

# COMPETITIVE CAMPAIGN

## Creative Concepts

06/12/15



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MarCom 2015

# COMPETITIVE CAMPAIGN

The purpose of this campaign is to engage our ONESOURCE Tax Provision customers to help them realize the value of utilizing ONESOURCE Income Tax rather than CorpTax for their compliance needs.

The two solutions complement each other perfectly—you only enter data once, in one secure system, for one comprehensive compliance process. The result? Less manual work and greater business insight, as well as time for you to focus on what matters.



## ① BETTER TOGETHER

The partnership between ONESOURCE Tax Provision and ONESOURCE Income Tax is about movement. Data flows between the two solutions so you only enter data once in one secure system. Together, compliance is a masterful dance, where each solution is a half of a whole.



# BETTER TOGETHER



## Tax Provision and Income Tax

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## ② THE DYNAMIC DUO

Strength. Fluid movement. Accuracy. Together, ONESOURCE Income Tax and ONESOURCE Tax Provision exemplify all of the above thanks to greater data security, less manual work and heightened data knowledge—all in one powerful performance.

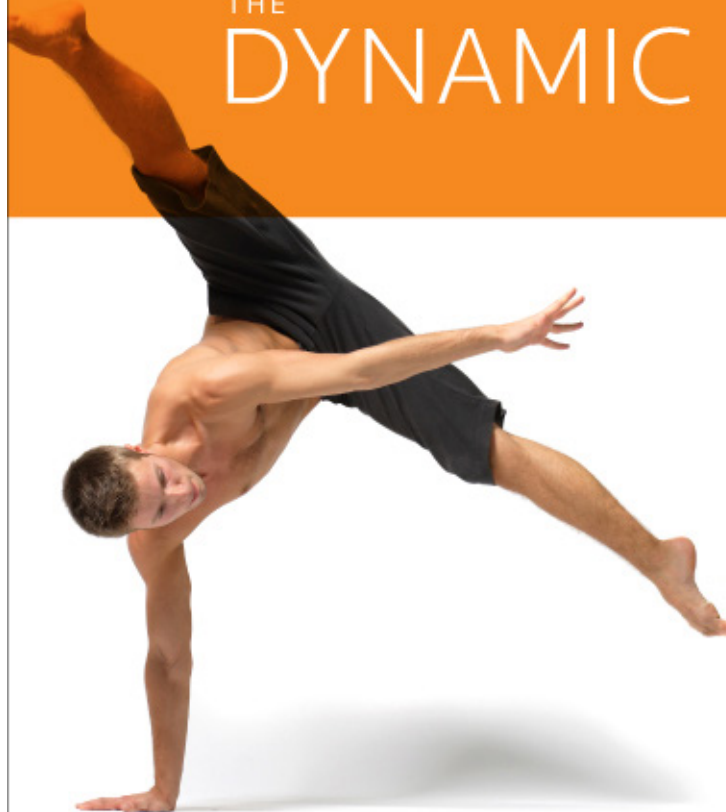


## Tax Provision

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# THE DYNAMIC DUO



## Income Tax

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## ③ THE PERFECT PAIRING

Sure, ONESOURCE Tax Provision is effective on its own... but imagine pairing it with another strong solution to bring out its best “flavor.” With the right partner in OIT, OTP creates a greater impact. Our last option is a subtle offshoot of the Direct Tax campaign and focuses on how the solutions complement each other to enable easier compliance.



# THE PERFECT PAIRING



## TAX PROVISION

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## INCOME TAX

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# Thank You



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