

**UNIQUE TAXPAYER IDENTIFICATION NUMBER (UTIN)  
PHASE ONE CAMPAIGN - INTRODUCTION OF JTB  
(OCTOBER – DECEMBER 2009)**

**REVISED PROPOSALS**

**LOWE LINTAS NIGERIA  
(October, 2009)**





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**PHASE ONE CAMPAIGN – CREATIVE  
RATIONALE AND DESIGNS**





## **OBJECTIVES**

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- (i) Introduce and brand the Joint Tax Board – Make the JTB well-known to everybody so that the Board will have an identity and command respect/authority among the Public and Stakeholders.**
  
- (ii) Position the Joint Tax Board as a national body and a clearing house on matters of tax and show the Board's relevance in the implementation of UTIN.**
  
- (iii) Tacitly introduce UTIN and the UTIN Implementation Committee as prelude to the Phase Two Campaign that will be centered on UTIN Public Awareness and Citizenry/Stakeholder Mobilization.**



## **CAMPAIGN THEME**

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**Tax Is Good For You!**





## **CREATIVE RATIONALE**

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**BIG IDEA:**

**TAX IS GOOD FOR YOU - *OUR MESSAGE.***

**IT IS ABOUT PROVOKING A THOUGHT BY OFFERING ANOTHER REASON TO BELIEVE.**

- For obvious reasons, Taxation in this part of the world is hugely unpopular. Vast revenues in government control have not quite translated into the peoples' expectations of better life. Therefore, another campaign based on the clichéd promise of infrastructural development would likely fail to generate the desired impact due to the absence of evidence of good governance.
- In the true sense of it, however, Tax is good. The prosperity of many great nations is driven by Tax. Majority of welfare programmes – government and non-government alike - are funded by revenues from taxes. And our theme – **Tax Is Good For You**, defines and reinforces this fact.



## **CREATIVE RATIONALE *cont'd***

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- It is also another way to offer a fresh perspective to this “forbidden” subject, from a Nigerian point of view. Our theme is a credible attempt to approach the populace with a different promise, thereby compelling them to take important look at Tax and its application and ultimately altering their current mindsets for the better.
- The emanating message is simple and logical. We drive home the truth that there are more positives for increased revenue for Government than negatives. The message is personalized such that the individual can see that whether or not misappropriation is rife, more money in the hands of Government will serve the interests of all.





## **CREATIVE CONCEPTS**

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- Lowe Lintas has developed three (3) creative concepts or executions to communicate the Campaign Theme of "Tax Is Good For You."

**Concept One - TAX RESOLUTION**

**Concept Two - HELPING THE ECONOMY**

**Concept Three - WORKING TOGETHER**



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**Concept One - Tax Resolution  
(Press Ads)**





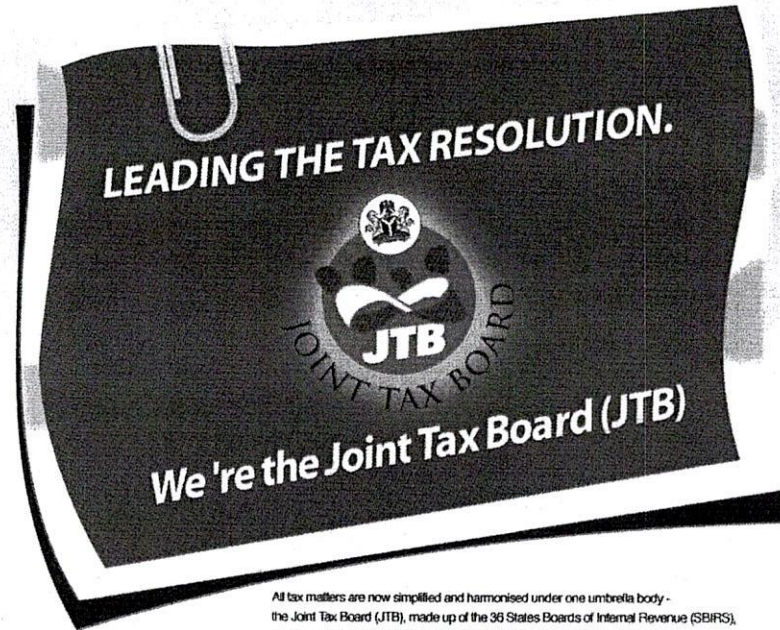
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**Tax Resolution Concept - Portrait Format...**



Who we are? see us next page. >>





All tax matters are now simplified and harmonised under one umbrella body - the Joint Tax Board (JTB), made up of the 36 States Boards of Internal Revenue (SBIRS), the Federal Inland Revenue Service (FIRS), the Revenue Mobilisation and Fiscal Commission (RMFC) and the Federal Road Safety Corps (FRSC). The Joint Tax Board is working together to ensure a better tax system so that all Nigerians can enjoy the full benefit of tax revenue.

*With this initiative, there will be:*

- A central tax data base and clearing system with full details of every tax payer through the implementation of the Unique Taxpayer Identification Number (UTIN)
- No more tax leakages
- Greater accountability of tax revenue
- No more stress in obtaining Tax Clearance Certificate.
- No more multiple taxation across the country

*Now, we have a tax system that is people friendly.*



**The Joint Tax Board (JTB)**

*JTB - Creating a Tax Friendly Environment!*

The Joint Tax Board (JTB) Education Trust Fund Building (1st floor)  
NO. 6, Zambesi Crescent, Off Aguiyi Ironsi Street, Maitama Abuja, FCT.

THIS MESSAGE IS FROM THE JOINT TAX BOARD - UTIN IMPLEMENTATION COMMITTEE





## More money in the hands of government means more money in your hands

In every economy the government is usually the biggest spender and the biggest employer of labour.

With the Unique Taxpayer Identification Number (UTIN), we'll be able to stop tax leakages. More money in the hands of government will lead to increase in workers' wages and more contracts to various companies. In turn, these companies can raise their workers' wages.

With more money, workers can save more or spend more on their families. More savings means that banks will have more money to give out as loan and spending more means more customers for business people and shop owners.

With more demand, manufacturers will produce more and altogether we enjoy a more robust economy.

***That's the way it works.***

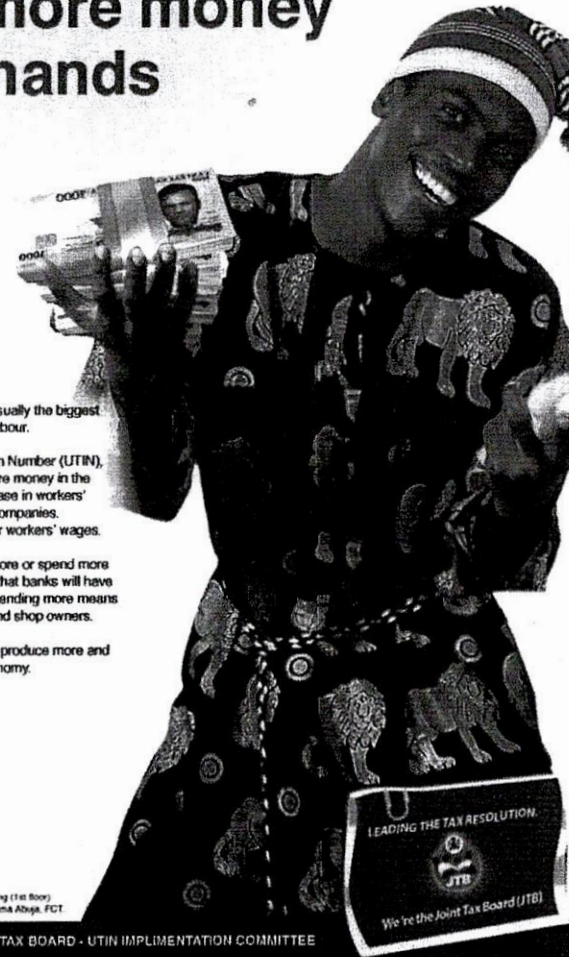


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*JTB. Creating a Tax Friendly Environment!*

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## More money in the system means more customers at your shop

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*JTB - Creating a Tax Friendly Environment!*

The Joint Tax Board (JTB) Education Trust Fund Building (1st Floor)  
540 6, Zamboni Crescent, Off Aguiyi Irons Street, Malama Abuja, FCT

THIS MESSAGE IS FROM THE JOINT TAX BOARD - UTIN IMPLEMENTATION COMMITTEE







# More money in the hands of government means more bread for your family

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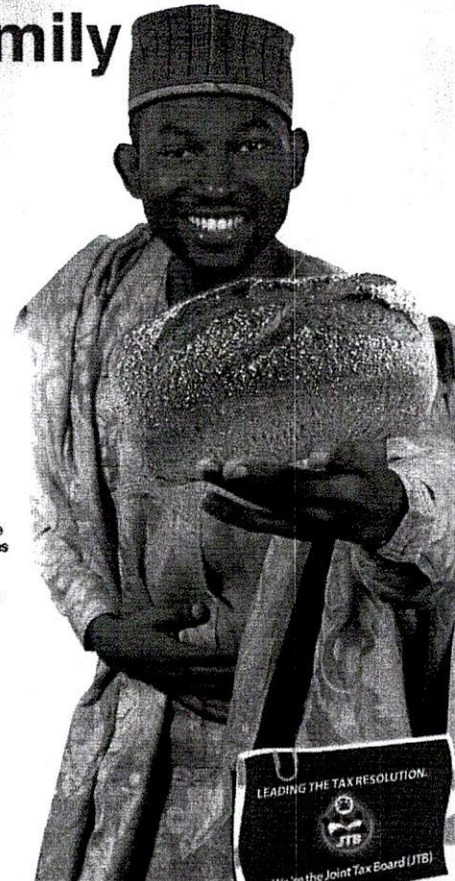
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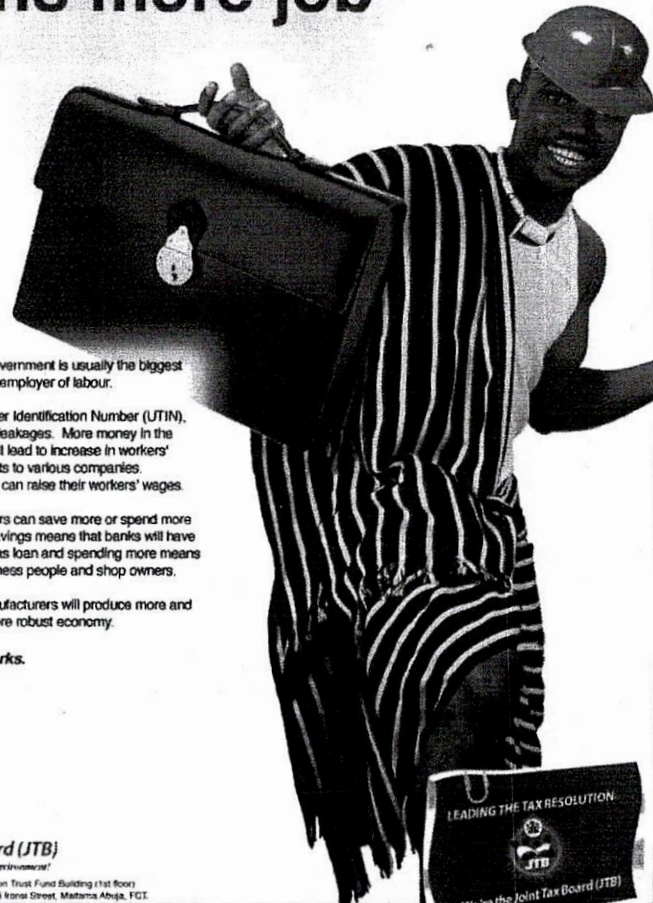


THIS MESSAGE IS FROM THE JOINT TAX BOARD - UTIN IMPLEMENTATION COMMITTEE





## More money in the hands of government means more job



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*JTB - Creating a Tax Friendly Environment!*

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NO. 6, Zambezi Crescent, Off Aguiyi Irons Street, Maitama Abuja, FCT

THIS MESSAGE IS FROM THE JOINT TAX BOARD - UTIN IMPLEMENTATION COMMITTEE



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**Tax Resolution Concept - Handbill & Poster. . .**





We all **gain** with  
more money in the hands  
of government

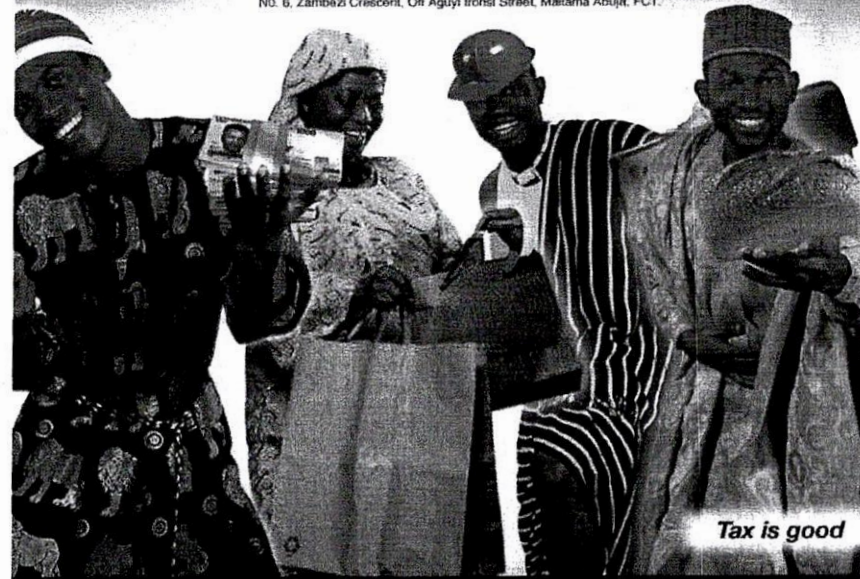
Salaries will be increased   More jobs will be created   More contracts will be awarded



**The Joint Tax Board (JTB)**

*JTB. Creating a Tax Friendly Environment!*

The Joint Tax Board (JTB) Education Trust Fund Building (1st floor)  
NO. 6, Zambezi Crescent, Off Aguiyi Ironsi Street, Maitama Abuja, FCT.



**Tax is good**

THIS MESSAGE IS FROM THE JOINT TAX BOARD - UTIN IMPLIMENTATION COMMITTEE





# We all **gain** with more money in the hands of government

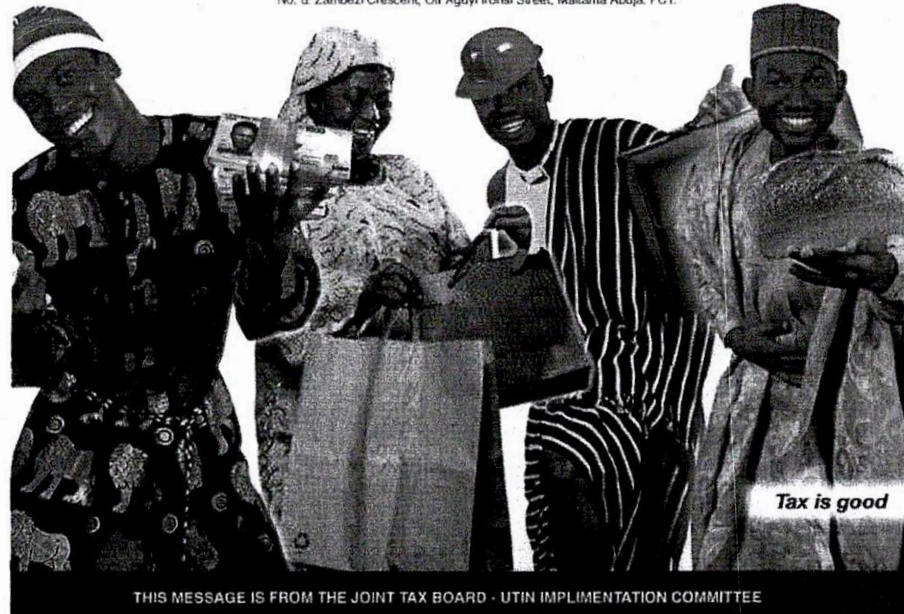
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## **The Joint Tax Board (JTB)**

*JTB... Creating a Tax Friendly Environment!*

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**Tax is good**

THIS MESSAGE IS FROM THE JOINT TAX BOARD - UTIN IMPLIMENTATION COMMITTEE





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**Tax Resolution Concept - Landscape Format...**



**We're leading  
the tax  
resolution**

Who we are? see us next page. >>





We're leading  
the tax  
resolution

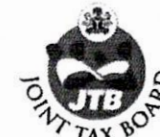
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*Now, we have a tax system that is people friendly.*



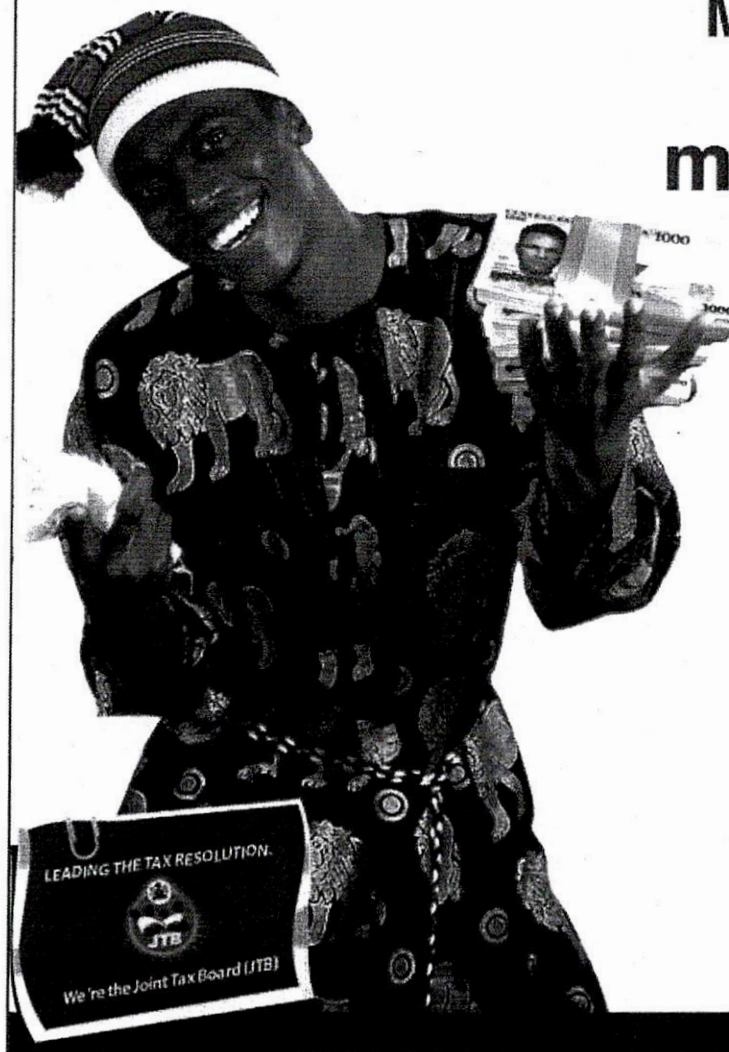
**The Joint Tax Board (JTB)**

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NO. 6, Zambazi Crescent, Off Aguiyi Ironsi Street, Maitama Abuja, FCT.

THIS MESSAGE IS FROM THE JOINT TAX BOARD - UTIN IMPLIMENTATION COMMITTEE





## More money in the hands of government means more money in your hands

In every economy the government is usually the biggest spender and the biggest employer of labour.

With the Unique Taxpayer Identification Number (UTIN), we'll be able to stop tax leakages. More money in the hands of government will lead to increase in workers' wages and more contracts to various companies. In turn, these companies can raise their workers' wages.

With more money, workers can save more or spend more on their families. More savings means that banks will have more money to give out as loan and spending more means more customers for business people and shop owners.

With more demand, manufacturers will produce more and altogether we enjoy a more robust economy.

***That's the way it works.***



**The Joint Tax Board (JTB)**

*JTB... Creating a Tax Friendly Environment!*

The Joint Tax Board (JTB) Education Trust Fund Building (1st floor) NO. 6, Zambezi Crescent, Off Agway Ironsi Street, Matama Abaja, F.C.T.

**THIS MESSAGE IS FROM THE JOINT TAX BOARD - UTIN IMPLEMENTATION COMMITTEE**





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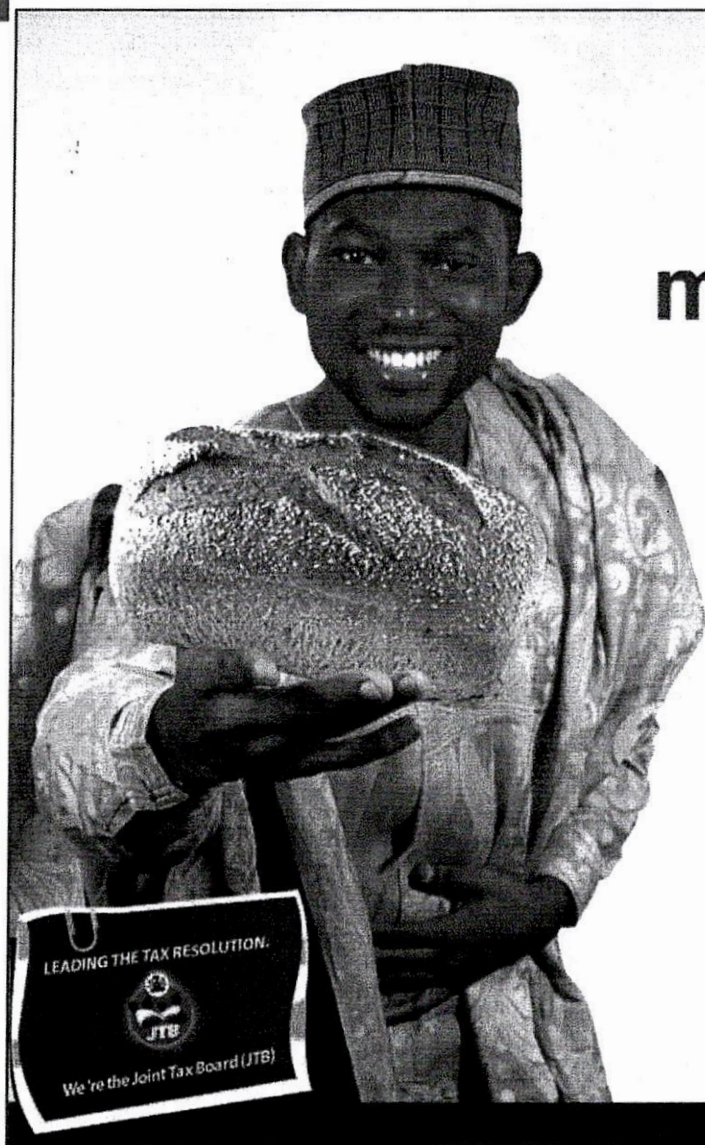
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THIS MESSAGE IS FROM THE JOINT TAX BOARD - UTIN IMPLEMENTATION COMMITTEE





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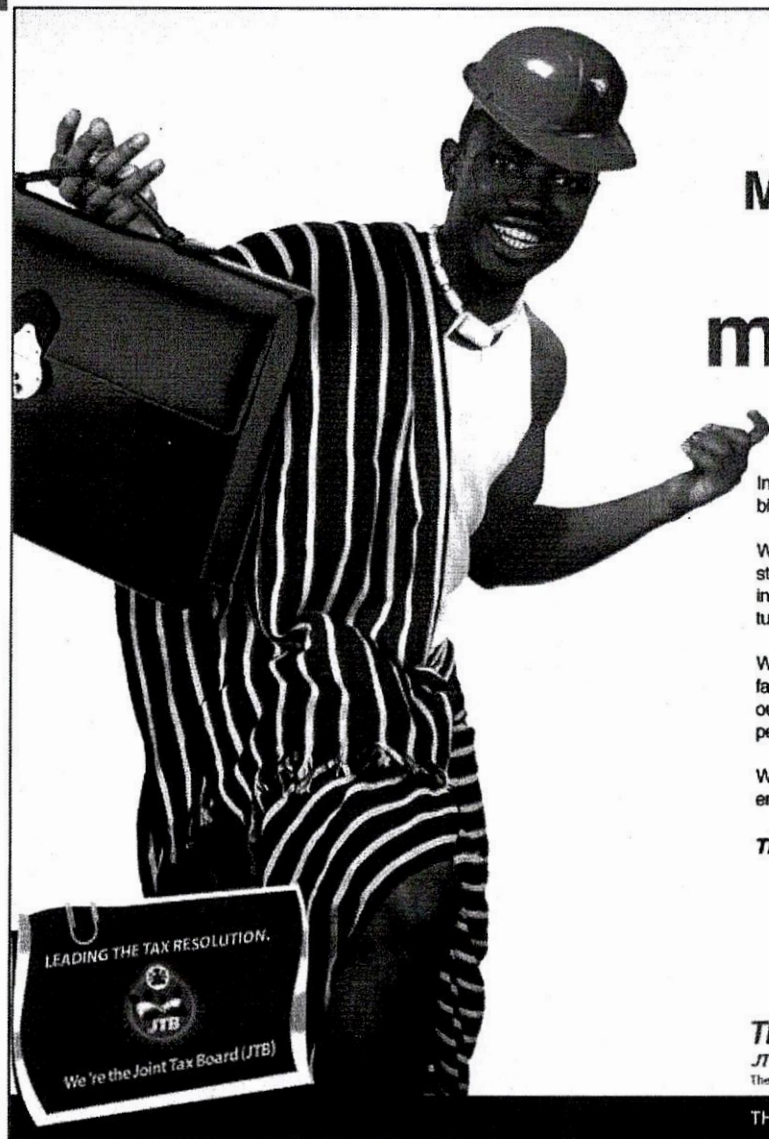
**The Joint Tax Board (JTB)**

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The Joint Tax Board (JTB) Education Trust Fund Building (1st floor) NO. 8, Zambezi Crescent, Off Aguiyi Irons Street, Maitama Abuja. FCT.

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## More money in the hands of government means more job

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**Concept Two - Helping The Economy  
(Press Ads)**





***Now, tax matters  
simplified under  
one body.***



***See us Next Page...***



# One Body, Able hands.



We are  
**JTB**  
Joint Tax Board

All tax matters are now simplified and harmonised under one umbrella body - the Joint Tax Board (JTB), made up of the 36 States Boards of Internal Revenue (SBIRS), the Federal Inland Revenue Service (FIRS), the Revenue Mobilisation and Fiscal Commission (RMFC) and the Federal Road Safety Corps (FRSC).  
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  - # No more multiple taxation across the country

*Now, we have a tax system that is people friendly*



**Joint Tax Board (JTB)**

*JTB...Creating a Tax Friendly Environment*

Joint Tax Board Education Trust Fund Building (1st floor) No.6 Zambezi Crescent, Off Aguiyi Ironsi Street, Maitama - Abuja, FCT.

THIS MESSAGE IS SPONSORED BY THE JOINT TAX BOARD (JTB) U-TIN IMPLEMENTATION COMMITTEE





***With more money in their  
hands, your customers will  
buy more.***



In every economy the government is usually the biggest spender and the biggest employer of labour.

With the Unique Taxpayer Identification Number (U-TIN), we'll be able to stop tax leakages. More money in the hands of government will lead to increase in worker's wages and more contracts to various companies. In turn, these companies can raise their worker's wages.

With more money, workers can save more or spend more on their families. More savings means that banks will have more money to give out as loan and spending more means more customers for business people and shop owners.

With more demand, manufacturers will produce more and altogether we enjoy a more robust economy.

That's the way it works.



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*JTB... Creating a Tax Friendly Environment*

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THIS MESSAGE IS SPONSORED BY THE JOINT TAX BOARD (JTB) U-TIN IMPLEMENTATION COMMITTEE



## *When the Bread winner earns more, the family gets more bread.*



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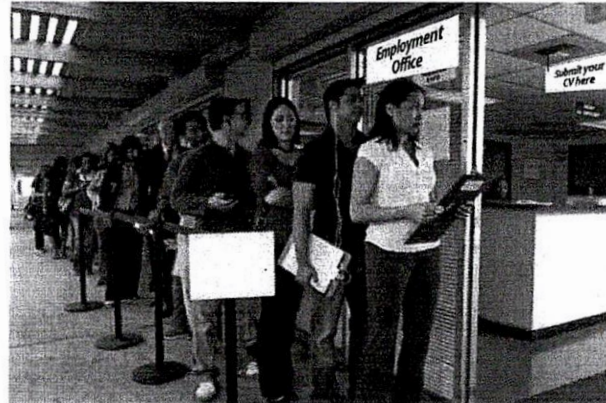
Joint Tax Board Education Trust (Fund Building (1st floor) NO.6 Zambesi Crescent, Off Aguiyi Ironsi Street, Maitama - Abuja, FCT.

THIS MESSAGE IS SPONSORED BY THE JOINT TAX BOARD (JTB) U-TIN IMPLEMENTATION COMMITTEE





## *A stronger economy will create more jobs.*



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*JTB...Creating a Tax Friendly Environment*

Joint Tax Board Education Trust Fund Building (1st floor) No.6 Zambezi Crescent, Off Aguiyi Ironsi Street, Maitama - Abuja, FCT.

THIS MESSAGE IS SPONSORED BY THE JOINT TAX BOARD (JTB) U-TIN IMPLEMENTATION COMMITTEE



## *When the economy grows we all grow.*



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and the biggest employer of labour.

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stop tax leakages. More money in the hands of government will lead to  
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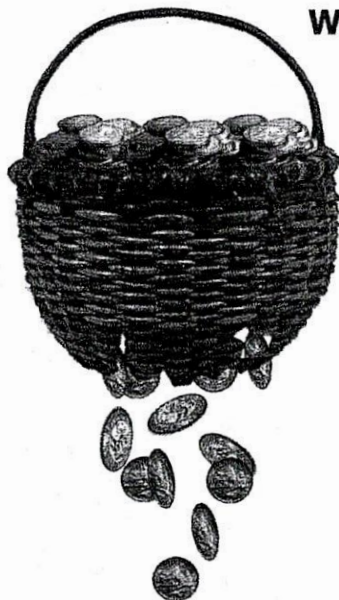
**Concept Three - Working Together  
(Press Ads)**

LOWE



## When we stop the tax leakage

**We'll all have more money.**



In every economy the government is usually the biggest spender and the biggest employer of labour.

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*Now, we have a tax system that is people friendly*



**The Joint Tax Board (JTB)**

Joint Tax Board, Education Trust Fund Building (1st Floor), No. 8 Zamboni Crescent,  
Off Aguiyi Irons Street, Maitama - Abuja, FCT

*JTB... Creating a Tax Friendly Environment!*





## Working together for a better Tax system

### We're the Joint Tax Board (JTB)

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- With this initiative, there will be:
- A central tax data base and clearing system with full details of every tax payer
  - Enough tax identification of the Unique Taxpayer Identification Number (UTIN)
  - No more tax harassment
  - Greater accountability of tax revenue
  - No more abuse in collecting Tax Objection Certificates
  - No more multiple taxation across the country

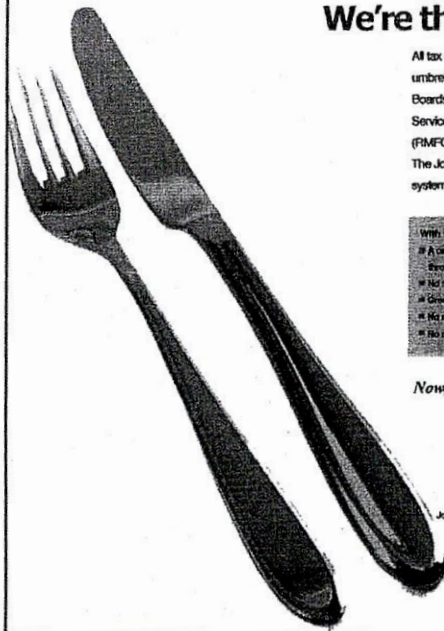
*Now, we have a tax system that is people friendly*



### The Joint Tax Board (JTB)

Joint Tax Board, Education Trust Fund Building (1st Floor), 10/8 Zaria Crescent,  
Off Agbolu Road Street, Maitama - Abuja, FCT

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- No more tax evasion
- Greater accountability of tax revenue
- No more delays in obtaining Tax Clearance Certificate
- No more multiple tax bills across the country

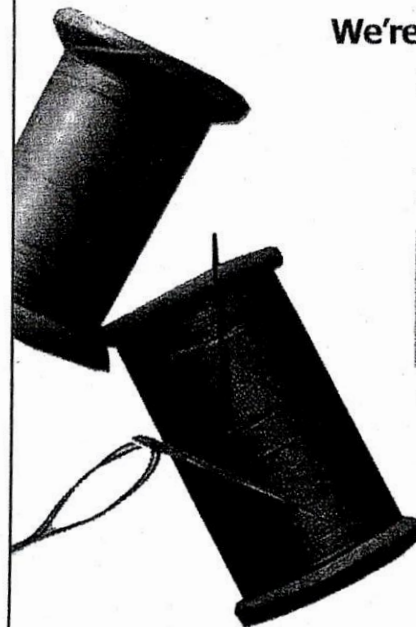
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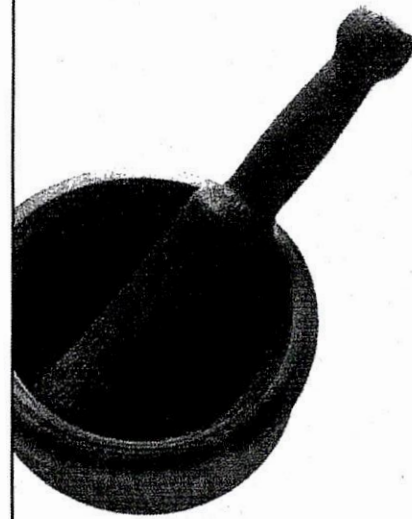
- A central tax data base and clearing system with full details of every tax payer through the implementation of the Unique Taxpayer Identification Number (UTIN)
- No more tax levies
- Greater accountability of tax revenue
- No more Wines (in collecting the Customs Certificate)
- No more multiple taxation across the country

*Now, we have a tax system that is people friendly*



**The Joint Tax Board (JTB)**  
Joint Tax Board, Education Trust Fund Building (1st floor), P.O. 6 Zamboni Crescent,  
Off Ajayi Street, Lagos - Abuja, FCT

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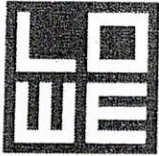




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# RADIO SCRIPTS





## ENGLISH RADIO SCRIPT - NO WAHALA - 30 SECS

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THEME: **TAX RESOLUTION**

Sfx: (Angry man banging his table)

Mvo: No! No! I can't take it. It's just too much

Sfx: (Man hisses)

Mvo: What sort of thing is this?

Anncr: If multiple taxation is driving you crazy, the Joint Tax Board (JTB), is here to make it easy. Made up of the 36 states' Boards of Inland Revenue, the Federal Inland Revenue Service, the Revenue Mobilization and Fiscal Commission and the Federal Road Safety Corps, the JTB is making Tax administration in Nigeria truly people-friendly. With a Harmonized data base of all tax payers across the country, multiple taxation, stress in obtaining your tax certificate and tax leakages will soo be over.  
Welcome to the era of tax resolution.

Payoff: Joint Tax Board... Creating a Tax Friendly Environment!  
**THIS MESSAGE IS FROM THE JOINT TAX BOARD-UTIN  
IMPLEMENTATION COMMITTEE**



## PIGIN RADIO SCRIPT 1 - RIGHT HAND, LEFT HAND - 30 SECS

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**THEME: ONE BODY, ABLE HANDS**

Audio slot opens with

MVO: My people,  
Na true talk say if right hand wash left hand,  
and left hand wash right hand,  
the two go clean selense!  
Na so e be for JTB (Joint Tax Board)  
E mean say everybody don join hands,  
The people wey dey do tax matter for all the 36 states.  
Plus the Federal Inland Revenue Services,  
Plus the commission wey dey mobilize revenue  
And plus including Federal Road Safety,  
All don join hand form JTB, the 'Baba for Tax Matter' for  
obodo Nigeria. JTB na we friend ooh wey don commot all tax  
wahala to make everything selense.

**PAYOFF: Joint Tax Board...Creating a Tax Friendly Environment!**

Na the Joint Tax Board-UTIN Implementation Committee dey knack  
una dis tori.





## PIGIN RADIO SCRIPT 2 - NO WAHALA - 30 SECS

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**THEME: TAX RESOLUTION**

Audio slot opens with

**MVO:** You go east, you pay tax  
You go west, you pay tax  
You go north, you pay tax  
For oyibo grammar, dem dey call am, multiple taxation.  
Now, Joint Tax Board, JTB, the 'Baba for tax Matter for obodo Nigeria'  
don put eye for ground to make sure say that kind wahala don  
vamoose ooh!  
Now, if you don pay for one place,  
Your name don enter computer,  
You no go pay for another place.  
Na person wey be your true true friend fit do this kind thing for you!

**PAYOFF:** Joint Tax Board...Creating a Tax Friendly Environment!  
Na the Joint Tax Board-UTIN implementation Committee dey knack  
una dis tori.



## PIGIN RADIO SCRIPT 3 - NEEDLE & THREAD - 30 SECS

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THEME: **WORKING TOGETHER**

Audio slot opens with

MVO: Your button comot for your dress,  
Wetin you go take sow am back?

FVO: Needle and thread.

MVO: Na so my people.

As needle and thread dey join hand together,

Na so e be for JTB ooh!

E mean say everybody don join hands,

The people wey dey do tax matter for all the 36 states.

Plus the Federal Inland Revenue Services,

Plus the commission wey dey mobilize revenue plus including Federal  
Road Safety people dem.

All don join hand form JTB, the 'Baba for Tax Matter' for obodo  
Nigeria. JTB na we friend ooh wey don commot all tax wahala  
to make everything selense.

PAYOFF: Joint Tax Board...Creating a Tax Friendly Environment!

Na the Joint Tax Board-UTIN Implementation Committee dey knack  
una dis tori.



**T-SHIRTS & FACE CAP DESIGNS**





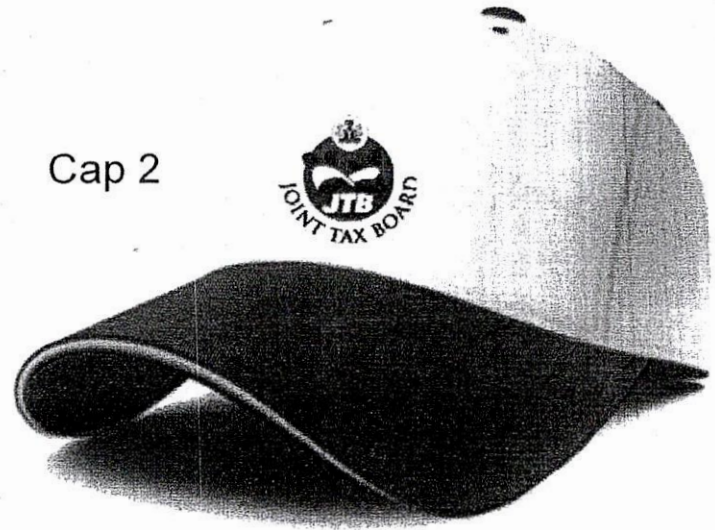
## JTB CAPS

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Cap 1



Cap 2



Cap 3







# JTB SHIRT 1

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Front



Back

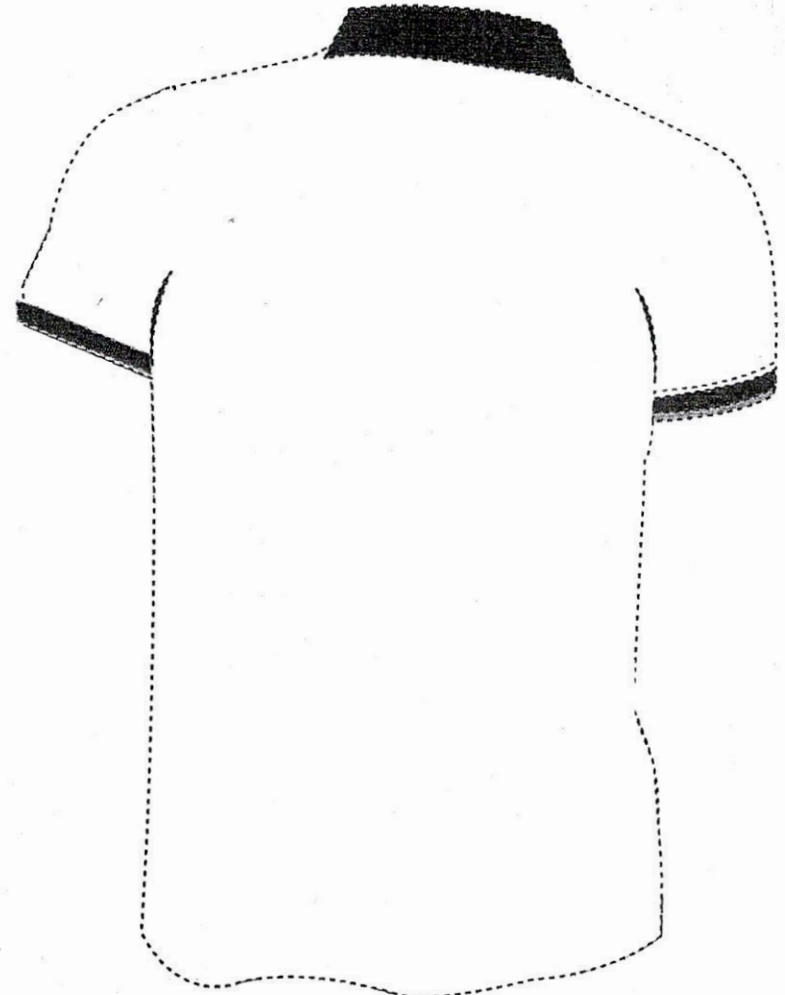


## JTB SHIRT 2

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Front



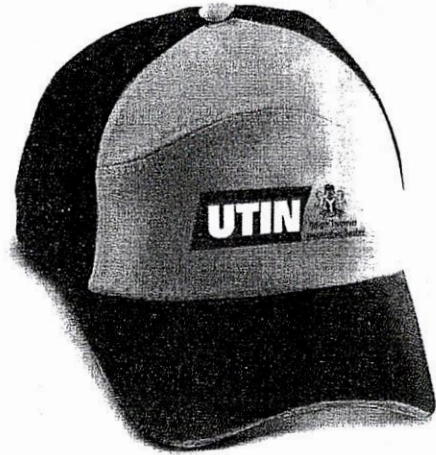
Back





## UTIN CAPS

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Cap 1



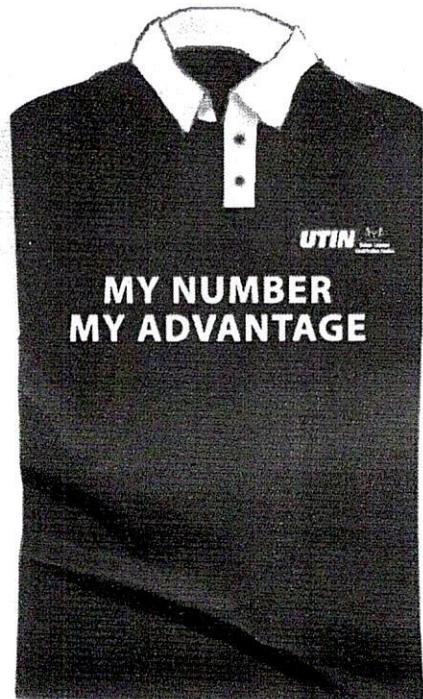
Cap 2



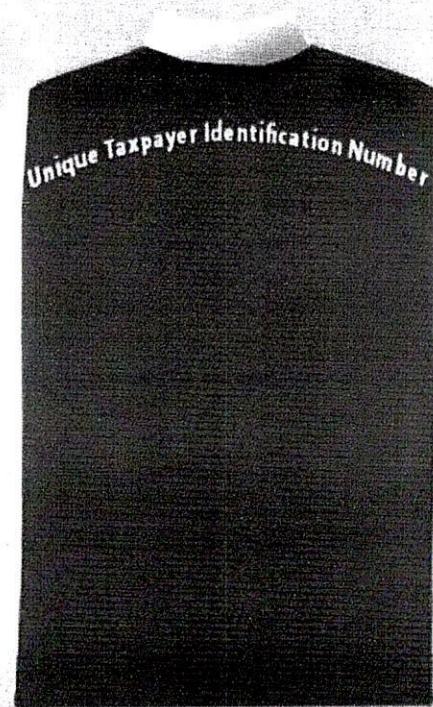


## **UTIN SHIRT - DESIGN 1**

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Front



Back





## **UTIN SHIRT - DESIGN 2**



Front



Back



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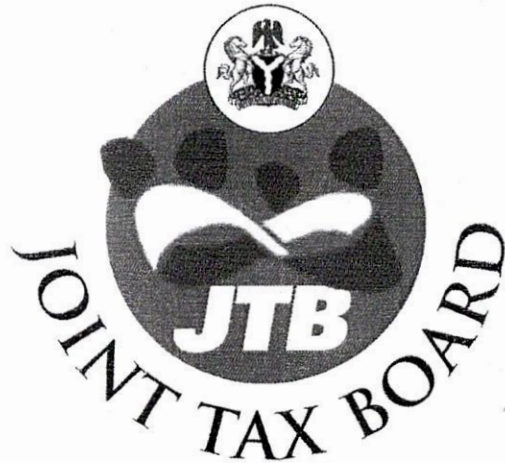
## **STICKER DESIGNS**





## **Sticker Design 1**

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JTB...Creating a Tax Friendly Environment!

**Leading the  
Tax resolution**





## **Sticker Design 3**

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**JTB...Creating  
a Tax Friendly  
Environment**





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**THANK YOU!**