

# Lógica

Global Giving Report  
July 2025

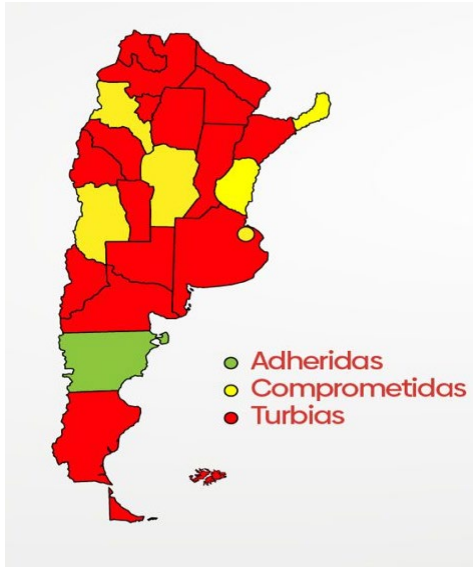
Gasto Lógico.

Impuestos Lógicos.

País Lógico.

# Fiscal Transparency Regime – Update

The Fiscal Transparency Regime (FTR) is showing significant progress. The province of Chubut became the first to join, through a provincial law.



Lógica was invited by the Chubut government to hold meetings with officials related to the regulations and to make a presentation at the government headquarters celebrating its accession.

Entre Ríos also took a step toward joining. The bill, with the endorsement of the provincial executive branch, received preliminary approval (bicameral system). It must now be approved by the provincial senate.

Third, the Secretariat of Public Revenue of the province of Córdoba issued a resolution that is preparatory to its accession.

At the national level, the Undersecretariat of Consumer Protection is working on additional regulations, with which we have been collaborating at Lógica. The Undersecretariat also maintains frequent contact with the provinces.

## Awareness Campaign

During this period, an advertising campaign was launched to raise awareness about the RTFC in general and to encourage provincial authorities to accept the invitation issued in Article 99 of Law 27,743 and join the FTR in order to display local taxes. This effort was made possible primarily thanks to the support of a group of consumer goods companies, which made a specific financial contribution to this campaign.

Cuando llenás el tanque, además de cargarte nafta, te cargan a vos.

Ahora tu ticket va a empezar a decir cuánto soportás de impuestos. Ahora vos lo sabés.

NAFTA	846
IMPUESTO NACIONAL	370
TASA MUNICIPAL	52
IMPUESTOS PROVINCIALES	27
TOTAL	1295

**Lógica**  
SABER ES PODER

The budget allocation is divided equally to both objectives (50% general awareness of the FTR and 50% provincial participation). Regarding awareness, the pieces are educational in nature, focusing on the impact of taxes on prices of mass consumption products and services and the importance of making this information available to the general public after decades of concealment. Ultimately, this is the cornerstone of fiscal culture.

Regarding provincial participation, the messages focus on each province's commitment (or lack thereof) to transparency, and on the fact that the "invitation" included in Law 27743 is actually mandatory based on two mandates provided for in Article 42 of the National Constitution (consumer rights).

The campaign is primarily conducted through digital media. Thanks to the contribution of Media 500, bus signage on lines throughout the Buenos Aires metropolitan area is also used. Finally, a short awareness-raising video about the RTFC and the provinces' participation was filmed, starring Santiago "Tano" Pasman, a very popular figure among the Argentine public.



## Communication and institutional linkage

### Media and Social Media Impact

The advertising campaign has yielded very positive results. It runs on multiple platforms (Meta, TikTok, Google, etc.) and has so far achieved more than 76 million views.

The pieces, in addition to their graphic content, lead to visits to the Frequently Asked Questions section on our website. Since the start of the campaign, more than 75,000 views have already been recorded.

The overall results of the campaign are detailed below:

# FLOW RESULTADOS TOTALES

Medio	Impresiones	Clics	INVERSIÓN
Meta	25.688.024	21.667	\$5.102.980,57
Meta Tráfico	2.671.031	94.030	\$2.023.594,19
YouTube	3.537.702	4.132	\$7.944.735,70
Google Demand Gen	2.792.999	83.172	\$2.025.527,89
Google Display	6.447.116	6.598	\$942.766,55
La Nacion	1.656.230	110	\$6.000.000
La Nacion	4.018.091	23.151	\$6.000.000
Etermax	305.136	6.941	\$1.500.000
Etermax	193.325	10.575	\$1.500.000
Audiencias	1.622.808	54.946	\$13.000.000
Audiencias	1.863.299	13.973	\$12.000.000
TikTok	24.320.756	48.576	\$4.830.953,66
Clarín	1.071.955	2.888	\$8.500.000

Regarding media appearances, 60 publications were recorded during this two-month period.

## Institutional Presentations

During this period, Lógica made four presentations in various venues: AmCham (American Chamber), the Argentine Chamber of Supermarkets, a panel on tax issues at the Book Fair, and a presentation in the city of Salta at a meeting organized by the local Chamber of Commerce and Industry.