



The Quicken Mustache



Quicken

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Overview



- In 2010, Quicken Online, a personal finance management tool developed by Intuit, Inc., engaged Elasticity to develop a strategic communications program aimed at endearing the 25-year-old Quicken brand to a new audience via social media and traditional media channels.
- Elasticity aligned Quicken with the American Mustache Institute (AMI) working to generate mainstream and social media coverage to associate the Quicken brand with humor and forge what was hoped would be a viral campaign to drive brand awareness.
- Viewed by more than 75,000 unique visitors monthly, AMI is an online community focusing on facial hair and men's humor that was created by Elasticity's Aaron Perlut, Dan Callahan, and Brian Cross.
- Elasticity often use the AMI vehicle as a strategic marketing communications tool focusing on the blending of humor-based communications strategies with the use of social media, the blogosphere, and traditional media means.





What is AMI



- Since it's founding in 2006, AMI has become widely recognized by media, bloggers, and others as the ACLU of the downtrodden "Mustached American" people and the foremost facial hair research and advocacy organization in the free world.
- Between 2006 - 10, AMI has achieved more than 300 million media impressions.
- A registered not-for-profit corporation global membership organization, AMI uses its annual 'Stache Bash even to raise funds for charitable organizations and publicize its facial hair advocacy efforts.





'Stache Bash



- AMI's marquee event and media platform to help usher the mustache back into popular fashion.
- Celebrates the Mustached American lifestyle and features live music and celebrities.
- Uses nominations and voting for "The Robert Goulet Memorial Mustached American of the Year" award, drawing attention from media worldwide, to build anticipation and notoriety for AMI, it's sponsors, and the charities for which it raises funds.

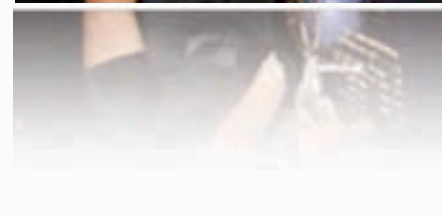




Quicken Meets The Mustache



- By aligning with Quicken with AMI, Elasticity aimed to generate positive word-of-mouth, associating the Quicken brand with humor, and creating brand affinity among AMI's dedicated core demographic of men 21 - 35.
- Quicken served as the title sponsor of both 'Stache Bash and the Robert Goulet Mustached American of the Year award by making a tax deductible donation to AMI which helped fund the event and charitable giving.
- And while Quicken's donation was charitable, Elasticity believed the age-old corporate giving news release was tired and would not result in coverage for Quicken.
- Elasticity chose to develop a scientific study -- purposely positioned as "the dumbest study ever" -- with results and substantiation that were clearly ludicrous.





A Purposefully Really Dumb Study



- “Mustached Americans earned 8.2 percent more on average than those with beards and 4.3 percent more than the clean-shaven.”
- “People of Mustached American descent, however, also tended to spend 11 percent more and save 3 percent less than their collective counterparts.”
- “A down economy on top of the trappings of the more sexually adventurous Mustached American lifestyle – and things are beginning to catch up with us,” said Dr. Abraham Jonas Froman, AMI’s chief executive officer.
- “The majority of Mustached Americans’ disposable income was spent on toiletries such as cologne and teeth whitening solutions (10 percent); alcoholic beverages such as Budweiser beer and Rich & Rare Canadian Whisky (11 percent); 1970s and ‘80s-era music memorabilia, most commonly by Hall & Oates (1 percent); clothing apparel consisting of Speedo swimsuits, leather pants, and tank-top tee-shirts; and DVD movies (most commonly starring Billy Dee Williams, Chuck Norris, Richard Roundtree, and Burt Reynolds).”

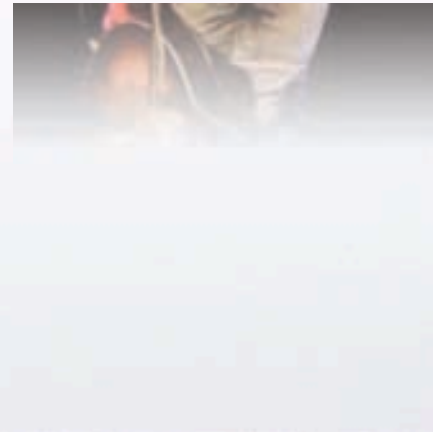




Overall Program Elements

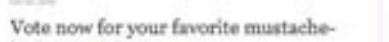
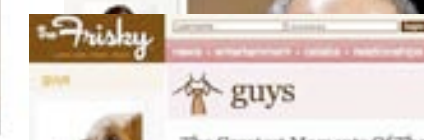
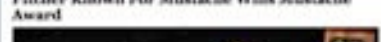
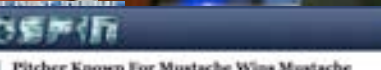
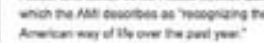
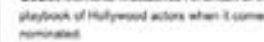
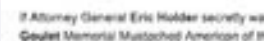
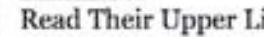
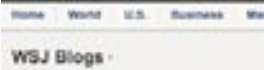
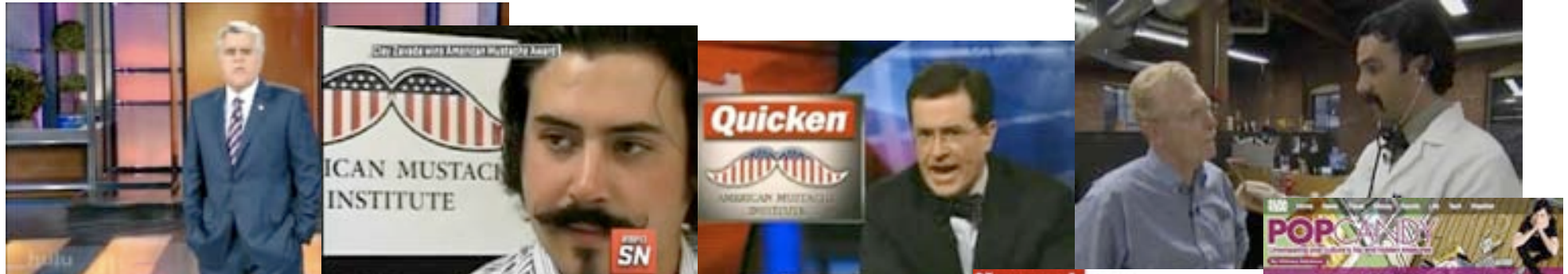


- In addition to the study, Quicken's brand was also associated with:
 - Nominations for "Robert Goulet Mustached American Of The Year Award"
 - Voting for "Goulet" award
 - The announcement of music legend John Oates as the 'Stache Bash headliner
 - "Mustache Day" proclamation with St. Louis Mayor Francis Slay
 - Lots of flavor save-a-bility and good looks
 - Directly reaching nearly 1,000 attendees of 'Stache Bash and being associated with John Oates, major league baseball star Clay Zavada, and Bill Geist from CBS Sunday Morning





Media Coverage





The Results



- The campaign achieved more than 50 million media impressions
- Visits to the Quicken blog increased four times during the campaign
- Quicken Online signups increased by 12 percent
- Campaign added 29 percent to American stupidity.
- Eric Holder learned he's the first U.S. Attorney General since 1946 to have a mustache
- America is 38 percent better looking as the result of more mustaches.





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Production



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