

GET YOUR  
**BILLION BACK**  
AMERICA™



# Campaign: Get Your Billion Back America

## Product/Brand:

- H & R Block---Income tax preparation

## Purpose:

- To communicate that money is lost in the tax return process when you do not have a skilled tax preparer review.

## USP:

- they have the professionals do the job and they will find money that is owed to you



Campaign featured through all elements creating Integrated Marketing communications

# Element 1--Advertising Billboard, TV, Direct Mail

## TV advertisements

- Use same actor in each
- All claim that there is money unclaimed every year
- Reinforced the slogan



# Element 1--Advertising Billboard, TV, Direct Mail

## Billboard/Outdoor Advertising

- Slogan has become so well known can keep it simple
- Used in multiple outdoor mediums



# Element 1--Advertising Billboard, TV, Direct Mail

## Direct Mail Postcard Advertising

- Sent with a CD
- Slogan is not on here, but the message is similar
- Use customer data information from previous years and target geographical neighborhoods



# Element 2--Sales Promotion

## In store promotions and Sweepstakes and Pop up

### Sales promotion

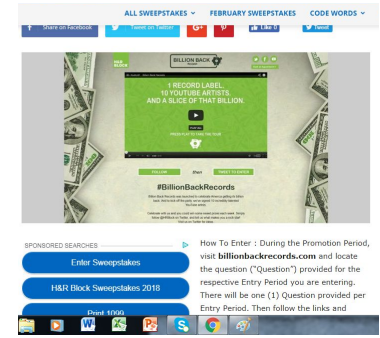
- In store promotions
- Posters, life size cutouts of actor
- Reinforced image
- Encouraged action as deadlines for filing approached





# Element 2--Sales Promotion

## In store promotions and Sweepstakes and Pop up



- Free I-pad drawing for everyone that has a tax return done; also \$20 and Free review. Ties in actor in print ad as well.
- Link shows that they set up pop up stores and did money give away to show how so many billion dollars went unclaimed (shared in direct marketing--social media)

# Element 3--Public Relations/Publicity

## News coverage

- Sweepstakes winners were featured in local news programs
- Shared the USP and campaign, but also gave newsworthy coverage





# Element 3--Public Relations/Publicity

## News coverage, posts, and trade journals

Negative

Message was that they DID make mistakes--even if their campaign was saying they were likely to have ability to find money customers did not know exists



Positive

This is actual press release to promote the new campaign



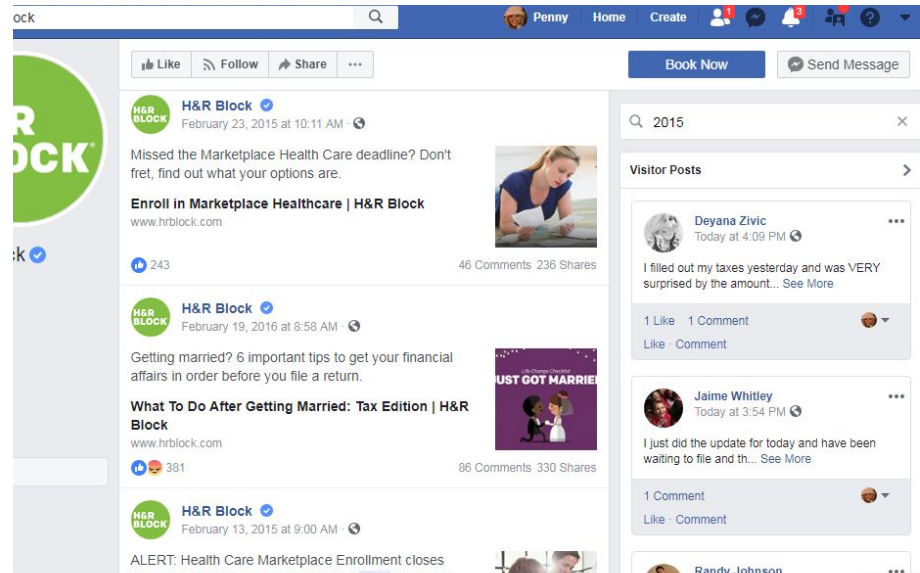
# Element 4--Direct Marketing

## Facebook, Twitter, YouTube, Blogs

**Blogs—many local stores sharing tax tips**

### Facebook

- Does not use the same slogan, but often features recognizable actor
- Provide necessary information for tax returns
- As tax season approaches more frequency of posts



The image shows a screenshot of the H&R Block Facebook page. The page header includes the name "H&R Block" and navigation options like "Like", "Follow", "Share", and "Book Now". The main content area displays three posts from H&R Block:

- Post 1:** "Missed the Marketplace Health Care deadline? Don't fret, find out what your options are." (February 23, 2015 at 10:11 AM). Includes a photo of a woman reading and 243 likes, 46 comments, and 236 shares.
- Post 2:** "Getting married? 6 important tips to get your financial affairs in order before you file a return." (February 19, 2016 at 8:58 AM). Includes a photo of a couple and 381 likes, 86 comments, and 330 shares.
- Post 3:** "ALERT: Health Care Marketplace Enrollment closes" (February 13, 2015 at 9:00 AM).

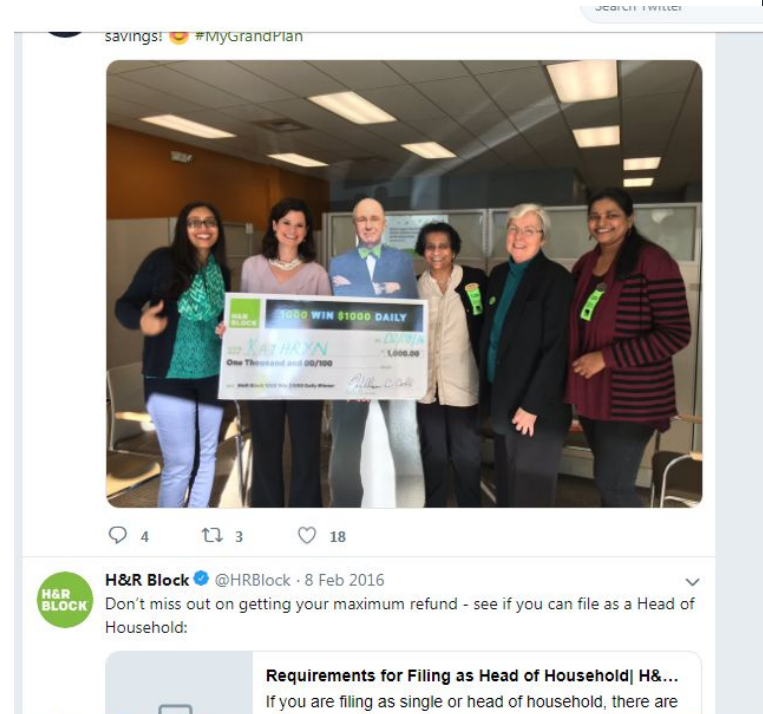
The right sidebar shows "Visitor Posts" from 2015, featuring comments from Deyana Zivic and Jaime Whitley.

# Element 4--Direct Marketing

## Facebook, Twitter, YouTube, Blogs

### Twitter Posts

Shared information from sales promotion activity--sweepstakes



# Element 4--Direct Marketing

## Facebook, Twitter, YouTube, Blogs

### YouTube

- Contests (sales promotion) create a video about getting your Billion Back and made them into music videos shared on YouTube



# H & R Block

## Get Your Billions Back America

### Concluding Thoughts on Campaign

