



Taxfix Launches First Flagship Brand Campaign for Tax App

- First nationwide TV campaign
- “Tax declaration for you” as the main topic

Berlin, January 30th, 2020 – The tax app provider Taxfix is launching its first flagship brand campaign in Germany. The aim of the campaign is to dispel the prejudices of the tax declaration process. Millions of people shy away from filing their tax declaration due to its complexity and time-consuming nature every year. However, in 90% of the cases, people receive a refund from the tax office—with an average of €1,007 per tax year.

The campaign focuses on ordinary people who are shown in various everyday situations. Additionally, tax-related questions from the Taxfix app are presented. For example, you see a bike rider about to fill the tires of the bike he makes his daily commute with. The question “Did you commute to work?” illustrates that commuting to work can be deducted from your taxes. These and other examples of household costs, such as those incurred by animal owners, additional training, and business trips, will be themed in individual spots. All scenarios show frequent tax cases. Often, large parts of the German population are unaware of many expenses that they can deduct from their taxes.

“The protagonists of our campaign are highly relatable. Their positive but also proud attitude builds a sense of emotional closeness making it easy for the audience to quickly identify,” says **Yazmina Cabrera, Head of Brand at Taxfix**. “We aim to empower people to file taxes and feel good about it. We show situations where people’s relatable life and career choices produce tax deductibles that can help them get a tax refund. The conclusion for the audience: If others have filed a tax declaration, then I can too.”

Mathis Büchi, CEO and Co-founder of Taxfix, adds: “With this campaign, we want to sharpen Taxfix’s profile as a brand in the long term and raise awareness to the omnipresence of taxes in people’s lives. Filing your tax declaration is an annoying topic for many of us which is why we developed Taxfix in the first place. We believe that everyone in

Germany must be able to hand in their tax declaration without putting much effort in. Filing for taxes in a pain-free way is absolutely possible with our product. We, therefore, want to anchor ourselves firmly in the everyday life of German users.”

The TV will be the main medium of the campaign. Online video, digital out-of-home media, mobile, and desktop channels, as well as transport media, will also be used. From February 1st, video ads will predominantly be shown throughout Germany. “Tax declaration for you” is the first campaign based on Taxfix’s nationwide brand strategy. The media agency is Mediaplus, and the creative agency is Serviceplan.

With the Taxfix app, the annual tax declaration can be done at any time and in just **22 minutes**. The company sends up to **3,300 tax declarations per day** to tax offices, counts more than 2.1 million downloads, and has more than **26,000 five-star ratings** in the Apple and Google Play store.

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About Taxfix

Mathis Büchi and Lino Teuteberg founded Taxfix in 2016 with the aim to simplify complicated tax systems and make tax returns accessible to everyone. Both founders have experience in building and scaling startup companies. Taxfix is headquartered in Berlin, Germany, with a team of more than 160 employees including accountants, lawyers, and developers. The company is backed by investors such as Valar Ventures, Creandum, and Redalpine. Find out more at taxfix.de/en.

www.taxfix.de

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