

H&R Block Launches New Get Your Taxes Won Campaign

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Campaign Features Actor Jon Hamm Talking Taxes

KANSAS CITY, MO -- (Marketwired) -- 12/27/16 -- Today, H&R Block announced its new advertising campaign, *Get Your Taxes Won*. The campaign goes directly to the heart of what people care about -- getting the most money back on their taxes and having the best overall tax filing experience.

"At H&R Block, our purpose is to look at clients' lives through the lens of tax and find ways to help. With *Get Your Taxes Won*, we're taking that commitment to a whole new level," said Kathy Collins, H&R Block's chief marketing and strategy officer.

"We know there are many correct ways to fill out a tax return and the IRS will accept all of them, but one way gets you the most money back. It takes knowledge, experience and judgment to know how to expertly navigate every deduction or credit of the tax code and get our clients the best financial outcome," Collins said.

"By simply getting your taxes done as quickly as possible, tax filers could be leaving money behind. We know taxes can be nerve-wracking and people worry about getting them right, so we believe our campaign will force consumers to rethink whether the provider or filing method they're using really gets them the best outcome," Collins said.

To bring the *Get Your Taxes Won* campaign to life, Block landed actor Jon Hamm. Hamm is featured in each of the television and radio spots throughout the season. He plays an actor in several roles, among them a 1930s New York policeman and a Roman emperor, all of which give him an opportunity to talk taxes with other cast and crew members.

"When I was starting out as an actor, I had no idea what to do with my taxes," Hamm said. "I went to H&R Block and they helped me file the right way. I didn't give anything extra back to the IRS. H&R Block helped me win my taxes from day one and I'm proud to be the spokesperson for the leader in tax preparation."

Hamm, a native of Missouri, is proud of the Midwestern background he shares with the Kansas City-based H&R Block. He is probably best known for his iconic portrayal of America's most famous ad man, Don Draper, in AMC's hit television series *Mad Men*. But Hamm now finds his role reversed as he stars as himself in a national advertising campaign aimed at helping taxpayers get their maximum tax refund.

"We are thrilled to have Jon," Collins said. "He is such an engaging and versatile actor. Those skills really shine through in conveying our message that taxpayers can win at taxes -- if they have the right help and the right tools."

"This season -- the first year of *Get Your Taxes Won* -- we are going to be very aggressive in telling consumers how much we have to offer. From the experience of our tax professionals, to compelling offers that save client's money, *Get Your Taxes Won* is our way forward. This is about helping consumers get the best filing experience and outcome on their taxes. I believe no one can do that better than H&R Block," Collins said.

The campaign also began earlier than previous years and has more broadcast presence, to include high-profile programming, Collins said. The first television ad aired Christmas night during the Kansas City Chiefs - Denver Broncos game, with digital and social programming also beginning December 25. Collins said ads will also air during the NFL playoffs and the NCAA College Football Championship.

The *Get Your Taxes Won* national marketing and advertising campaign was created by advertising agency Fallon Worldwide. Simon McQuoid, the director of the soon-to-be-released feature film, *Mortal Kombat* from New Line Cinema, which is based on the popular video game series, directed the commercials. The veteran commercial advertising director is known for his work with numerous national brands.

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 2016, H&R Block had annual revenues of over \$3 billion with 23.2 million tax returns prepared worldwide. For more information, visit the H&R Block Newsroom at <http://newsroom.hrblock.com>.

Embedded Video Available: <https://www.youtube.com/watch?v=zAV4BEZfulM&feature=youtu.be>

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For Further Information

Gene King

816-854-4287

mediadesk@hrblock.com

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