



IRS 2010 e-file & Free File Campaign

Presentation to Federation of Tax Administrators, May 3, 2010



Campaign challenges:

- People did not realize 66 percent of federal tax returns were filed electronically; they thought it much less.
- Security remains a major concern.
- People generally were not aware of the Free File option.
- Free File users could not remember that they used Free File.




Goals:

- Increase e-file use among self-preparing taxpayers
- Increase awareness and use of Free File

Audience:


- People under 30...over 60...first-time filers



Messages:


- Social Norming: Two out of three taxpayers use e-file
- Save money: Free File is free for everyone

IRS e-file: It's safe. It's easy. It's time.
IRS Free File: It's fast. It's safe. It's free.




Campaign Assets

- New microsite serves as campaign hub
- Paid commercial aired on ESPN and The Weather Channel (e-file/v-coders)
- Video PSAs (2 in English, 1 in Spanish)
- Radio PSAs (2 in English, 2 in Spanish)
- Print ad PSA (English and Spanish)
- Print article PSA




Campaign Assets (con't)

- Widgets (e-file and Free File)
- Paid Internet banner advertising for Free File
- Paid Search Engine Marketing (SEM) for e-file and Free File
- Two Satellite Media tours (interviews with local TV stations)
- Multimedia News Releases



Free Media

- Multiple national news releases on e-file and Free File
- Conference call with approximately 40 print reporters, placement with AP and USA Today
- Interviews with 10 radio networks representing approximately 700 radio stations
- IRS Field Media special emphasis on 10 states with highest paper filing rate



Owned Media

- Constant presence on IRS.gov
- Multiple videos on e-file and Free File on YouTube.com/irsvideos
- Special emphasis on college students as Free File users
- Multiple “tweets” on Twitter

freefile **IRS e-file** **IRS.gov**

Highlights: Microsite

- www.freefile.irs.gov
- www.efile.irs.gov
- Two URLs; one site
- A fresh, dynamic and informative layover for visitors
- Hosts video, widgets and “share” products

freefile **IRS e-file** **IRS.gov**

Highlights: Home

How-to Video

Count-down Widgets

The screenshot shows the top navigation bar with 'freefile', 'IRS e-file', and 'IRS.gov' logos. Below is a search bar and a navigation menu with 'Home', 'Get more information', 'How it works', and 'Spread the word'. The main content area is titled 'Who Can Use e-file or Free File?' and includes sections for 'EVERYONE CAN E-FILE', 'EVERYONE CAN USE FREE FILE', and 'Good news! Free File is still available'. A blue arrow points from a text box on the left to the 'e-file' section, and another blue arrow points from a text box on the right to the 'EVERYONE CAN USE FREE FILE' section.

Color box rotates with key messages to visitors

Links to IRS.gov pages for e-file and Free File

The screenshot shows the top navigation bar with 'freefile', 'IRS e-file', and 'IRS.gov' logos. Below is a search bar and a navigation menu with 'Home', 'Get more information', 'How it works', and 'Spread the word'. The main content area is titled 'How It Works' and includes sections for 'E-FILE' and 'FREE FILE', each with a numbered list of steps. A blue arrow points from a text box on the right to the 'E-FILE' section, and another blue arrow points from a text box on the right to the 'FREE FILE' section.

Text version of the how-to video.

Share the word

IRS.gov

Home Get more information How it works Spread the word

Spread the Word

BECOME AN e-VOCATE!
 Tax Savvy members and friends who'll million taxpayers already know - e-File is the way to get the smart and the electronically the fastest and with the maximum accuracy, security and efficiency. Also, be sure to mention Free File which can save all taxpayers time and money.

Share information about e-file and Free File today!

How to e-file with Free File (2:51)
 Learn how to e-file with Free File. Be Fast. Be Safe. Be Free. See how to use the IRS Free File service and learn about your Free e-File options during the video.

Good news! Free File is still available. You can prepare your return and e-file with Free File until October 15. [Click here to get started with Free File.](#)

Everyone can prepare their taxes with Free File! It's Fast. It's Safe. It's Free.
 > Free File options

IRS Commercial: How to eFile with Free File...

EXPENSE REPORTS TAX INFO

Sarah the Server [31]

Hosts all the video assets and count-down widgets; allows visitors to "share" the content to their social media sites.

Microsite also in Spanish

IRS.gov

Inicio Obtenga más información Cómo funciona Corra la voz

Es su dinero. Obténgalo más rápido.

Todos pueden usar Free File, un servicio que le permite preparar y presentar sus impuestos electrónicamente gratis.

> Opciones de Free File

¿Cómo preparar y presentará su declaración de impuestos?

Obtenga su reembolso más rápido con e-File

Todos pueden usar Free File

Seguro, rápido y le ahorra tiempo

El 15 de octubre

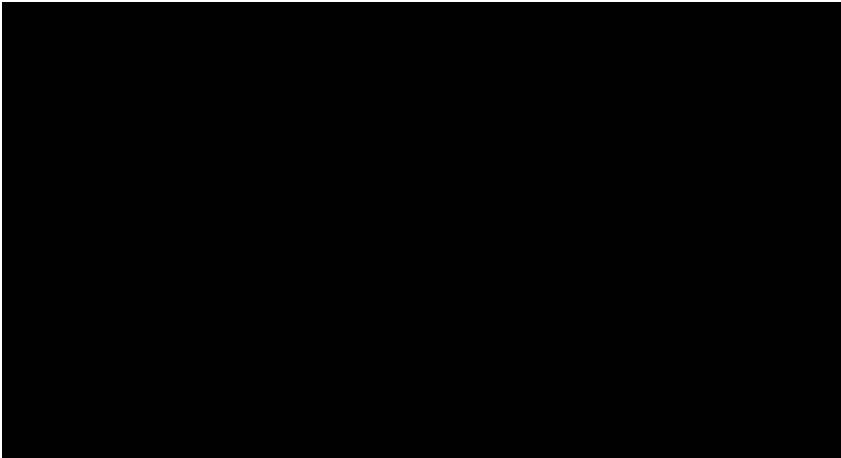
El 15 de octubre

¿Soló una pregunta?

¿Soló una pregunta?


freefile **IRS e file** IRS.gov

Don't be like Don (ESPN/The Weather Channel)



freefile **IRS e file** IRS.gov

Sarah the Saver, Public Service Announcement




Radio and Print Ad, PSA

www.freefile.irs.gov

freefile
IT'S FAST, IT'S SAFE, IT'S FREE.

Looking Ahead to 2011

- Planning already underway
- Taxpayer surveys and focus groups
- Emphasis on Free File
- Fine-tune Free File message
- Highlight partnerships



The banner features three logos: 'freefile' in green and blue on the left, 'IRS e-file' in blue and yellow in the center, and the 'IRS.gov' logo on the right. The background of the banner is split into green and orange sections.

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