

Think "Ote"

EL BARCITO



 **intuit quickbooks.**

A-s / Jay Chiat Awards

Summary:

For years, Hispanic Small Business Owners (SBOs) have been underplaying their business size and potential, thinking their businesses are too small to invest in software or technology solutions to manage their cash flow, payments and bookkeeping.

This is the story of how QuickBooks changed the "I'm not big enough" mindset in the Hispanic business community and, as a result, nearly doubled the number of Latinos that started using QuickBooks.

Introduction:

QuickBooks offers small business owners (SBOs) a simple and powerful set of tools for managing cash flow, getting paid, tracking income and expenses, managing and paying bills, getting real-time insights and even obtaining funding.

Considering that Hispanics start more businesses per capita than any other racial or ethnic group in the U.S., QuickBooks wanted to increase the awareness and consideration for its ecosystem of products among Hispanics, aiding in the success and growth of Hispanic small businesses in the U.S.

The challenge:

Even though QuickBooks is the #1 accounting software for small businesses in the US, that popularity and recognition were not that high in the Hispanic community.

In fact, before our campaign, many Hispanic SBOs believed that investing in a technology like QuickBooks wasn't really necessary.

Research showed us that that Hispanic SBOs were:

- More likely to feel overwhelmed and stressed because of work and financial burdens
- More likely to ask for financial advice from others (and be willing to pay for it)
- More likely to aspire to achieve a higher social status and recognition

	Hispanic SBOs	Non-Hispanic White SBOs
I feel overwhelmed by financial burdens	50%	34%
Juggling family and work demands is very stressful for me	54%	41%
I often feel like my life is slipping out of control	30%	22%
I enjoy learning about financial products or services from others	47%	36%
I often ask the advice of others when it comes to financial products or services	44%	39%
I'll pay any price for good financial advice	25%	14%
I like other people to think I'm a financial success	44%	37%

The “logical” campaign would have been...

A campaign showing Hispanic SBOs how the **burden** of being a business owner is **lightened** with QuickBooks, and how we can help them grow, and get the **status** and recognition they are seeking.

However, we felt that this would have only **scratched the tip of the iceberg**



There was something deeper (**and honestly, more provocative**) that was influencing many Hispanic small businesses to not consider Quickbooks as a solution.



Hispanic SBOs are less confident than non-Hispanic SBOs:

It's known that the Hispanic community has an excess of humility and modesty embedded in its DNA. And this is particularly present in the context of Hispanic SBOs. In fact, they are more likely to **feel less capable, less intelligent and less financially "fit."**



	Hispanic SBOs	Non-Hispanic White SBOs
I don't feel more capable than most people	32%	22%
Being modest, self-effacing is very important to me	85%	76%
I rarely find myself in a leadership position	42%	32%
I am not very good at managing money	28%	22%
I feel financially insecure	39%	28%
Self-concept: intelligent-smart, well-informed _any agree	89%	94%

The ugly truth:

Without realizing it, many Hispanic SBOs may be suffering from an inferiority complex

(which leads them believe their businesses are too small to invest in technology like QuickBooks.)

Thinking small is so deep in Hispanic SBOs subconscious that they even name their businesses with diminutives.

Look around in any Hispanic neighborhood and you'll find small businesses that end in **'ito'** (a diminutive in Spanish that refers to small.)

El rinconcito (the little corner), el barcito (the little bar), el mercadito (the little market), el negocito (the little business), etc

This contrasts the mentality of Non-Hispanic entrepreneurs who often show stronger confidence in how they see and pitch their businesses (not as small endeavors but as big enterprises with great potential.)

In some ways, this difference in mindsets explains why more non-Hispanic businesses grow beyond "small" (while many Hispanic businesses stay small or even end up failing.)



Our idea:

Show Hispanic business owners that **just because a business has an 'ito' suffix in its name, it doesn't mean it can't be big or 'Ote'** (the Spanish suffix for large.)

The execution

Think Ote

To inspire Hispanic SBOs we used one of the most famous “ito” to “ote” success stories in the Hispanic community.

Javier Hernández a.k.a. Chicharito is a soccer superstar. Despite his nickname being “small pea,” he’s succeeded on the biggest stages. Scoring goals for the Mexican National team, Manchester United, Real Madrid and now he’s in top form playing for the LA Galaxy.

We used Chicharito as a living example that showed Hispanics that no matter how small your name may be, you can still do big things with the right support (like the support QuickBooks can give your business).



Bringing the idea to life

The campaign started with a PR activation around Chicharito joining a new “team.” After garnering the attention of fans, we launched our creative, revealing that he was joining a new team, just not a soccer team, but instead the QuickBooks team.

We built more than 80 pieces of content in three languages (English, Spanish, and of course, Spanglish!) We brought to life insight-driven, culturally-relatable creative in varying lengths and formats in key Hispanic markets like Los Angeles and Miami.

We executed placements in high profile events and music/sport tentpoles like Premios Juventud, MLS and Liga MX that over-index with Hispanic SBOs, which also drove higher relevance and engagement.

At the same time, we connected with the Hispanic audience by leveraging Hispanic influencers to start the conversation and promote our cause by showcasing real SBOs and how they use QuickBooks’ tools to go from “lto to Ote”.

Finally, we used highly targeted performance media placements to reach Hispanic qualified audiences and retarget prospects with a special offer/discount for bottom of funnel tailored messaging, which drove signup and conversion.



The results:

"Think Ote" over delivered in both soft and hard metrics.

- The number of new Latino users of our software increased 96% versus the benchmark of last year's campaign.
- The cost per acquisition decreased by 43%
- Total awareness increased by 27%, familiarity by 36% and consideration grew by 86%.
- All Hispanic assets exceeded the brand's organic engagement benchmarks on Instagram, with an average 3.1% ER (194 index to benchmark)
- Influencers generated 101.1M organic/paid impressions
 - 4% engagement rate (benchmark: 3%)
 - 29% comment relevancy (benchmark: 15%)
 - 358K total views
 - 100% net positive sentiment rate (goal: 85%)
- PR efforts generated 20 placements in both English and Spanish language media, resulting in 67.2M+ impressions for the brand

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