

Data, Design, and Creativity Are Powering the Next Wave of SMB Marketing

This post was created in partnership with Intuit SMB MediaLabs

The rise of modern small and midsize businesses—digitally savvy, creator-led, and growth-minded—is reshaping how brands think about scale and impact. And they represent one of the most dynamic, high-potential audiences that marketers can tap into today.

So, while Cannes stirred to life Tuesday morning, a select group of marketers gathered for Petit Déjeuner, an early morning exclusive experience for senior brand leaders during the Cannes Lions International Festival of Creativity, hosted by ADWEEK and Not A Consultancy and presented by Intuit SMB MediaLabs.

Ben Dietz (center, standing) amid attendees for the Petit Déjeuner event

The event kicked off with a breakfast at the Majestic, where Ben Dietz of Breakfast Club led a candid roundtable discussion focused on the next wave of opportunity in small business marketing. The conversation centered on how creativity, precision targeting, and accessible tools are helping brands meaningfully connect with small and midsize businesses (SMBs)—a segment often overlooked but brimming with potential.

Canva's Jimmy Knowles in discussion with Ben Dietz at Canva's Creator Hub at the Hotel Martinez

Following the discussion, guests stepped out for a curated tour of two key Cannes activations down the Croisette—each selected for its relevance to SMB marketing innovation by the team at Not A Consultancy. The first stop was to Canva's Creator Hub at the Hotel Martinez, featuring Jimmy Knowles, global head of experiential at Canva.

Moving on to the second stop, guests visited the Shutterstock activation at the Little Black Book Friends Beach, featuring Aiden Darné, SVP, global head of Shutterstock Studios; Drew Weigel, VP, production innovation at Shutterstock Studios; and Courtney Osborne, VP, content customer growth at Shutterstock.

Shutterstock Studios' Aiden Darné at the Shutterstock activation at the Little Black Book Friends Beach

Together, the morning experience served as a reminder: With the right blend of data, creativity, and tools, brands of any size can drive real impact. Intuit SMB MediaLabs is at the center of this shift—empowering marketers to reach the decision-makers shaping the future of business.

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