



Case Study:

Intuit Quickbooks - ThinkOte

Year: 2023



This case study was prepared for the client Intuit Quickbooks for the ThinkOte campaign to inform Hispanic small business owners of the benefits of investing and growing their businesses with QuickBooks. It was developed and designed by Alma DDB. In the Best Hispanic Cultural Insight, it won gold. In the Creative Ingenuity category, it won gold.

Executive Summary

Hispanics are a burgeoning demographic group rife with budding business potential; however, the rapid growth of this demographic group has created friction between their perceived and real potential. Considering this, Hispanic business owners demonstrate a tendency to refer to small businesses with the suffix 'ito', a Spanish diminutive, referring to small. Phrases like *El Barcito* (the little bar), *El Mercadito* (the little market), and *El Cafecito* (the little coffee shop) are key phrases that strike a chord with Hispanics. With this in mind, before undergoing this campaign, Hispanic small business owners (SBOs) believed their firms to be too small for investing in business technologies like Quickbooks. However, the conviction Quickbooks had in the growth and prosperity of this demographic group led to the launching of a campaign meant to empower Hispanic SBOs to see that an 'ito' can still achieve big things. Both to communicate this conviction and foster a connection between these firms and Quickbooks, the campaign focused on leveraging Latin superstar "Chicharito" (little pea) as proof that 'ito's' cannot just dream, but also accomplish big. The result of this campaign effort was a 96% increase in new users compared to last year's campaign and a remarkable 43% reduction in the cost per acquisition.

Definition of your challenge

Change the mindset of Hispanic small business owners and inform them they can invest in technology like Quickbooks because it is very beneficial and will improve their independent business operations.

The Key Insight & Strategy

Hispanic small business owners (SBOs) are more likely to feel less capable and financially "fit." They lack confidence when it comes to the investments they make in their businesses. Many Hispanic SBOs do not feel that their business is important enough to make large investments in the technology they use to operate. For example, many Hispanic owned businesses end in "-ito", which refers to small size, which diminishes the importance and stature of their establishment. This mindset is ingrained into the minds and lifestyles of Hispanic business owners and illustrates the lack of confidence in their business. This campaign sought to exemplify how Hispanic business owners could increase their confidence and step up their and begin operating like a modern enterprise with adequate technology investments.

Execution

The campaign was run in Spanish, English, and Spanglish. The advertisement featured "Chicharito", Javier Hernandez, a famous Mexican soccer superstar. Although this famous soccer player's nickname ended in "ito" and signified that he had a "small" name, he achieved great fame and became one of the most talented soccer players. In the advertisement, Chicharito joins the "QuickBooks" soccer team to illustrate to Hispanic SBOs that they have what it takes to become great, they just need to increase their confidence and invest with QuickBooks. The purpose of the advertisement was to inform Hispanic SBOs on the importance of investing in their businesses and helped create a conversation about how QuickBooks provides the tools to improve any business.

Results

This campaign created a great amount of brand awareness, and consideration. One of the objectives for this campaign was to increase the number of Hispanics who use QuickBooks by 35%, The results showed that they went over beyond that percentage. They found that there was a 96% increase in new users compared to the year before. This is also significantly greater than their results from their previous campaign.

Industry Impact

The campaign's goal was to let small business owners know that they can have a big business too. It does not matter if the business has 'ito' in it. Their employment of Chicharito showed that despite having a little name, big things are still possible. This was a way to

HMC Strategic Excellence Award Case Study: Intuit QuickBooks 2023

show a multicultural campaign that did not use the celebrity as the focus. Chicharito shared some of his aspects of growing up as a Hispanic and being a soccer player. This campaign called all awareness to Hispanic small business owners to chase their dreams no matter the size.