Privilege Promotions Voice their Support for Small Business Saturday Campaign

Monday 24 November, 2014

With the nationwide bus tour to promote Britain's independent retailers happening this week, Privilege Promotions voice their support for the Small Business Saturday campaign, which encourages consumers to shop locally.

Small Business Saturday was launched in the UK last year and looks to celebrate Britain's independent retailers and encourages shoppers across the country to support their local businesses. In order to promote Small Business Saturday, which is taking place on Saturday 6 December, a nationwide bus tour started on November 17. The tour is set to begin in Leeds and will travel to a total of 13 destinations including Edinburgh, Manchester and Birmingham, before arriving at its final stop in Camden on December 4.

Last year's Small Business Saturday saw politicians such as David Cameron, Ed Miliband, George Osborne, Chuka Umunna, Vince Cable and Matthew Hancock take to the streets to show their support for the campaign. The initiative also saw support from leading organisations such as the Federation of Small Businesses and corporate companies such as O2 and Lloyds. Last year the tour was a very visible way of encouraging interest and support for Small Business Saturday so this year the tour is visiting even more places.

Privilege Promotions is an outsourced sales and marketing firm based in Leicester. The firm works on behalf of their clients to connect with consumers face-to-face and represent their brands. This builds long-lasting relationships between brand and consumer and helps to improve customer acquisition, brand loyalty, and brand awareness. Privilege Promotions are great supporters of local events, businesses and communities and encourage people to get involved with Small Business Saturday and the bus tour leading up to the event.

Privilege Promotions understands that communities need small businesses, independent shops and local retailers to thrive. These businesses drive the local economy by providing extra work and doing business with larger companies. Therefore it is important that consumers shop at these local and smaller businesses so that they can continue to do business and keep the economy and local community thriving. Having a community full of thriving, independent businesses can be extremely beneficial for an area as this can give off a positive image which will increase tourism and therefore drive the local economy. Privilege Promotions says that these small businesses are often those that give back to the community by sponsoring local schools, charities or community events.

Privilege Promotions believes that Small Business Saturday is an excellent way to drum up support for local businesses and thinks that it will educate people as to why they need them in their town so that they continue to support and do business with them.

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