



## H&R Block Brings Back Jon Hamm for Encore Year of Get Your Taxes Won Campaign

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KANSAS CITY, Mo., Dec. 22, 2017 (GLOBE NEWSWIRE) -- H&R Block will kick off the 2018 tax season with a fresh take on its 2017 campaign, *Get Your Taxes Won*. The campaign illustrates that the concept of winning at tax time is in finding all the credits and deductions taxpayers are entitled to for the best outcome.

The campaign features the return of actor Jon Hamm, as H&R Block's spokesperson. Eight new broadcast spots were created that center on Hamm in a variety of behind-the-scenes scenarios on a film set.

"The *Get Your Taxes Won* campaign was overwhelmingly a fan favorite and one of our most successful national marketing and advertising campaigns," said Kathy Collins, H&R Block's chief marketing and strategy officer. "When we saw the early positive engagement and strong response from consumers we made the decision right away to co-create with Jon again and he was all in."

Added Collins, "The 2018 campaign highlights the brand, its partnership with IBM Watson, and a number of Tax Season products and programs. We were able to have some fun with a somewhat serious topic and deliver the message that it really does matter how you do your taxes if you want the most money back, but in a lighthearted way."

Created by advertising agency Fallon, known as one of the world's most critically acclaimed creativity companies, the commercials re-teamed director Simon McQuoid with Hamm. McQuoid, a veteran commercial advertising director and filmmaker, is known for his work with numerous national brands.

H&R Block knows taxes can be stressful for some people and that consumers should trust that their filing will be right, no matter how they choose to file their taxes. With the most substantial changes to the tax code in 30 years pending to go into effect in 2018, consumers now more than ever will need to work with trusted advisors to understand how their personal tax situations will be affected. H&R Block tax pros help their clients navigate the changes to optimize their outcomes.

H&R Block will be advertising the many ways we help taxpayers take advantage of every credit and deduction available to them. The campaign kicked off in early December with one spot promoting the availability of H&R Block's interest-free loan product, [Refund Advance](#). The main campaign launches January 1 with additional national broadcast buys and digital and social programming scheduled in cadence of H&R Block's product roll outs throughout the season. Collins said ads will also air during the NFL playoffs, ESPN College Football Playoffs, March Madness and the Winter Olympics.

### About H&R Block

H&R Block, Inc. (NYSE:HRB) is a global consumer tax services provider. [Tax return preparation](#) services are provided by professional tax preparers in approximately 12,000 company-owned and franchise [retail tax offices](#) worldwide, and through H&R Block [tax software products](#) for the DIY consumer. H&R Block also offers adjacent Tax Plus products and services. In fiscal 2017, H&R Block had annual revenues of over \$3 billion with 23 million tax returns prepared worldwide. For more information, visit the [H&R Block Newsroom](#).

### For Further Information

Susan Waldron, 816-854-5522, [susan.waldron@hrblock.com](mailto:susan.waldron@hrblock.com)

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