



Case Study:

Intuit Quickbooks

Year: 2022



This case study was prepared for Intuit QuickBooks to show Hispanic Small Business Owners that Quickbooks is a trusted partner that helps them run and grow their business. It was developed and designed by Alma. In the category of Best Hispanic Cultural Insight, it won silver.

Executive Summary:

Hispanic Small Business Owners (SBOs) have been doing things the old way for a long time, and QuickBooks needed to convince them to go against their natural "if it's not broken, don't fix it ethos."

Knowing that QuickBooks' ease of use would be a highly compelling benefit for Hispanic SBOs, the biggest opportunity was to create an awareness building campaign. To do that, we created "Adios Cuadernito," bringing to life insight-driven, culturally-relatable creative across touchpoints that Hispanic SBOs most prefer and consume – TV, Audio, Digital, and Social. Using humor and a strong cultural tie to communicate the benefits of its product, "Adios Cuadernito" was 54% more efficient at driving incremental new customers versus the latest campaign with similar spend.

Definition of your challenge:

Despite 14% of all small businesses in America being owned by Hispanic entrepreneurs and a record of extensive marketing to SBOs, QuickBooks had never done any outreach to Hispanic SBOs. Not in culture and definitely not in-language. This meant that the baseline awareness was low, as was any understanding of why the QuickBooks ecosystem made sense for their small business.

QuickBooks needed to:

- Connect with Hispanic SBOs through relevant messaging that resonated not only with their entrepreneurial spirit, but more importantly with what drives them every day as a Hispanic.
- Show Hispanic SBOs that knowing where your business stands financially at all times will help them be more successful.
- Show them that QuickBooks is a trusted partner that helps them build credibility to set up, run and grow their business easily.

The Key Insight Strategy:

Originally the brand wanted to reach Hispanic SBOs who identify as more acculturated, born in the US as 2nd or 3rd generation. However, data showed that the opportunity lay elsewhere. Using our proprietary segmentation model, we learned that compared to all Hispanics, Hispanic SBOs are more likely to share certain traits, including:

Distinct Demographics:

- More foreign born (Index 133 vs all Hispanics)
- More Span Dom (Index 123)
- Somewhat older (53%: 35-54)
- Higher income (HHI 100k+)

Amplified Hispanic Psychographics:

- Stronger Hispanic pride overall: They really value Hispanic culture, holidays, values
- Spanish language is of daily importance
- More than entrepreneurial, they live the immigrant dream
- They wish the government and companies would speak to them in Spanish

Not only are most Hispanic SBOs not acculturated, they are also in fact really oriented towards Hispanic culture. What's more, when compared to non-Hispanic SBOs, some important differences were at play for Hispanic SBOs:

- They tend to be self-employed businesses of one and aspiring formal employers, yet they are motivated by

- authority, being in charge and directing people
- Their success is tied to moving family forward
- Their small business may be a grind, but it's one they are proud of

Most importantly we learned that Hispanic SBOs feel that if they've made it this far, why should they change how they do things? Even if what they were doing was completely antiquated and slowing them down. For years, Hispanics have been managing their finances using a document dinosaur. Compiling receipts, invoices, and endless printouts into simple notebooks. In some ways, this messy binder is an achievement. But it is also the anchor that keeps small businesses small. Without good cash flow projections, balance sheets, and proper bookkeeping, Hispanic businesses can't grow.

Execution:

Knowing that QuickBooks' ease of use would be a highly compelling benefit for Hispanic SBOs, we knew our biggest opportunity was to create an awareness-building campaign. To do that, we brought to life insight-driven, culturally-relatable creative across touchpoints that Hispanic SBOs most prefer and consume – TV, Audio, Digital, and Social. Creative executions were designed to be informational and relatable to our Hispanic SBOs. Through the big idea of "Adios Cuadernito" we used the visual cue of the "notebook" that anchors every Hispanic SBO, resonating strongly with them.

We added a modern singing trio to deliver a Bolero (breakup song) to give Hispanic SBOs the confidence to transition to QuickBooks. Epic songs of heartbreak and resiliency that have helped generations of Hispanics put relationships behind, the Bolero served as a culturally specific creative device that helped deliver message breakthroughs.



The closing was simple: Make your business more successful with Intuit QuickBooks. Mass awareness channels like TV and Radio were key for a bigger reach, but a full 360 plan was developed to ensure touchpoints at key moments to keep building trust with our audience and result in conversion. Specific messaging was tailored for more hyper-focused channels like Streaming Audio, Online Video and Digital Banners, and we developed unique messages

and custom creative optimized for all social platforms that drove impact and strong traffic. Placements in high-profile events like Gold Cup and Copa America that over-index with Hispanic SBOs drove higher relevancy and engagement. QuickBooks leveraged local activations that served as educational platforms, providing cost-efficient incremental delivery against the Hispanic audience beyond the current Brand campaign.

At the same time, we educated the Hispanic audience by leveraging influencers to start the conversation and to promote our cause by showcasing real SBOs and how they use QuickBooks' tools to grow their business. We also used highly targeted media placements to reach Hispanic qualified audiences and retarget prospects with tailored messaging, which drove signup and conversion.

Results:

Both total awareness and familiarity increased 20%, from 55% to 63%, after the campaign period. QuickBooks also reached a new audience, with first-time prospects accounting for 89% of traffic. The campaign was 54% more efficient at driving incremental new customers versus the latest campaign with similar spend. Overall, the campaign delivered more than double the benchmarks: 3% lift on brand search volume, 12% lift on traffic and 12% lift on installs. This is equally important, given that search volume is predictive of brand growth, when taken together, these through-the-funnel metrics give QuickBooks reason to believe that growth among Hispanic SBOs is probable.

Industry Impact:

“Adios al cuadernito” is a symbol of the power of cultural representation. For years Latinos have been managing their finances using this document dinosaur. Compiling receipts, invoices, and endless printouts into el cuadernito. This campaign shows that insight-driven, culturally-relatable creative will always be a success story in multicultural marketing.