

January 8, 2018



# Intuit To Debut Two New Ads in Football's Biggest Game

**Releases first-ever ad for Intuit along with fifth consecutive spot for TurboTax**

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- Intuit Inc. (Nasdaq: INTU) today announced it will debut two new ads during football's Big Game on February 4, 2018. [Intuit](#), the maker of [TurboTax](#), [QuickBooks](#), [Mint](#) and [Turbo](#), will release a 15-second spot to mark the launch the company's first ever corporate brand campaign, while TurboTax will make its fifth consecutive appearance with a 60-second spot also airing during the game.

"46 million people worldwide use Intuit products, but only a small portion of them know the brands they love and trust are all part of the Intuit family. We're excited to introduce the Intuit brand during one of the most anticipated, most watched events of the year," said Lucas Watson, chief marketing and sales officer at Intuit. "The Big Game is during a time when finances are top of mind for consumers and those who work for themselves. For the first time, we will demonstrate the benefits of our product ecosystem working together to power prosperity for millions around the world."

The Intuit brand ad will introduce two characters who are featured prominently in the company's new brand campaign highlighting how Intuit helps power prosperity for consumers and those who work for themselves. Using the company's unique set of product and services, the campaign will demonstrate how Intuit helps its customers' save time, make more money and be confident in their financial lives. Created by Phenomenon and Oscar-winning Passion Animation Studios, the ad is a playful nod to saving time, because time is money.

For the fifth year in a row, an Intuit [TurboTax®](#) brand ad will air during the Big Game. The ad was created in partnership with independent advertising agency Wieden+Kennedy, based in Portland, Oregon.

## About Intuit

Intuit's mission is to Power Prosperity Around the World. Its global products and platforms, including TurboTax, QuickBooks, Mint and Turbo, are designed to empower consumers, self-employed, and small businesses to improve their financial lives, finding them more money with the least amount of work, while giving them complete confidence in their actions and decisions. Intuit's innovative ecosystem of financial management solutions serves partners and 46 million customers worldwide, unleashing the power of many for the prosperity of one. For the latest news and in-depth information about Intuit and its brands, visit [Intuit.com](#) and follow on [Facebook](#).

View source version on businesswire.com:

<http://www.businesswire.com/news/home/20180108005729/en/>

Intuit Inc.

Kali Fry, 650-944-3036

[kali\\_fry@intuit.com](mailto:kali_fry@intuit.com)

or

Rick Heineman, 310-339-9347

[rick\\_heineman@intuit.com](mailto:rick_heineman@intuit.com)

Source: Intuit Inc.