



## Toro Taxes

Duration: 2008 - Present

**Objective:** Develop and expand the Toro Taxes brand, increasing its reach and visibility nationwide.

**Scope of Work:** Strategic Branding, Social Media Campaigns, Video Production, Media Planning & Buying.

**Results:** Grew from a single office in Las Vegas to over 250 offices nationwide, becoming the largest Latino-owned tax solution company in the country.

### **SUMMARY**

Toro Taxes has been a contracted client of Graphicka for 15 years. Since partnering with Graphicka, Toro Taxes has transformed from a small one-office shop in Las Vegas to over 250 offices nationwide, becoming the largest Latino-owned tax solution company in the country.

### **DELIVERABLES**

Graphicka has developed Toro Taxes' strategic branding, social media campaigns, video production, and media planning & buying. This comprehensive approach has enabled Toro Taxes to establish a strong brand identity and expand its market presence significantly.

### **STRATEGIC BRANDING**

Graphicka crafted a distinctive brand identity for Toro Taxes, incorporating culturally relevant elements that resonate with the Latino community. This branding has been pivotal in establishing trust and recognition nationwide.

### **SOCIAL MEDIA CAMPAIGNS**

Through targeted social media campaigns, Graphicka has enhanced Toro Taxes' online presence, engaging with the community and promoting their services. These campaigns have utilized various platforms, including Facebook, Instagram, and Twitter, to reach a broader audience.

### **VIDEO PRODUCTION**

Graphicka produced high-quality videos that showcased Toro Taxes' services, client testimonials, and community involvement. These videos have been integral in building the brand's credibility and connecting with potential clients on a personal level.

### **MEDIA PLANNING & BUYING**

Graphicka executed strategic media plans, securing placements in traditional and digital media. This approach ensured maximum visibility and reach, contributing to Toro Taxes' impressive growth.

### **INNOVATIVE STRATEGIES**

One of our key strategies was to bring celebrities directly from Mexico to be the face of the campaign. We were among the first, if not the first, to incorporate Mexican talent into our campaigns. This unique approach significantly boosted the campaign's appeal and effectiveness.

### **CONSISTENT MESSAGING**

A critical element of the campaign's success was the consistent messaging across all franchises, ensuring a unified brand voice and presence.

### **RESULTS**

Since contracting with Graphicka, Toro Taxes has achieved remarkable growth, expanding from a single office to over 250 offices nationwide. This growth is a testament to the effectiveness of Graphicka's comprehensive marketing strategies and their ability to deliver results that drive business success. Toro Taxes is now recognized as the largest Latino-owned tax solution company in the country, reflecting the strength of its brand and the impact of its marketing efforts.





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