CASE STUDY

Decoding the Big Beautiful Bill

How Thomson Reuters Tax & Accounting Professionals became the tax profession's first call on the One Big Beautiful Bill Act

CONTENT MARKETING AWARDS 2026 • BEST SPECIAL TOPIC, FINALIST

Overview

Organization: Thomson Reuters Tax & Accounting Professionals
Campaign period: July 4, 2025 – April 15, 2026
Audience: Tax practitioners, CPAs, accountants, and financial advisors (B2B)

~94K	~45K	7,000+	~3%
PAGE VIEWS	UNIQUE VISITORS	WEBINAR SIGN-UPS	OF TOTAL SITE TRAFFIC

THE CHALLENGE

When the One Big Beautiful Bill Act was signed on July 4, 2025, every publisher in the tax space responded the same way: dense, legislation-mirroring analysis that read as though the authors had simply paraphrased the statute. Thomson Reuters Tax & Accounting Professionals set out to make a different choice.

The goal was to be the profession's first call, not its second, and the only source practitioners actually wanted to read.

The team built “Decoding the Big Beautiful Bill,” **a purpose-built resource hub anchoring a formal six-month content strategy that was documented before the bill even passed**. The premise driving every decision, from format to tone to timing, was that tax professionals don't need more text about the law — they need guidance they can put to work with clients immediately.

What set the program apart was the combination of pre-built strategy and editorial courage. The team had mapped practitioner search intent before the bill passed, identifying high-volume queries like “One Big Beautiful Bill Act” (9,900 monthly searches) alongside dozens of provision-specific terms. When the bill was signed, the program launched within hours: the TRI Clarity Podcast went live in 7 days, a 55-page Special Report in 21, and the resource hub in 27.

The program also broke from category convention emotionally. Most OBBBA coverage read like the legislation itself — authoritative, dense, impersonal. The team chose a different posture with its “OBBBA Awards” blog, giving the bill an awards-show treatment: trophies for provisions like the QBI deduction (Best Revival), R&E expensing (The Whiplash Award), and the SALT cap increase (Biggest Crowd-Pleaser). It treated tax professionals as people who appreciate wit as much as analysis — and it became the most-shared content in the program.

STRATEGY

The program's strategy was formally documented before the bill was signed. The team produced a full content plan spanning July through April, organized by month, format, funnel stage, product alignment, and distribution channel. Every asset was assigned a primary keyword, funnel stage, product CTA, and gating decision before production began — **the pre-built infrastructure that let the team launch within hours of the bill's passage rather than days.**

The strategy was explicitly full-funnel:

- Awareness: Ungated explainer blogs and a breaking-news podcast met practitioners at first awareness, linking directly to relevant product pages.
- Consideration: Deep-dive articles on SALT, payroll, client retention, and firm strategy moved the audience forward.
- Conversion: Three gated white papers and a CPE-eligible webinar converted the most engaged readers into qualified leads.
- Retention: A resource hub, updated in phases through December, sustained organic traffic and engagement long after the news cycle moved on.

The strategy also made room for editorial differentiation. The “OBBBA Awards” blog and accompanying webcast were a deliberate choice to create content tax professionals would actually want to share, not just bookmark — and in a category where creativity is rare, it became the program's most-shared asset.

Audience

The primary audience was B2B tax and accounting professionals — CPAs, enrolled agents, tax attorneys, and corporate tax teams — suddenly responsible for advising clients on a law that rewrote the tax code overnight. A secondary audience was firm leaders evaluating AI-assisted research tools to manage the new law's complexity. Both shared a high-stakes, time-sensitive information need that created the conditions for content that could earn attention rather than simply capture it.

Goals

- Establish Thomson Reuters as the first-to-market authority on OBBBA content for tax and accounting professionals.
- Deliver expert analysis practitioners could use immediately in client conversations.
- Drive qualified leads and pipeline influence across the relevant product portfolio.

- Build an evergreen content destination sustaining traffic and value through the 2025–2026 tax season.

RESULTS

Nineteen assets generated nearly 94,000 page views and over 45,000 unique visitors across 9.5 months — roughly 3% of total tax site traffic from a single program. Traffic didn't spike and fade: the phased content cadence sustained organic reach from the day the bill passed through the April 15 filing deadline, exactly the window the strategy was designed to hold.

Engagement quality validated content utility. The Special Report's form completion rate ran roughly 5x above the site average, and webinar attendance ran 15–50% above benchmark. Lead generation exceeded expectations at every funnel stage, with handraiser rates roughly 3x the site average and email performance across three dedicated sends averaging well above B2B benchmarks.

Metric	Result	Context / Benchmark
Campaign asset page views	~94,000	Across 19 assets, July 2025 – April 15, 2026
Campaign-wide unique visitors	~45,000	Roughly 3% of total tax site traffic from one program
Asset downloads	~500	Download-link clicks on OBBBA-tagged pages
Form completion rate	~5x site average	One of the top-performing assets in four years of Thomson Reuters tax content
Handraiser rate	~3x site average	OBBBA-tagged pages, July 2025 – April 15, 2026
Webinar registrants	7,000+ across 7 events	6 weekly replays, Aug 26 – Sep 30; attendance 15–50% above benchmark
Podcast listens	~400	TRI Clarity Podcast, launched July 10
Email open rate	14–34% above benchmark	Across 3 dedicated sends
Organic social impressions	3% above industry benchmark	Organic + OBBBA-tagged posts across Facebook, LinkedIn, and X
Content page velocity	3x site average	

Source: internal Thomson Reuters performance reporting, July 2025 – April 15, 2026.

VISUAL STORYTELLING & DESIGN

The program's central design challenge was psychological. Tax professionals are trained skeptics who distrust anything that looks like a marketing reaction, and having watched every publisher rush to cover the same legislation, the design strategy had to communicate two things at once: this is urgent, and this will last.

Thomson Reuters' brand palette — high-contrast orange, structured typography, institutional formatting — anchored every asset in a visual language the profession already trusted. In a category where most content looked like hastily formatted PDFs, using the institution's full visual authority was itself a statement.

The resource hub was built to feel like a reference publication, with modular content tiles organized by format type so practitioners could navigate directly to what they needed. Its phased update model was a deliberate rhetorical choice: returning visitors saw the hub grow richer over six months, signaling sustained editorial commitment rather than a one-time news reaction.

The 55-page Special Report used section breaks, provision summaries, and pull quotes to make dense legislative content scannable under time pressure — designed to be kept and referenced again. Three companion white papers used distinct cover treatments reflecting their strategic angle (response, disruption, implementation) while sharing a consistent layout language, creating a visual series identity without sacrificing individual clarity.

The most rhetorically distinctive design decision was the "OBBBA Awards" blog and webcast. Where every other piece of OBBBA content was formatted like a compliance brief, this one looked like an entertainment awards show — trophy categories, acceptance-speech framing, an "In Memoriam" section for repealed energy credits. The awards-show conventions in a professional editorial **context signaled that Thomson Reuters was willing to take positions, not just report facts.** It was the most-shared content in the program, and it looked nothing like anything else in the category.

On LinkedIn, an executive-summary document ad was formatted for in-feed legibility, with key legislative provisions readable without a click — built for an audience that rarely stops scrolling for tax content.

Every visual decision served one argument: Thomson Reuters is not a brand that covers the news. It is the **institution the profession turns to when the news matters most** — and occasionally, the one that makes it worth reading.

KEY LEARNINGS

> **01 Pre-built infrastructure beats reactive speed.**
> The six-month content plan, keyword map, and asset briefs were finished before the bill was signed. That preparation — not last-minute hustle — is what let the team launch within hours instead of days.

02 Editorial courage is a differentiator in commoditized categories.
When every competitor produces the same compliance-brief tone, a distinct editorial voice (like the "OBBBA Awards" treatment) earns disproportionate attention and shares.

03 Full-funnel structure converts better than volume alone.
Mapping every asset to a specific funnel stage, keyword, and product CTA before production meant traffic growth translated directly into leads, not just page views.

04 Phased, evergreen publishing outlasts a news spike.
Releasing hub updates in stages through the following tax season kept the program relevant for 9.5 months, instead of fading with the news cycle.

05 Visual trust has to be earned before it can be spent.
Leaning on an established, institutional visual identity gave the team room to take creative risks elsewhere without undermining credibility with a skeptical, expert audience.