
H&R BLOCK HIRES THE FALLON GROUP



H&R BLOCK

The Fallon Group has been brought on as the agency of record for H&R Block Inc.'s \$155 million advertising account, the Kansas City Business Journal reports. The Fallon Group is being hired after H&R Block reported a disappointing 2010 fiscal year. The tax preparer previously had a contract with Omnicom Group's DDB Worldwide Communications Group Inc. "The ever-evolving tax industry and consumer environment often demands different marketing approaches at different times," H&R Block Chief Marketing Officer Robert Turtledove said in a statement. "In that spirit, and based on our previous experiences working together, we believe that Fallon is the right partner to help us grow our business moving forward." H&R Block CEO Alan Bennet said the company's marketing campaign needs a new direction. He wants the its advertising more aimed at specific client types, specific products and price points that portray value to customers.

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