

A **ROOM** with a view of the future

09
Sep
2013

Small Business

Ads featuring genuine small business owners have become more common recently and they are not just used by financial companies to make them look like they are helping out the 'little man' or woman. Technology companies are also getting in on the act because despite, or because of, the global nature of the money markets and superfast broadband, real people see more value their local communities and local businesses than ever before. The small business person is also universally liked and applauded by the consumer. We trust local, and love the attention to detail and that personal service. So it makes good sense to feature a small business in your ad and hope some of that positivity rubs off on your brand.

Here are 5 examples of this kind of ad.

1 The Trends

Master Card: "I like my days unpredictable..." Print ad. An early trendsetter from 2010 but still relevant today. This is a great example of how a real person and the right expression, can engage the consumer.

Here, a potentially dark and dull location is given impact with an interesting angle, good perspective and beautiful lighting.

The genuine expression is a moment during a conversation between the subject and the photographer, highlighting the importance of being able to engage to the people you are photographing and put them at ease.

Visit Site: [Mastercard](#)



Advertising Agency: MacLaren McCann Toronto, Canada
Photographer: Chris Gordaneer

2 Number Four AG

The website “helping 200 million plus run their business”.

Number Four AG want to help the 200 million small businesses around the world with specially designed Apps. The approach to the images in this example, is all about showing people working hard to achieve their goals.

The people in the images do not smile at the camera but are getting on with their jobs, we see them concentrating on making their business a success and we see the skills they use to do it.

See the website: numberfour.eu



3 American Express making small business beautiful

American Express, Booming print ad. One of a series of ads featuring real business owners.

In this one Ahmed is smiling to the viewer and is surrounded by the tools of his trade.

Although there may be a lot of Photoshop magic going on in this shot, this is a good example of applying your imagination to what could be a straightforward and uninteresting portrait of a man holding a hammer.

See Ad: [American Express](#)



Advertising Agency: Crispin Porter + Bogusky, USA

4 Scions xB car

Scion TV and print. A TV Ad's for Scions xB car, features a local independent bicycle shop owner called Daniel Farahrad.

We see how the car helps his business and the community he represents. This ad also manages to pull of a neat link between traditionally opposing forces, the car and the bicycle.

This ad has a great blend of car and cycle lifestyle shots as well as business images and goes to show how much you can squeeze out of this kind of subject matter.

See the Video: [Scion](#)



5 Verizon garden centre

Verizon. Share everything plan for small businesses TV ad. Verizon's ad makes it clear exactly how it can help small businesses.

It doesn't pretend that the business in the ad is a real one but the choice of garden center as subject matter has authenticity in that many people will have an independent garden center local to them.

The ad includes lots of great commercial shot ideas for this kind of subject matter including a healthy dose of mobile technology and shopping.

See Video: [Verizon](#)





Summary

- Shooting tips from this weeks trend
- Creative lighting and interesting viewpoints can add impact and interest to your images
- Portraits conveying skill and concentration are as valuable as looking to camera.
- Think about a creative approach to scenario or location and plan your shots in advance
- Look for opportunities to increase the variety of shots you can get from one subject. If a cyclist is your subject it doesn't all have to be about cycling.
- Broadly commercial subjects like mobile technology and shopping can often be squeezed into many shoot scenarios

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