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SUCCESS STORY

“Pay Your Taxes” TV Ads Campaign Receives Two 2006 MarCom Creative Awards



Screen shot of TV ad “Pomegranate”



Screen shot of TV ad “Eagle View”



Screen shot of TV ad “Car”

The social advertisement campaign, “Pay Your Taxes,” a collaboration between the USAID funded Armenia Tax Improvement Program (ATIP), the State Tax Service of the Government of the Republic of Armenia (STS) and the Bars Media production company received two 2006 MarCom Creative Awards. The campaign, comprised of the TV ads “Pomegranate,” “Eagle View,” and “Car,” received MarCom’s Platinum Award - the highest in the Television/PSA Campaign category. The team also received a Gold Award for its “Eagle View” ad.

The ads, launched on three nationwide television channels in November 2006, aim to increase public awareness of the importance of paying taxes, one of the STS’s and ATIP’s main goals. The campaign also hopes to improve public perception of the STS. The ads will run through April 2007.

Throughout the entire development and production process, the STS, ATIP and Bars Media encouraged each other’s creativity and input. This collaborative process resulted in the first television ads of their kind in Armenia to win two highly respected awards in the marketing and communications industry.

The MarCom Creative Awards competition is one of the world’s largest in the field of marketing and communications. It honors those who excel in the writing and design of marketing and communication programs and print, visual and audio materials. The Awards are administered and judged by the Association of Marketing and Communication Professionals, an international organization consisting of several thousand marketing, communication, advertising, public relations, media production and free-lance professionals.