

CHAMPION SMALL 2024

TOOLKIT



WITH



Social

POST COPY

To promote Champion Small 2024 on your feed, you can use the example we've provided, or use it as inspiration to write your own.

Nominate us in Champion Small 2024, and you could help us win £10,000. Plus you, as an Amex[®] Cardmember, have the chance to win £1,000 in statement credit. It's quick and easy. Nominations close 7 December 2024. Nominate here: go.amex/championsmall2024 #ChampionSmall2024



Social


GIPHY STICKERS

When creating story content to promote Champion Small 2024, be sure to include our stickers on your post.



HOW TO ADD STICKERS

1

From your Instagram Story, tap the  icon to add GIF stickers.

2

In the search bar, search **'Amex'** to find the Champion Small 2024 GIPHY stickers.

3

Select the one you want and it will appear on your Story where you'll be able to adjust the size and placement of the sticker.