

## HMRC Tax Credits Marketing Campaign

HMRC will undertake its annual media campaign between April and July 2012 targeting tax credit customers to inform them of the need to renew their tax credit claims.

We know from past experience that many customers put off renewing until close to the deadline. We also know that some take insufficient care when checking the information sent to them in their renewal packs. These are behaviours that HMRC wants to discourage. We also need to be encouraging customers to make sure that their claim details are correct prior to the start of Universal Credits.

In line with this target the campaign will be developed with two key objectives in mind:

- Encourage customers to renew **as soon as** they receive their packs and not put it off until July 31<sup>st</sup> deadline.
- Communicate the importance of renewing accurately and encourage customers to check information in renewals pack carefully.

The main elements of the campaign will once again be national and regional TV and radio adverts and press releases (including digital). We are also looking to again use Twitter. There will be posters and aide memoires available for third parties.

Within our customer group there are two key customer segments:

- 'Willing but needs help'; and
- 'Willing and Able'.

We will run our normal three phased campaign, namely an announcement phase, a prompt phase and finally a reminder/ deadline phase. The press campaign will start in April followed by the radio adverts in May (these will then both continue until the end of July). There will be a TV advert which will be broadcast during the month of July.

## **Schedule**

**April** - *campaign starts on the 17<sup>th</sup> April*

**press** announcements (channels – paper, web & digital (including Twitter))

**May**

**radio** adverts – *starts from the 14<sup>th</sup> May* - announcement phase (this is to coincide with the point at which there are significant numbers of RR packs in capacity)

**press** announcements (channels – paper, web & digital (including Twitter))

**June**

**radio** adverts – prompt phase

**press** announcements (channels – paper, web & digital (including Twitter))

**July**

**radio adverts** – deadline phase

**TV adverts** – deadline phase (this is planned to be earlier this year due to the Olympic coverage)

**press** announcements (channels – paper, web & digital (including Twitter))

**Note : all these timings are provisional and could change**