

Tax Season 2018 Campaign
Creative concept presentation
04 June 2018



Creative Concepts

Rationale

What we are saying to the taxpayer here is, relax. Tranquilo.

The campaign theme allows us to allay myths around the tax season.

It speaks to SARS readiness and also directly offers comfort to any taxpayer who thinks it is a lot of work. This is a good way to say to people, yes it's tax season but don't sweat it. The path to compliance is easy peasy.

Look and Feel

Logo Lock up:



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1 JULY - 31 OCTOBER

Look and Feel

**TAX
SEASON
2018**

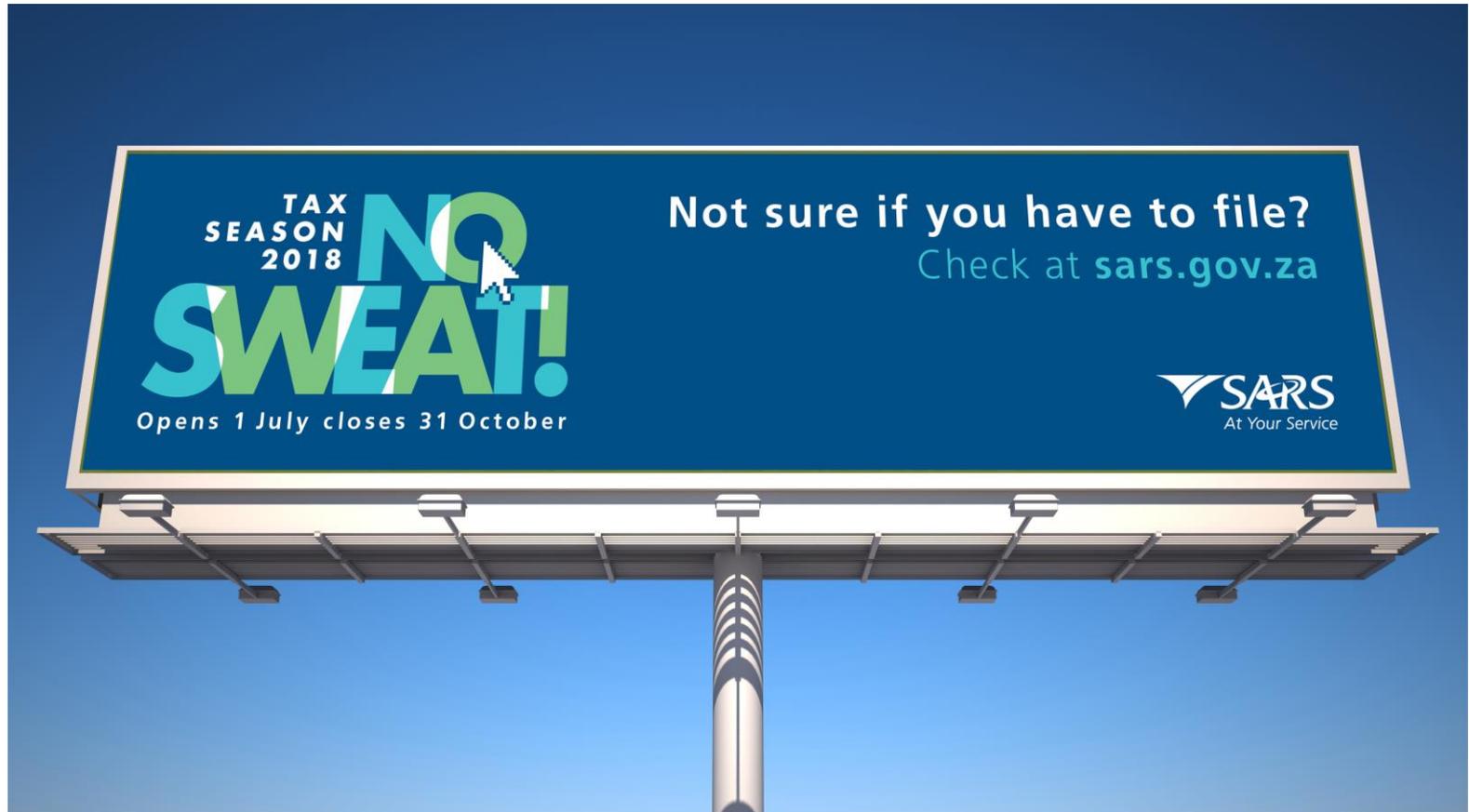
NO

SWEAT!

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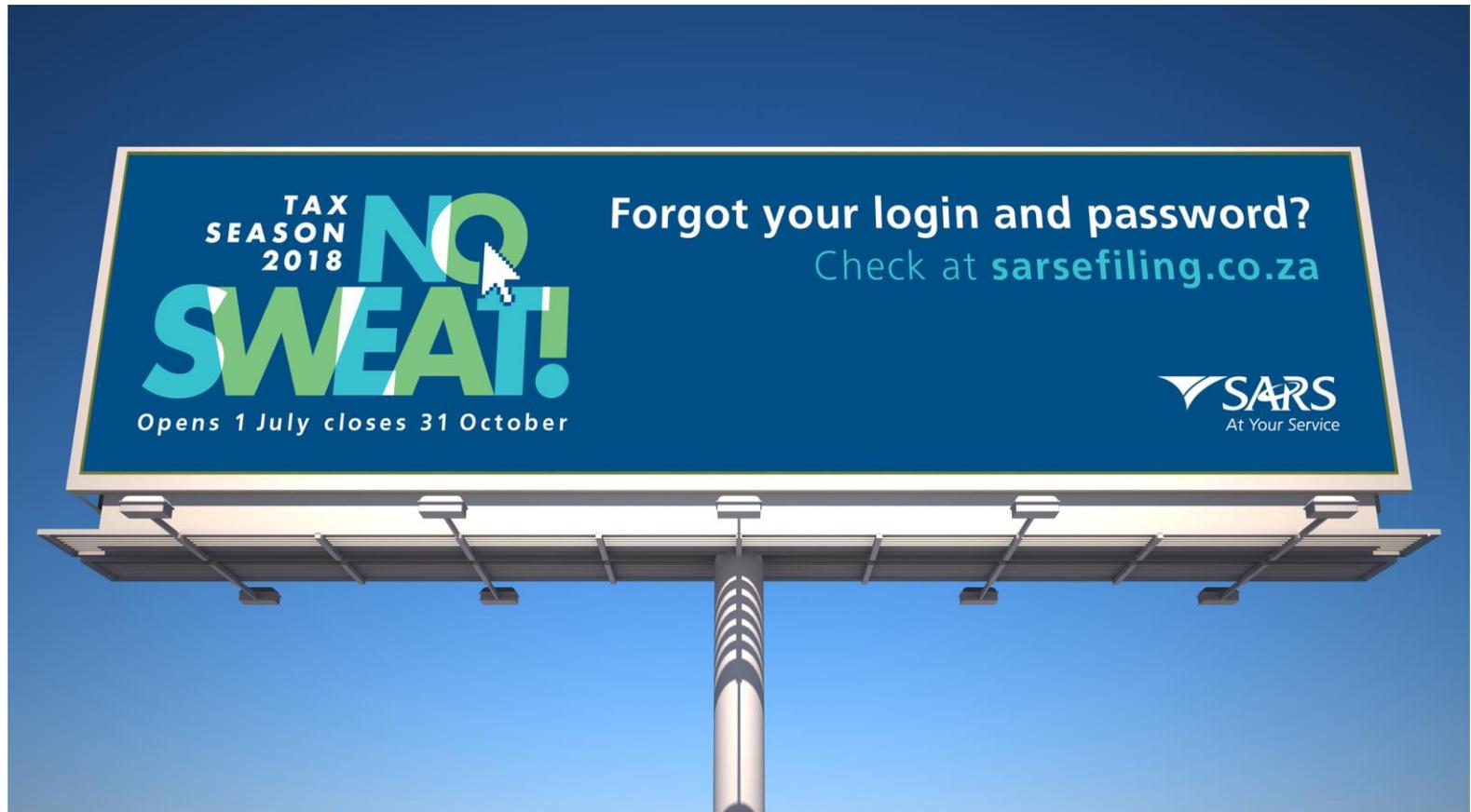
Tax Season 2018 June execution

Billboard 1



Tax Season 2018 June execution

Billboard 2



Tax Season 2018 June execution

Billboard 3



Tax Season 2018 June execution

Billboard 4



Press execution 1 July– 31 July 2018



...not only have been diagnosed with depression, but also with anxiety disorders. In fact, 17% of those with depression, have also had anxiety disorders. This is a significant finding, as it shows that people with depression are also likely to have anxiety disorders. The study was conducted by researchers at the University of the Witwatersrand.

More than 17 million people in South Africa are affected by depression, substance abuse, anxiety, bipolar disorder, and schizophrenia – illnesses that roared out of the sky in the medical breakthrough, according to the Mental Health Federation of South Africa.

Despite the high number, the Department of Health currently spends only 4% – or R5 billion – of its budget to address the issue.

This has prompted Nkomo, such as the South African Teachers' Union, to call for more investment in the country's healthcare system.

The investigation uncovered other shocking facts:

- An overwhelming 84% of new mothers suffer from post-

partum depression. Researcher Dr. Sibusiso Mkhize said that as many as 10% of women who have a mental disorder.

- A woman is dying the day after her husband plunges 14 stories to his death after being attacked in a Johannesburg suburb.
- There is a severe shortage of psychiatric beds nationwide.
- The majority of psychiatric patients are elderly, and the elderly are also the most vulnerable to mental health issues.
- There is a lack of support for non-governmental organisations.
- There is a dearth of specialised mental health services.

in children being sent to a psychiatric hospital. The issue was highlighted by a report from the South African Human Rights Commission, which said that the country is failing to protect the rights of children with mental health issues.

It is one with the general conditions, where many have been found with severe mental health issues, and the lack of support for non-governmental organisations.

Professor Ayo Shikha of the Centre for Child Law, "has a lot of children who are at the end of the road and who have no one to turn to."

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Miss South Africa, Rolene Strauss, died in a white and gold tulle and lace high-low dress by up-and-coming designer Anel Borne at yesterday's Durban July. **© See Page 3 for a report and more pictures.**

Rotting animals found during raid on ANC leader's farm

JAN BOERMAN

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SARS
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Animations will be added on site

Thank you
Re a leboha
Re a leboga
Ndza Khensa
Dankie
Ndi a livhuwa
Ngiyabonga
Enkosi
Ngiyathokoza