



GOALS

- ▶ Build awareness
- ▶ Boost business during tax season

HIGHLIGHTS

- ▶ Armored vehicles that speak to the brand promise
- ▶ Combination of media formats to build brand excitement
- ▶ High-impact seasonal flights in multiple markets
- ▶ Targeting parades and large community events, as well as routing around their brick-and-mortar locations

AN ARMORED BRAND PROMISE

H&R Block has used a variety of our alternative out-of-home mediums, but the armored vehicle speaks strongly about the fortress of its brand promise. Executing high-impact campaigns by targeting parades and large community events in multiple markets between January and April, H&R Block's strategic routing is not just exciting – it's effective.

Learn more at doitoutdoors.com/work/hr-block/



ABOUT THE CLIENT

H&R Block is the world's largest tax services provider, having prepared more than 650 million tax returns since 1995. An H&R Block office is located within five miles of most Americans, so it's important their brand promise be communicated strong and clear.



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