

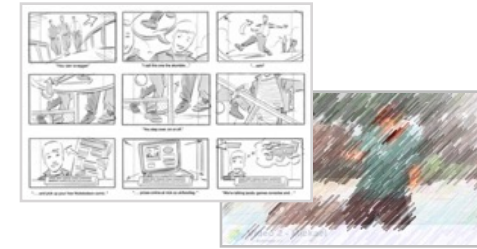
Methodology

A qualitative study that presents a set of early-stage creative stimulus to targeted groups of consumers and identifies key themes from their discussion to enhance the creative.

Our Approach



Define targeted audience group(s) of 20+ respondents



Provide set of pre-production creative: storyboards, comps, videos



Align on discussion guide and key questions

Deliverables in 6-10 days

CREATIVE SUMMARY
Perceptions of the advertising idea are mixed due to the humor being enjoyable but condescending.

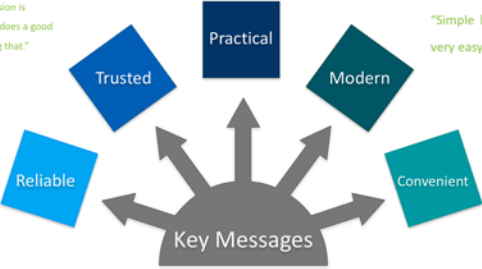


-  Clever, funny, and engaging it clearly communicated the benefits in a compelling and memorable way.
-  Some respondents felt the commercial was condescending to the customer. A few respondents were skeptical that the software would be that simple and were concerned the execution might be misleading.
-  The "You Don't Have to be a Genius" really hits on only one TurboTax benefit - easy to use. TurboTax could look to understand what other benefits connect with this ad and consider adjusting to communicate multiple benefits.

GutCheck

KEY MESSAGE TAKE AWAYS
The ad conveys positive equities and matches the intended messaging of the creative idea.


"The web-based version is intuitive and this ad does a good job of demonstrating that."



"Simple because it is very easy to use."

GutCheck

VIDEO REACTIONS
After watching the ad, respondents appreciated the subtle approach to humor and the simple message.



I think it takes what is a serious and somewhat stressful situation and **simplifies it**. It has humor in it, but doesn't make fun of you. **I never knew that I could use it on my cell phone, which I love.**

- Female, 30

GutCheck