



# Impact of ITR campaign

Prepared for EG communications

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# Background



As part of mass communication, Income Tax department launched....

....an awareness campaign to highlight the need for filing IT before 31<sup>st</sup> August

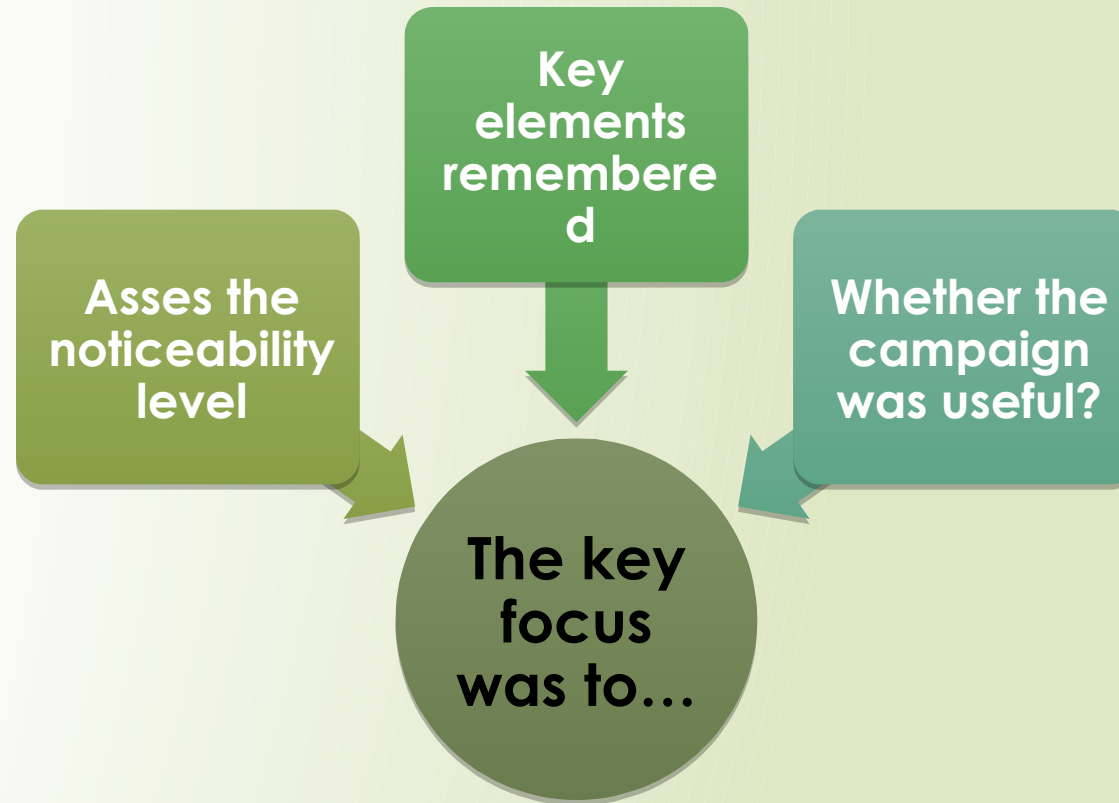
The focus of the campaign was to inform the Tax payers about the convenience of e-filing

The client selected Delhi Metro as one of the media for communication

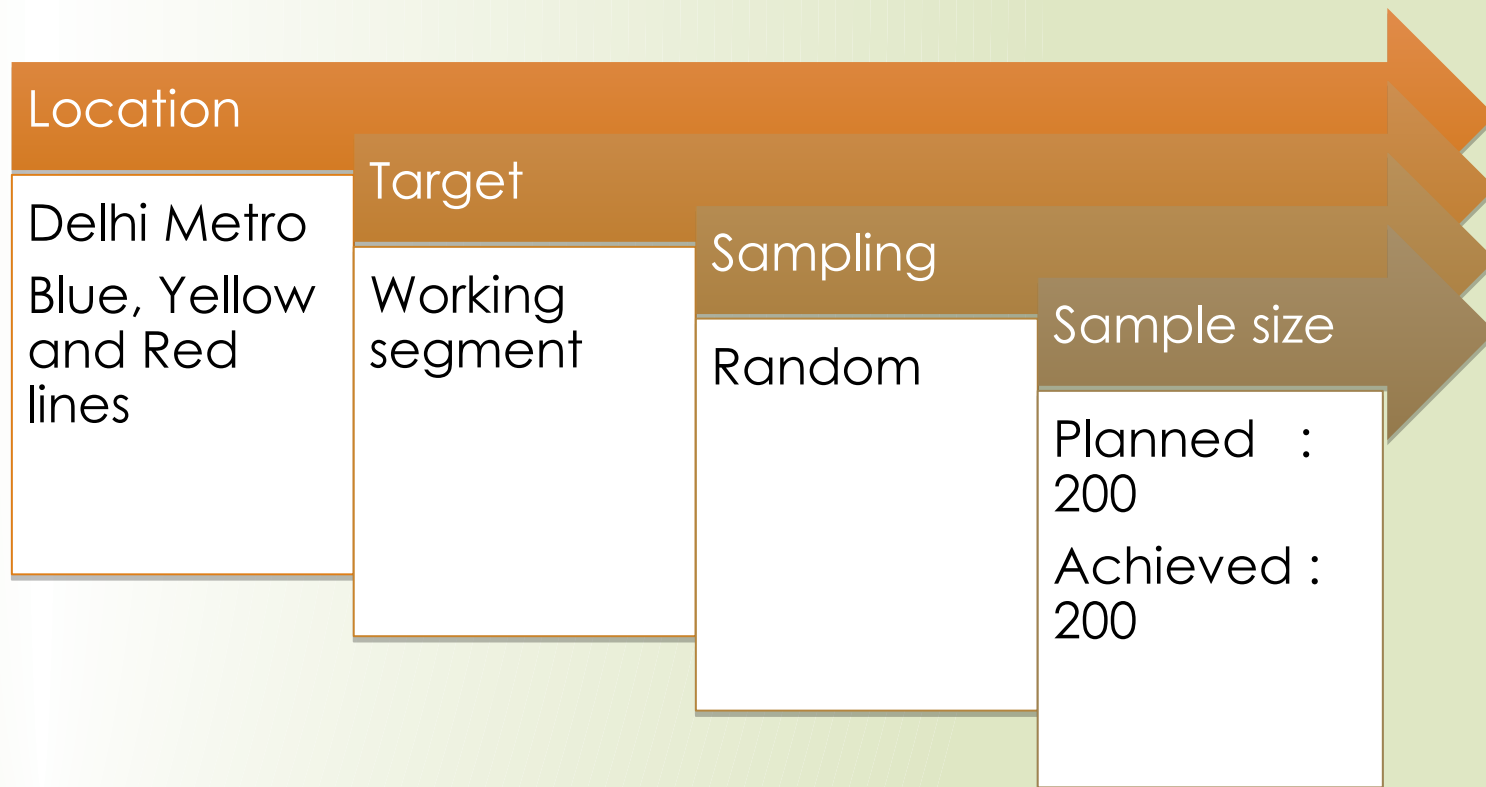
To assess the impact of the campaign, a sample study was being conducted

And this report outlines the findings of the study

# Objective



# Methodology

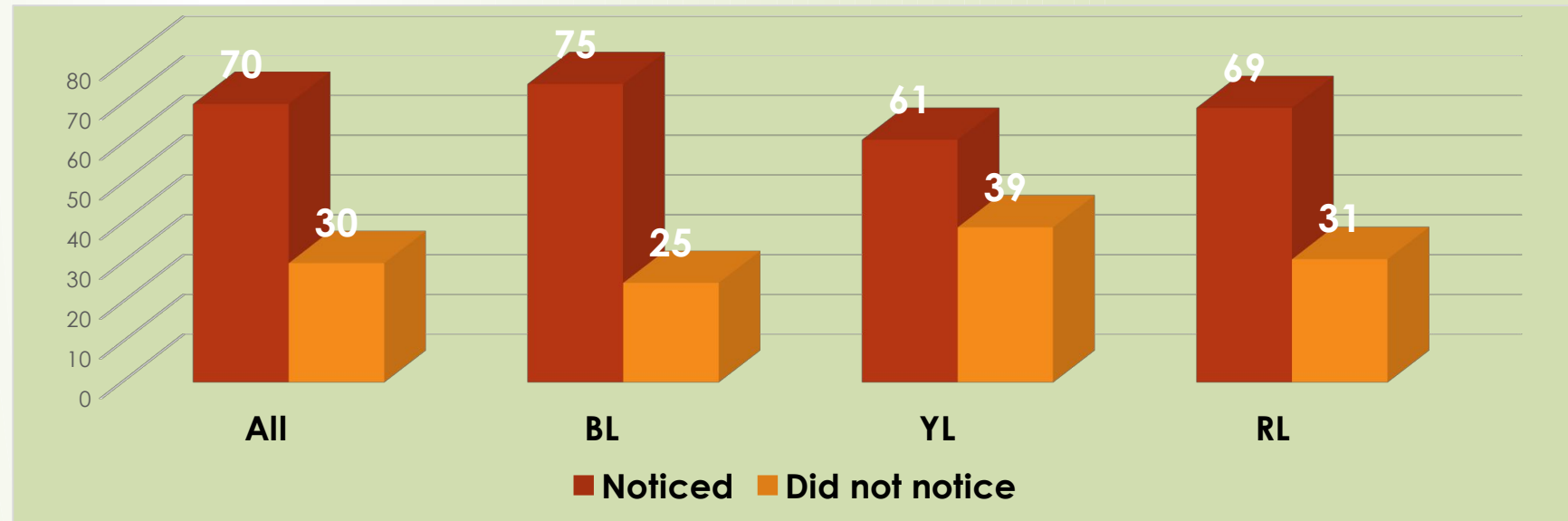




# Findings



# Noticeability level



**At the spontaneous level 70% have noticed the IT campaign, highest is visible in Blue line**

# Content recall

| <b>Content recall from IT campaign</b>   | <b>All</b> | <b>BL</b> | <b>YL</b> | <b>RL</b> |
|--|------------|-----------|-----------|-----------|
| One stroke.....many tunes of convenience                                       | 95         | 97        | 94        | 88        |
| Due date for filing IT returns is on 31st August                               | 100        | 100       | 100       | 100       |
| new system of electronic verification has been introduced for e-filing returns | 74         | 70        | 78        | 84        |

**100% of those who have remembered seeing IT campaign, remembered the last date of ITR**

**95% of them also remembered the one stroke convenience of e-filing**

**Close to 3/4<sup>th</sup> have noticed “new system of electronic notification” as well**

**Effectively campaign has able to communicate the deadline, the convenience and the benefits of new system**

# When did you get to know about....?

| information about IT returns is on 31st August... | All | BL | YL | RL |
|---|-----|----|----|----|
| Before this campaign                              | 60  | 67 | 56 | 42 |
| After this campaign                               | 40  | 33 | 44 | 58 |

**Delhi Metro inside the train ad acts as a reminder medium for 60% of the customers**

**However close to 60% of the Red Line commuters got to know about IT returns date from Delhi metro campaign only**



# When did you get to know about....?

| information about new system of electronic verification introduced for e-filing returns | All | BL | YL | RL |
|---|-----|----|----|----|
| Before this campaign  | 15  | 15 | 14 | 16 |
| After this campaign   | 85  | 85 | 86 | 84 |

**Quite interesting to note that more than 80% of the commuters got to know about the new system thru metro campaign only**

**Effectively the campaign has helped to communicate the additional benefits of e-filing**

# Overall response to the campaign

| Reactions to ITR campaign                | All | BL | YL | RL |
|--|-----|----|----|----|
| Useful to know the dates for IT returns  | 78  | 75 | 80 | 81 |
| Helps to get reminder                    | 72  | 70 | 78 | 67 |
| Electronic verification is a good system | 65  | 66 | 64 | 64 |

**3/4<sup>th</sup> of the commuters felt that it is always good to be reminded of the IT return dates and that too when you are commuting**

**Close to 2/3<sup>rd</sup> mentioned that “electronic verification” is an added advantage**



# Namaste