

#TaxDay

Every Day Has a Story, National Days Help Tell It. H&R Block

Objective

- > Taking advantage of the earned media attention from national days, H&R Block leveraged their advertising strategy to create a campaign around counting down to #TaxDay. Their creative featured a countdown clock displaying how many days left consumers had to file taxes.

- > **Inventory:** Metrorail Digital Platform Liveboards
- > **Markets:** Washington D.C.
- > **Flight:** April 3, 2017 - April 18, 2017
- > **Earned Social Media:** H&R Block received on average 6 mentions per hour. In total, H&R Block saw over 1,500 unique mentions and over 1,000 shared mentions. The campaign reached over 26 million consumers.

