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In early December 2020, American Express launched a mobile out-of-home campaign using a number of our Digital Advans targeting small businesses to raise awareness in London of its #ShopSmall campaign.



Every year we're challenged by the client to include a new and relevant OOH solution for Amex's #ShopSmall December campaign. The inclusion of Digivans provided stand-out messaging and contextual high street support to London's independent businesses, having carefully planned vehicle routes and the ability to park the moving billboards outside of small shops gave our campaign an extra edge this year."

Will Lloyd @ RapportUK