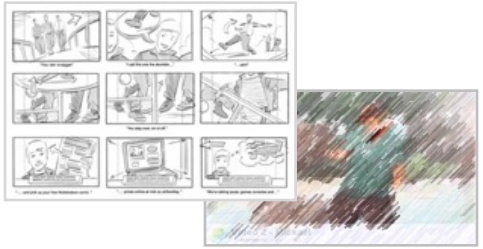
PRE-LINKNOW™

Methodology

A qualitative study to optimize advertising creative iteratively throughout creative development using Kantar Millward Brown's LINK™ framework.

Our Approach

Share creative context: brief, brand positioning, etc.



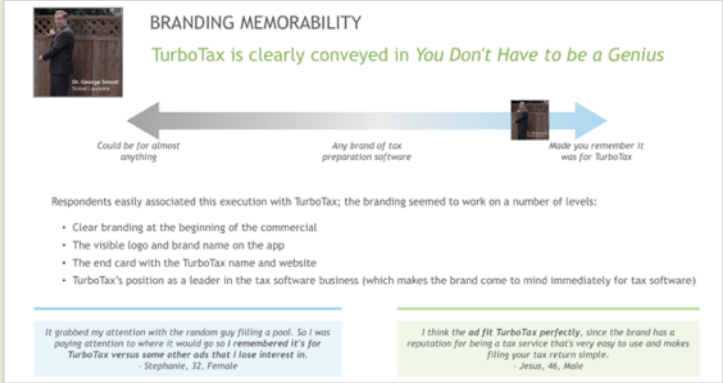
Provide set of creative: storyboards, comps, videos, etc.

Align on up to 8 questions using LINK framework

Deliverables in 6-10 days

Key Findings: Pre-LinkNow QualCard

	Engagement	Brand Associations	Brand Predisposition	Optimization or Custom
You Don't Have to be a Genius	Appealing and enjoyable execution overall. Quirky situation is funny and memorable.	Clearly communicates key messages of simple, accessible, easy to use, and convenient. Conveys positive brand impressions of modern, reliable and helpful.	For some, reinforces existing positive perceptions and encourages some respondents to consider TurboTax for more complex tax returns.	In future advertising, emphasize that the joke is not at the expense of the customer. Consider ways to showcase more of the app's functionality.
Absolute Zero	Clear, straightforward execution seen as entertaining and humorous. However, some think the interaction between Floyd and Michio a little off-putting.	Clearly communicates free, simple and easy to use. Conveys positive brand impressions of unique and reliable.	Confirms ingoing perceptions amongst those with a relationship with TurboTax, and prompted some respondents to learn more about "free" options.	As the campaign continues, consider more dynamic experts. Explore ways to communicate more details about what the free options include.



BRANDING MEMORABILITY

TurboTax is clearly conveyed in *You Don't Have to be a Genius*

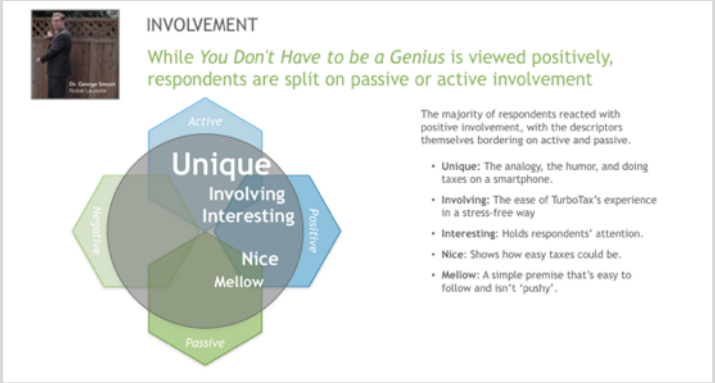
Could be for almost anything — *Any brand of tax preparation software* — *Made you remember it was for TurboTax*

Respondents easily associated this execution with TurboTax; the branding seemed to work on a number of levels:

- Clear branding at the beginning of the commercial
- The visible logo and brand name on the app
- The end card with the TurboTax name and website
- TurboTax's position as a leader in the tax software business (which makes the brand come to mind immediately for tax software)

*It grabbed my attention with the random guy filling a pool. So I was paying attention to where it would go so I **remembered it's for TurboTax versus some other ads that I lose interest in.***
- Stephanie, 32, Female

*I think the **ad fit TurboTax perfectly**, since the brand has a reputation for being a tax service that's very easy to use and makes filing your tax return simple.*
- Jesus, 46, Male



INVOLVEMENT

While *You Don't Have to be a Genius* is viewed positively, respondents are split on passive or active involvement

The majority of respondents reacted with positive involvement, with the descriptors themselves bordering on active and passive.

- **Unique:** The analogy, the humor, and doing taxes on a smartphone.
- **Involving:** The ease of TurboTax's experience in a stress-free way
- **Interesting:** Holds respondents' attention.
- **Nice:** Shows how easy taxes could be.
- **Mellow:** A simple premise that's easy to follow and isn't 'pushy'.

Product available in all GC countries except Saudi Arabia
Video responses currently available in USA only