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# Intuit TurboTax Launches "Now This Is Taxes" Campaign Showcasing Its Revolutionary New Taxes 'Done-For-You' Experiences at Unbeatable Prices

Intuit's AI-Driven Virtual Expert Platform Redefines a New Era of Tax Preparation for Consumers and Small Businesses

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- [Intuit Inc.](#) (Nasdaq: INTU), the global financial technology platform that makes Intuit [TurboTax](#), [Credit Karma](#), [QuickBooks](#), and [Mailchimp](#), today launched its TurboTax brand campaign "Now This Is Taxes," showcasing how its assisted tax filing experience, powered by its AI-driven expert platform, delivers a modern, mobile-first, 'done-for-you' approach that makes the old, complex way of doing taxes a thing of the past. With unbeatable pricing through its mobile app offer and faster access to refunds, TurboTax is spearheading a transformation of the industry. To meet the needs of assisted tax filers, Intuit's virtual expert platform empowers its more than 12,000 tax experts with data and AI technology capabilities to deliver life changing financial advice to customers, while also growing their own businesses. Done-for-you experiences are cutting-edge technology at work, the combination of AI agents and AI-powered human experts delivering delight.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20241230028648/en/>

Intuit logo lock up (Graphic: Business Wire)

"Regardless of someone's income, tax complexity, or

where they live, every tax filer should have access to a tax professional that is getting them every dollar they deserve with complete confidence, at a fair price," said Executive Vice President and General Manager of Intuit's Consumer Group, Mark Notarainni. "Now This Is Taxes' showcases the next generation of tax preparation, ushering in a new era of tax filing for both customers and accountants, that brings revolutionary, 'done-for-you,' solutions to the market."

Today, the assisted tax preparation process is plagued with inefficiencies for tax filers and tax preparers alike leading to more than 10 million assisted tax filers switching tax preparers each year. Working with a tax preparer can be time-consuming, manual, and expensive, with little price transparency, and many filers put up with these pain points because they don't know there is a new gold standard — a fast, effortless, affordable way to get taxes done.

Intuit is redefining assisted tax filing with an extraordinary, AI-powered expert experience. Filers can easily find a qualified expert and have their taxes completed for them in as little as

two hours using only their mobile phone. TurboTax offerings provide benefits such as effortless data import, faster refunds, and a [Tax Return Lifetime Guarantee](#) that ensures 100% accuracy, audit support, and a maximum refund. Whether [filing their own taxes](#) or fully [handing their taxes off](#), TurboTax customers can trust they're getting every dollar they deserve at the best price on the market.

For tax year 2024, TurboTax is providing access to these premium experiences at exceptional prices. Through its [Free Mobile App Offer](#) everyone new to TurboTax or returning after filing elsewhere last year, regardless of their tax complexity, can file their own taxes DIY for free through the TurboTax mobile app through Feb. 18, 2025. Starting Jan. 15, 2025, assisted filers who hand off their taxes to an expert with TurboTax Live Full Service and file by March 25, 2025 are guaranteed a minimum 10% reduction in the fees they paid their tax professional last season with the upcoming Beat Your Price Offer.

## "Now This Is Taxes"

"Now This Is Taxes" is not just a campaign, it's a transformation in taxes, leading with experts at the fingertips of anyone that needs them — a fast, AI-driven, easy experience that gets filers their refunds faster, all at the best prices on the market.

The campaign excites and entices customers seeking a tax filing experience that suits their needs. It draws a stark line between the time-consuming, manual, and expensive old way of filing taxes without TurboTax, and TurboTax's modern, convenient, and stress-free offerings. By highlighting the benefits of TurboTax's customer-centric, tech-forward approach combined with its expert network, the campaign reshapes the perception of tax preparation from a dreaded chore into a seamless, empowering experience.

The integrated campaign will run in the US, with select spots airing in Canada, and is anchored by a series of films, including two Spanish and one French Canadian language version of key spots. It spans linear, streaming, podcasts, digital audio, digital video and social channels and includes integrations and collaborations with NCAA, Netflix, NFL, Prime Video, Spotify, TikTok, and YouTube. A series of films will be rolled out throughout the tax season including:

- **Now DIY taxes is free in the mobile app** A series of TurboTax filers learn that everyone new to TurboTax or that did not file with TurboTax last year can file their taxes DIY completely free in the mobile app regardless of their tax complexity through Feb. 18. Check out the spot [here](#). Visit the TurboTax website for details on the [TurboTax free Mobile App Offer](#).
- **Now taxes is fast money.** A food influencer chooses a better way to do his taxes, by matching with a TurboTax expert who can file his taxes and get him up to \$4,000 instantly with a Refund Advance loan. All of this happens as he creates and posts his latest food masterpiece. Visit the TurboTax website for more details on [Tax Refund Advance](#). Check out the campaign kick off spot [here](#).
- **Now taxes is a breeze.** A woman realizes she doesn't have to feel stuck doing her taxes. She can hand off her tax prep to a TurboTax expert who can file for her in just hours while she does what she loves...running.
- **Now business taxes is easier.** A small business owner no longer dreads his taxes when he files with a TurboTax [small business expert](#), who not only does his taxes for him, but also provides year-round advice at no extra cost, so he can spend more time

blossoming his business.

- **Now taxes is switching it up.** A young couple switches from paying the same price to file their taxes year after year to TurboTax Live Full Service where they pay less than they paid their pro last tax season. This allows them to finish updates to their fixer-upper home. The TurboTax Beat Your Price Offer launches on Jan. 15, 2025.

## **Intuit's Expert Platform Fuels Tax Professional Success and Industry Growth**

As TurboTax provides the best tax filing experience at unmatched prices, it also creates an incredible opportunity for tax experts across the country through job creation, continuing education and the ability for experts to grow their own business on the Intuit platform. More than 12,000 experts on Intuit's platform are best serving the needs of tax filers supported by AI technology helping power their financial prosperity.

"We're excited to lead the charge in transforming the tax experience and inviting tax experts to join us in this modern era of tax preparation," said Notarainni. "With TurboTax, we're making taxes easier, faster, and more convenient for millions of taxpayers, while also supporting the growth and success of tax professionals by fueling their income with no infrastructure or marketing costs."

Intuit is committed to growing the tax preparation profession by creating jobs and revenue opportunities through its platform, and furthering education. Last year alone, the company trained more than 129,000 unique learners through [Intuit Academy](#), which provides knowledge and experience training for people interested in a career as a financial services professional, at no cost.

The brand campaign was created in partnership with R/GA, a creative innovation company, in collaboration with award winning Iconoclast directors, Vania & Muggia.

### **About Intuit**

[Intuit](#) is the global financial technology platform that powers prosperity for the people and communities we serve. With approximately 100 million customers worldwide using products such as [TurboTax](#), [Credit Karma](#), [QuickBooks](#), and [Mailchimp](#), we believe that everyone should have the opportunity to prosper. We never stop working to find new, innovative ways to make that possible. Please visit us at [Intuit.com](#) and find us on [social](#) for the latest information about Intuit and our products and services.

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Karen Nolan

[karen\\_nolan@intuit.com](mailto:karen_nolan@intuit.com)

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