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Intuit QuickBooks Debuts New Campaign to Spotlight Small Businesses’ “Journey to Success”

Integrated Campaign Builds on QuickBooks’ Backing You Campaigns; Features Baseball Legend and Investor Alex Rodriguez to Inspire Business Success

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- Today, Intuit (NASDAQ: INTU) QuickBooks announced the launch of the next phase of its global “BACKING YOU” campaign, demonstrating again how QuickBooks helps small businesses achieve prosperity. Intuit first launched the “BACKING YOU” campaign in 2017 to celebrate and honor those who work for themselves. Today, QuickBooks is unveiling a U.S. and Canadian, multi-channel, integrated campaign called “Journey to Success,” featuring baseball legend and investor Alex Rodriguez, showing the ups and downs that business owners experience on their path to success.

The campaign brings to life the steps small businesses take to be successful, and the role QuickBooks and its connected suite of business tools and solutions can have in empowering their prosperity. The two spots are titled “[Burger](#)” and “Gaming,” which dive into the diverse stories of two small businesses and their journeys to success with the help of QuickBooks. From inspiration to success, the films showcase how the connected suite of QuickBooks business tools -- including QuickBooks Payments, Payroll, Live Bookkeeping, banking and cash flow capabilities -- provide the businesses with unrivaled service and insights and help them succeed. “Burger” debuts today. “Gaming” debuts in January and also features Alex Rodriguez, chairman and CEO of A-Rod Corporation, as a mentor alongside QuickBooks to help a business meet their goals.

Created in partnership with Intuit QuickBooks’ creative agency of record TBWA\Chiat\Day LA, the campaign goes beyond advertisements to also include integrated elements, including an online video series and social campaign that supports small business success and showcases how the QuickBooks suite of business tools helps them thrive. The films were directed by award-winning director Tim Godsall.

The new campaign is a continuation of the successful QuickBooks campaign “BACKING YOU,” which debuted in 2017 and showcased a variety of ways QuickBooks has helped small businesses manage complexity and achieve success over its 20-year history. From highlighting business owners and celebrating how they’ve made their dream a reality using QuickBooks to Danny DeVito coaching real small business owners on the smarter way to run their business to Martin Kove from “The Karate Kid” and Annie Potts from “Ghostbusters” showing how QuickBooks has made their lives easier, the campaign has focused on the QuickBooks brand commitment to help its small business and self-employed customers prosper. This year’s campaign focuses on what defines success for a small business owner.

“As a trusted partner of small businesses, QuickBooks is committed to helping small businesses achieve success every day by helping them navigate the complexity that sometimes faces them on their journeys,” said Dan McCarthy, senior vice president, global marketing at Intuit QuickBooks. “BACKING YOU started as a way for us to demonstrate our commitment to our customers and continues today with ‘Journey to Success,’ which spotlights the ways QuickBooks’ connected business tools can help businesses achieve success, simplify operations and drive financial prosperity.”

“We know that there are as many definitions of success as there are small business owners,” said Kirsten Rutherford, Group Creative Director at TBWA\Chiat\Day LA. “For this next phase of the BACKING YOU campaign, we wanted to explore these definitions through the journeys of two very different small business owners and how the QuickBooks suite of business tools helps them navigate a path to success.”

View the journey of “Burger” here:

[QuickBooks Backs Success: The Best Burger Ever](#)

[QuickBooks Backs Success: Food Truck Fleet | Payroll](#)

[QuickBooks Backs Success: New Customers](#)

[QuickBooks Backs Success: Clean Desk | Live Bookkeeping](#)

[QuickBooks Backs Success: Pop-in | Payroll](#)

QuickBooks is the trusted partner of small businesses, helping customers manage complexity and achieve success for more than 20 years. QuickBooks began by helping small businesses manage their books, and grew into a platform that helps them get paid fast, manage capital, and pay employees with confidence. When COVID-19 upended the small business community, QuickBooks used its fintech experience to help small business and self-employed customers get access to more than \$1 billion in SBA-approved Paycheck Protection Program loans and keep more than one-hundred thousand employees on payroll. QuickBooks provides on-demand accounting experts, democratizes machine learning by adding it to its services for the benefit of small businesses and is helping small businesses better manage cash flow. QuickBooks is in the business of creating smart, indispensable financial tools that help small businesses reach solvency and achieve prosperity.

For more information on the campaign and Intuit brands, visit <https://quickbooks.intuit.com>.

About Intuit

Intuit’s mission is to power prosperity around the world. We are a mission-driven, global financial platform company with products including [TurboTax](#), [QuickBooks](#), [Mint](#) and [Turbo](#), designed to empower consumers, self-employed and small businesses to improve their financial lives. Our platform and products help customers get more money with the least amount of work, while giving them complete confidence in their actions and decisions. Our innovative ecosystem of financial management solutions serves more than 50 million customers worldwide. Please visit us for the latest news and in-depth information [about Intuit](#) and its brands and find us on [social](#).

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