Adweek Together: Health First, Taxes Later



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2 hours ago
This has become the longest tax season in more than 100 years since a federal income tax deadline was set in 1913. Millions of Americans had already filed their taxes before the coronavirus outbreak was declared a pandemic. Still, the IRS pushed back this year's tax deadline by three months to July 15. How has this affected the big tax preparers and how they reach their customers?

Vinoo Vijay, CMO of H&R Block joins us for some answers in conversation with deputy brands editor Diana Pearl.

Adweek Together is a daily live discussion at noon ET, hosted by our editors along with the leaders of the companies we cover, seeking guidance, solutions and information—together. For inquiries and feedback, email us at adweektogether@adweek.com.

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