

Methodology

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

Our Approach



Define targeted audience group(s) of 20+ respondents



Provide set of early stage stim: POS, packaging, digital media, or promotions



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.



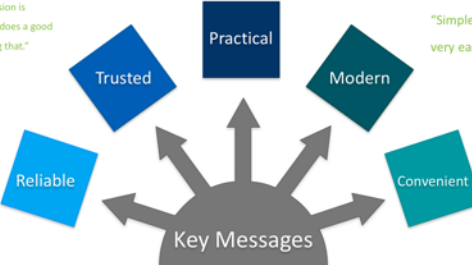
-  Clever, funny, and engaging it clearly communicated the benefits in a compelling and memorable way.
-  Some respondents felt the commercial was condescending to the customer. A few respondents were skeptical that the software would be that simple and were concerned the execution might be misleading.
-  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.

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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."



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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

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