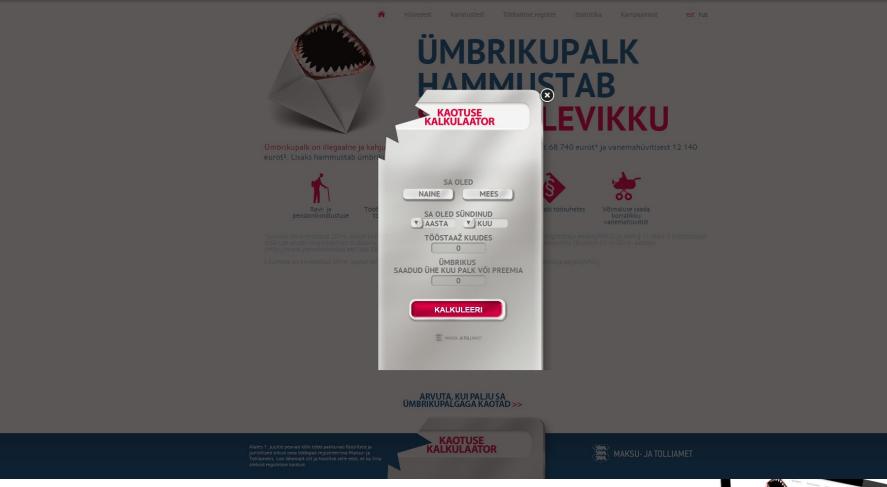
## SOCIAL CAMPAIGN "THE BITING ENVELOPE"

The client: Estonian Customs and Tax Board The budget: 6000 eur + vat The channels: web, outdoor, radio The brief: this was a campaign againts wages payd without paying taxes (so to say wages payd in "envelopes").



The website. Translation of main message: "Wages in envelopes bite your future."



We integrated a calculator of loss to the website, were people could type in the amount of wages they get in the envelope and the calculator would state exactly how much money these people are loosing in the terms of state benefits (health care, pensions etc).







## **RESULTS**:

67140 employers carried 589660 workers into the employment registry, witch was aslo one aspect that this campaign stressed upon. Survey carried out by the Estonian Customs and Tax Board states that 65% of workers have the standpoint that emplyment registry is a useful asset when fighting against wages in envelopes.

Estonian Customs and Tax Board states that as an impact of the campaign ECTB has collected additional 8 million euros in taxes payed from wages.