



When you want taxpayers to start singing a different tune, look to new!west

This year, for the first and only time in its history, Louisville decided to offer a tax amnesty program to people who were behind on their taxes. To promote this one-time opportunity, the city turned to the experts at new!west.

We went to work on a fully integrated communications plan – with a twist. We knew that capturing the public’s attention on a topic as dull as taxes would be a challenge, so we hired a rock band (a group of accountants called, fittingly, The Accountants) to write a catchy, up-tempo rock number specifically for Louisville Tax Amnesty. Then we produced a solid multimedia advertising campaign and sent city officials out on the road – touring local radio and TV stations.

Our effort was a monster hit, bringing in nearly \$6 million in revenue to divide among Jefferson County Public Schools, the Transit Authority of River City and the city’s general fund.

Next time you need a marketing partner to rock the house, turn to the company that doesn’t miss a beat.

