

Tractor Outdoor's #20in21 SME initiative: Meet the SME heroes

*Outdoor media owner Tractor Outdoor's **#20in21 SME initiative** was born out of a desire to support South Africa's small and medium businesses (SMEs) that were dealt a blow by the Covid-19 pandemic. In 2021, Tractor Outdoor celebrates its 20th birthday and, thus, aims to give 20 qualifying SMEs a marketing boost via its nationwide outdoor media network, with a total media value of R8m, helping these businesses increase top of mind awareness.*

[Original Article](#)

For more, visit: <https://www.bizcommunity.com>