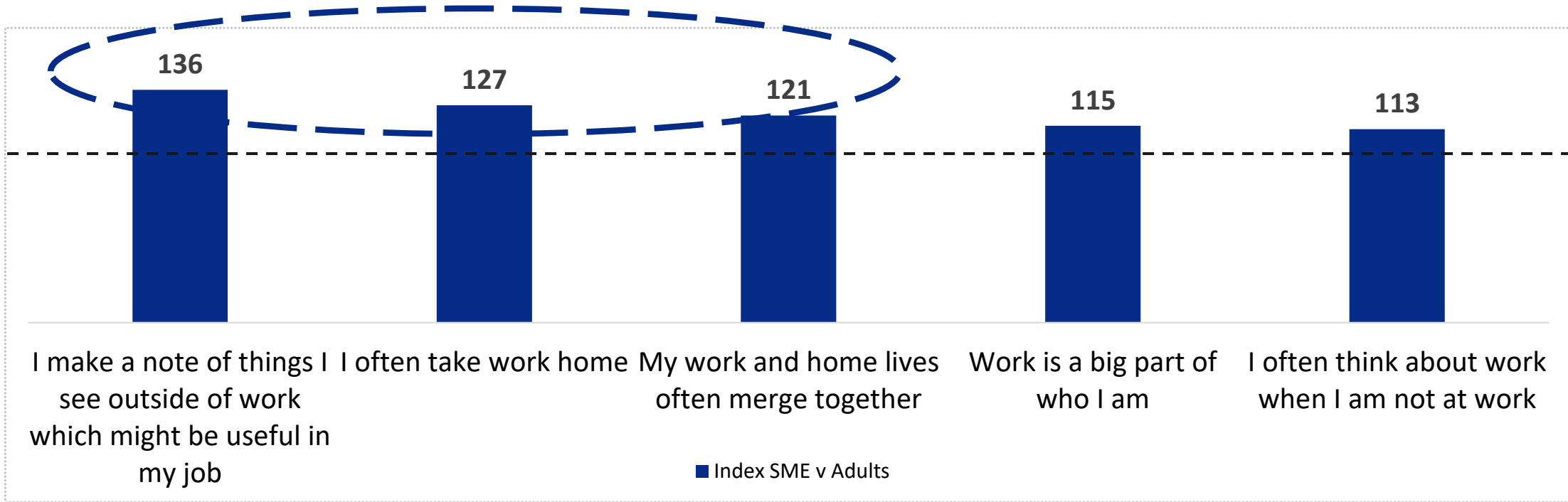


Everyone is dedicated to work



and thinking of your current work situation, to what extent do you agree or disagree with each statement?

But SMEs do not switch off at the factory gate

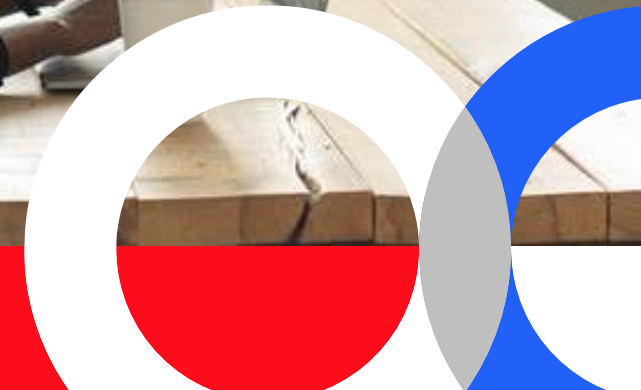


Q: And thinking of your current work situation, to what extent do you agree or disagree with each statement?

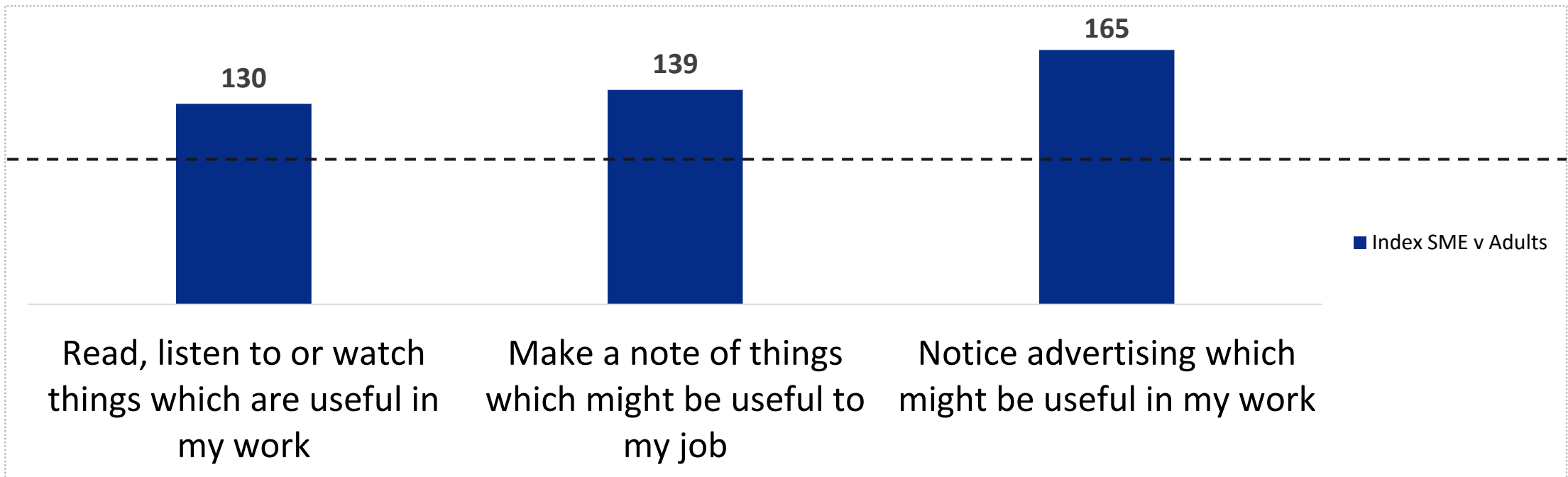
SME'S struggle to switch off after work

“Work is simply part of life and you cannot distinguish activities.

Running a business is 100% and the experience influences both work and life.”



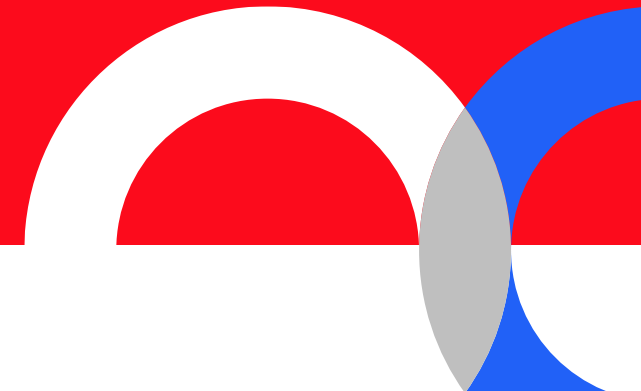
And consequently are more switched on to messages outside of their work



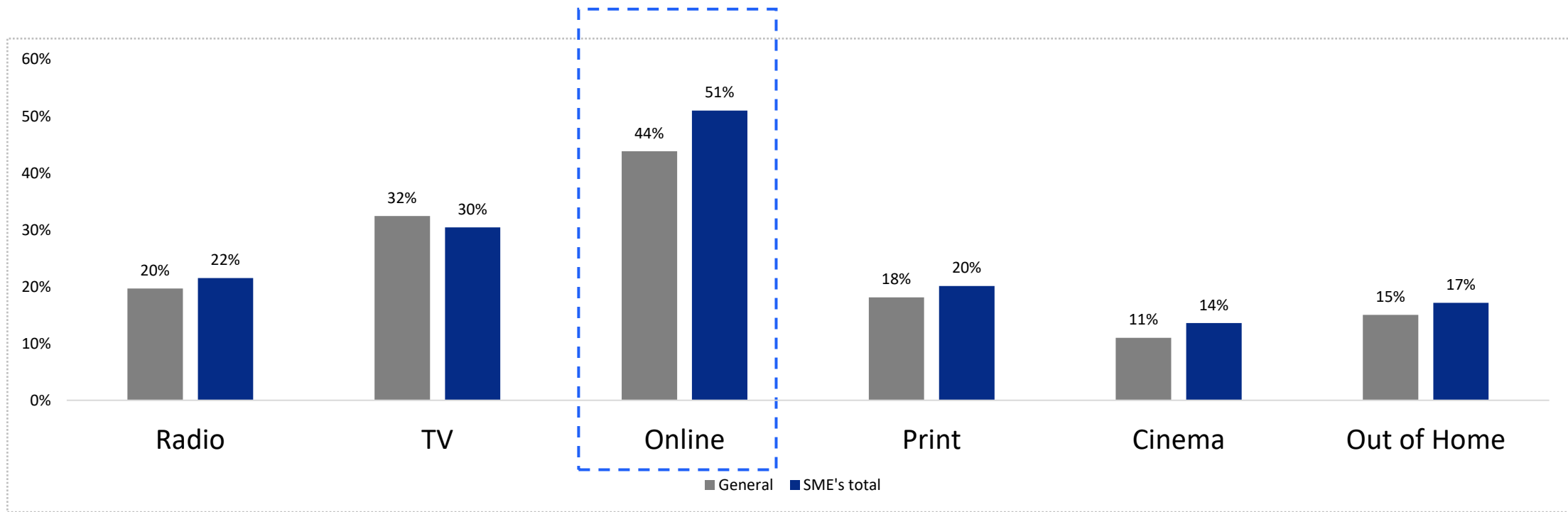
Q: Which of these things do you do outside of working hours?

SME'S

**So how do you
reach them?**

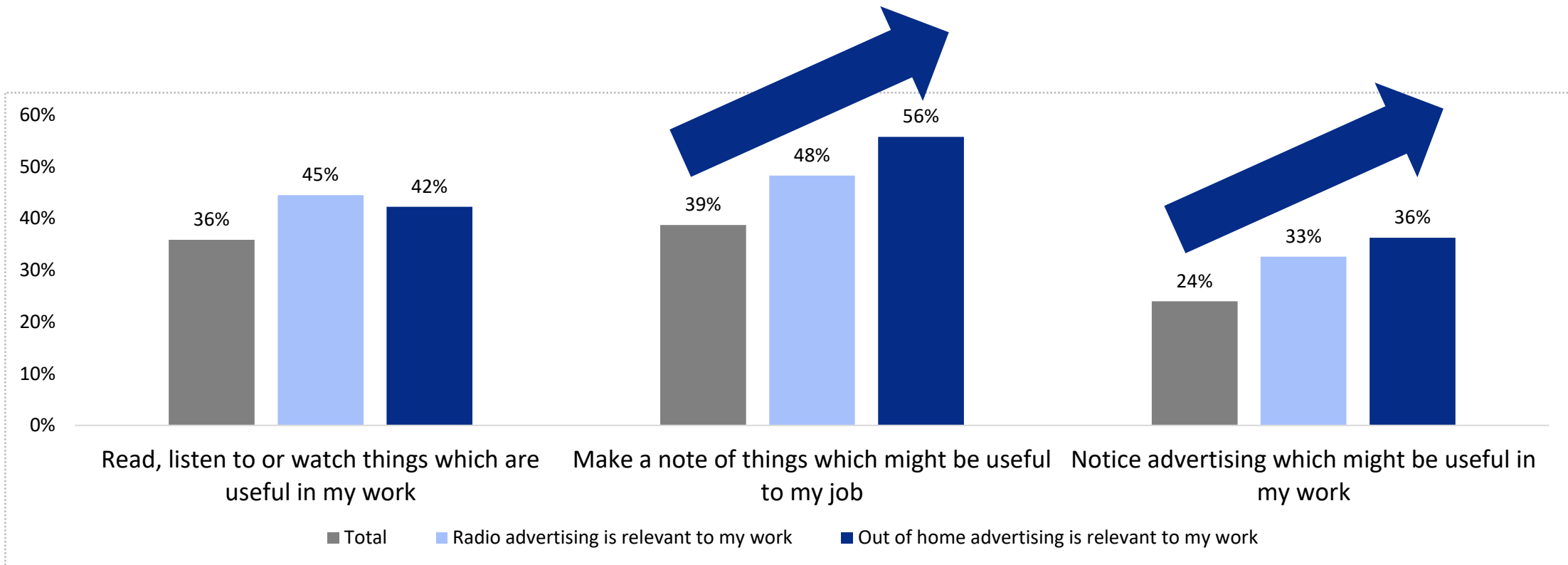


Online is the most relevant advertising for SME's – other media channels hold their own

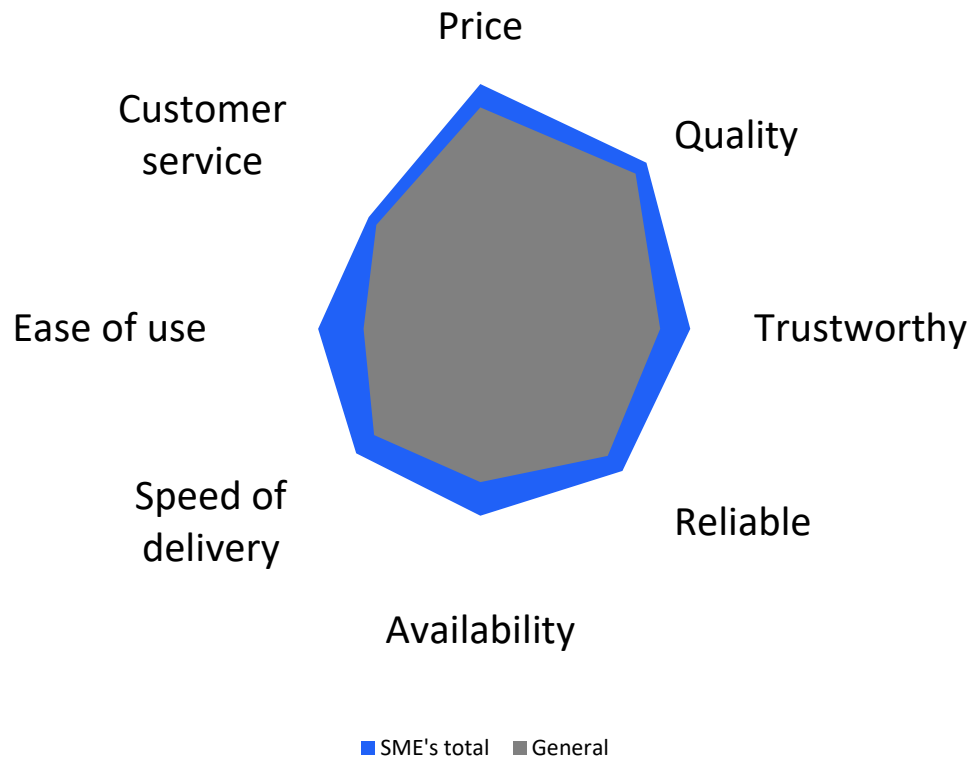


Q: Which of the following types of advertising are good ways for you to receive information which is relevant to your work?

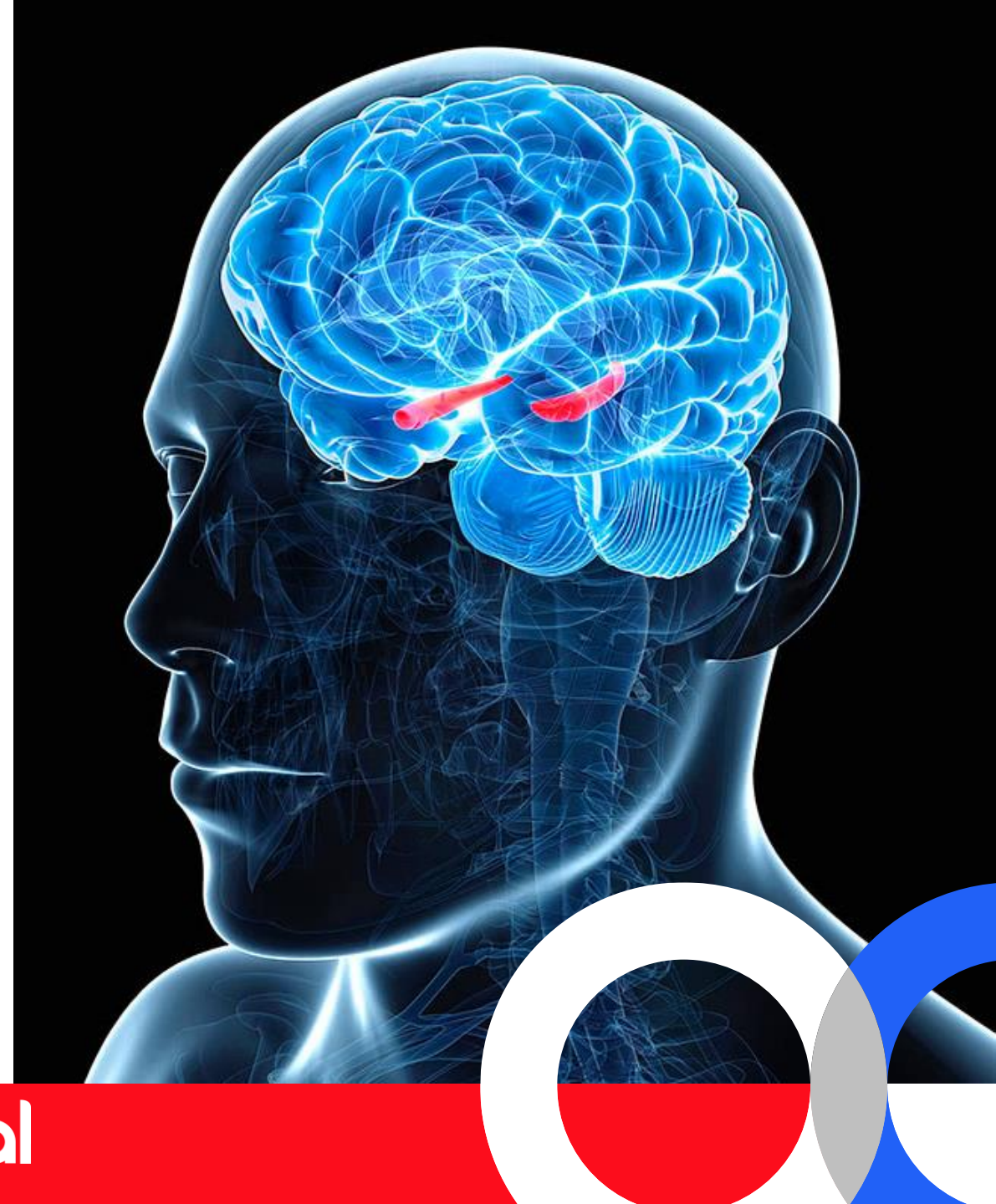
Those who find radio + OOH advertising relevant for their work are more aware of advertising in general and more aware outside of work



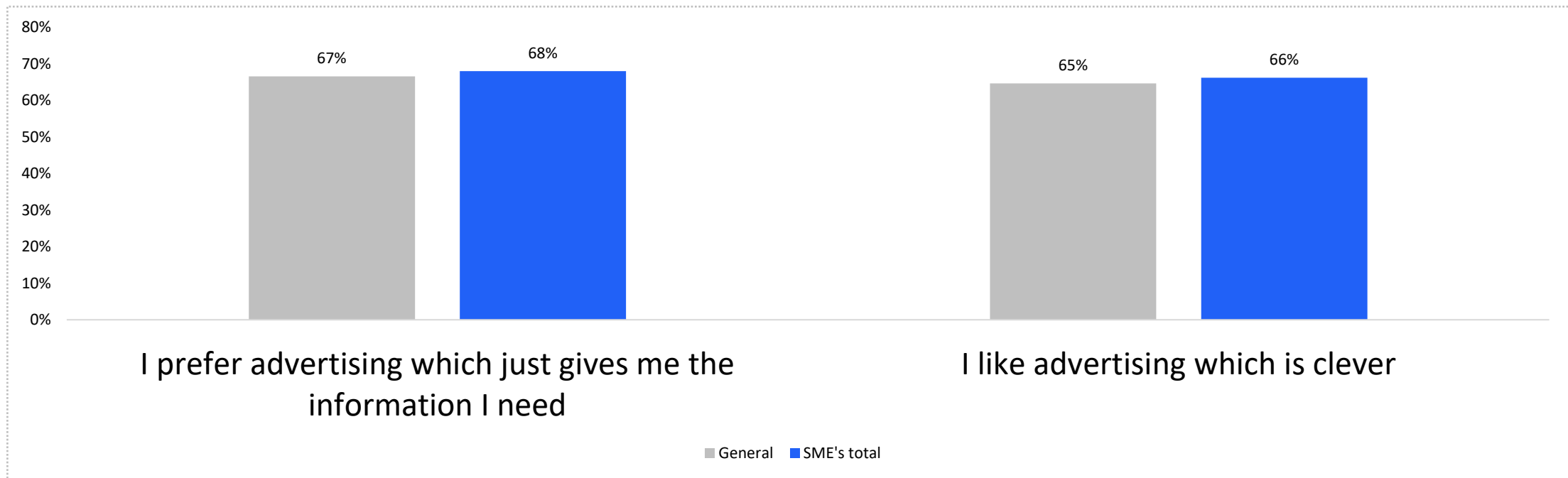
It is important to get your messaging right, because SMEs are more discerning



Q: When you think about the products and services that you buy for your company, which of the following are important from the brand or suppliers that you buy?

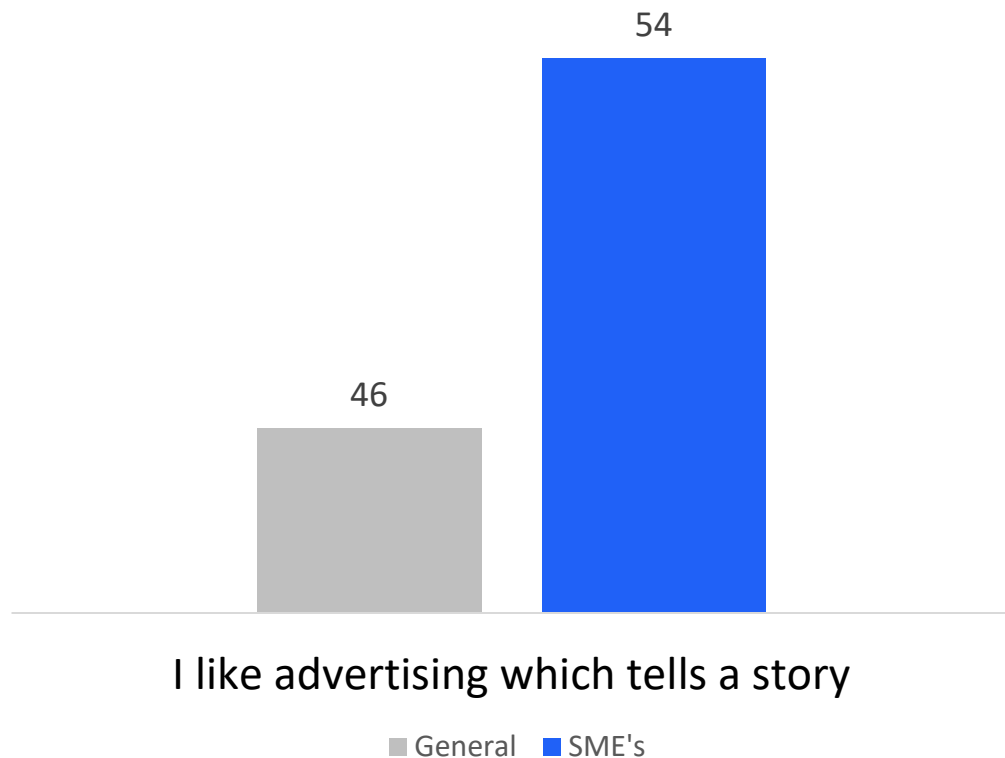


Advertising has to be rational AND emotional



Q: How much do you agree or disagree with each statement?

Creativity will win the day with SME's



AI analysis of stories told us the main advertising story themes – which match how they live their working lives



**GREAT/ GOOD/
POSITIVITY**



**HELPFUL AND
FRIENDLY TONE**



ABOUT FINANCE



ONLINE



**HAPPENED ON
THE COMMUTE/
TO/ FROM WORK**

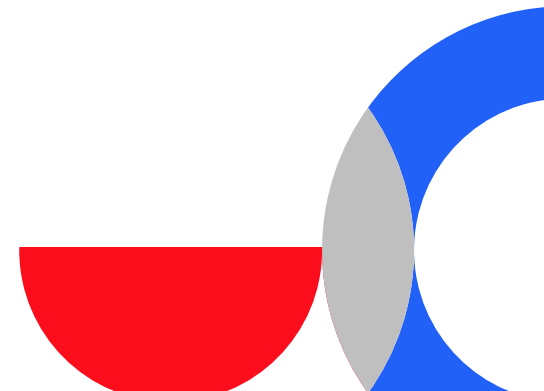


**HAPPENED AT
ANY TIME OF THE
DAY/ NIGHT/
WEEK/ WEEKEND**



We covered a lot of topics not included today

- Localisation
- Optimism
- Brexit
- Covid
- Expanding companies
- Different advertising mediums
- Innovators and early adopters
- Size of business





Next steps

PHASE TWO

- Further analysis
- Development of a framework which allows the industry to understand how & when to communicate with SME decision makers.
- Launching in the new year!

