

Print Ads

Excuse 1: I couldn't find my shoes. My alarm didn't go off that day. I developed a paper allergy. There was an alligator in my driveway and I couldn't leave my house.

Excuse 2: The printer short-circuited. A fruit bat bit my hand so I couldn't write. My dog ate it. It was too cloudy for my solar-powered calculator. I forgot how to sign my name.

Excuse 3: It was too windy that day. Aliens kidnapped me and I just got back. I couldn't find any pens with blue or black ink. I'm allergic to math. Both of my thumbs were sprained.

Whatever your excuse for not paying state taxes, now you can settle up without paying any penalties. Michigan Tax Amnesty is in effect until June 30, 2011.

Learn more at: MiTaxAmnesty.org 855.466.4829

Outdoor Boards

All excuses welcome.
Until June 30.
MiTaxAmnesty.org

Facebook Ads

Facebook ad for Michigan Tax Amnesty featuring the 'All excuses welcome' theme and the program deadline of June 30, 2011.

Event Signage

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Brochure

What is Tax Amnesty?
The 2011 Tax Amnesty Program is an opportunity for delinquent taxpayers to pay their state taxes and have their penalties waived. Penalties will only be waived if you are current on your Michigan Department of Treasury.

Whatever your excuse for not paying state taxes, you can still settle up without paying any penalties. The Michigan Tax Amnesty program runs from May 16, 2011, through June 30, 2011.

Mail Tax Amnesty Application and payment to: Michigan Department of Treasury, P.O. Box 3016, Lansing, MI 48908

Learn more at: MiTaxAmnesty.org 855.466.4829

TV Spot

Settle up without paying any penalties.

Michigan Tax Amnesty ends June 30.

MiTaxAmnesty.org

Web Ads

Excuse 1: My dog ate it.

Excuse 2: All excuses welcome.

Michigan Tax Amnesty is in effect until June 30.

MiTaxAmnesty.org



CHALLENGE

During the spring of 2011, the Michigan Department of Treasury instituted the Tax Amnesty Program, which provided a 45-day window for delinquent taxpayers to pay their state taxes and have their penalty charges waived. In order to increase awareness and spur compliance, the DOT tasked Pace & Partners with creating a comprehensive statewide communications campaign targeted specifically to this unique audience.

SOLUTION

The "All Excuses Welcome" Campaign launched full-scale with a TV, Radio, Print, Web, Outdoor, and print collateral materials that provided a humorous slant to offer reassurance to delinquent taxpayers that may have had reservations about paying past due taxes.

RESULTS

13,000 individual and business taxpayers submitted more than 30,000 applications. These totals more than doubled the 13,854 applications received during Michigan's previous tax amnesty program in 2002, and generated more than \$76 million in delinquent tax revenue.

COMMUNICATIONS

