

Lógica

Global Giving Report
September 2023

Gasto Lógico.

Impuestos Lógicos.

País Lógico.

Tax World Champions

From Lógica we have made progress in several aspects regarding our purpose of tax awareness. First of all, we developed an advertising campaign referring to the “tax world champion country”. May 16 (16/5, as it’s indicated in spanish) was chosen, in reference to the 165 taxes that were in force in the country at that time. We also published the results of a specific survey, in which 84% of the participants made it clear that they do not know about the taxes they pay.

This campaign had very good results in terms of audiences reached. There are more than 56 million impacts, 19.5 million video views and 5.3 million interactions at all social levels.



Consultations with presidential candidates



Desde LÓGICA visibilizamos las propuestas fiscales de los precandidatos para las PASO 2023.

[LEER MÁS](#)

This year In Argentina will take place Presidential elections. For the first instance (primary elections) we sent a questionnaire to each of the 27 pre-candidates on issues of taxes and public spending. The answers, as they were received by Lógica, were published on the website and also disseminated in the press. This initiative consisted simply in connecting the pre-candidates with the citizens.

Presence in media and networks

A very important part of Lógica's actions is its presence in the media. So far, more than 100 appearances have been made on all kinds of platforms (newspapers, radio, television, web, podcasts, etc.) throughout the country.

Social networks are also a decisive pillar in this campaign. In addition to the results reported above, the profiles add more and more followers:

Instagram: 9,187

TikTok: 8,108

Twitter: 2,805

Facebook: 740



¿Cuánto sabemos de im...



(No tan) Feliz 16/5. Un dí...