

TaxBrain.com: Competitive Positioning

Objective Determine the most powerful public relations / online advertising positioning

Data Source Email/Web pop-up customer interviews

Question *“How do you rate TaxBrain.com?
Why do you feel that way?”*



VERBATIMS

easy

fast

secure

SCAN FREQUENCY

123

106

72

ThoughtTalk *“Your site was very **easy** to use.”*
*“**Fast** and **easy** for both me and my family.”*
*“**Easy** and **secure** to file electronic tax returns.”*

Results Positioning TaxBrain.com as “Fast & Easy to use” in strong PR and continuing online advertising increased revenue 40% over the previous year.
www.wallacewashburn.com