

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

hilarious cast. All four episodes will air on Friday, Feb. 16, on The Roku Channel, YouTube or H&R Block's website.

**Isaac M. O'Bannon** • Feb. 29, 2024



**H&R Block** will make its debut in the entertainment world with the premiere of “Responsibility Island,” a short format scripted reality TV series that brings levity to taxes. The comedic satire is comprised of four short episodes, featuring a dynamic and hilarious cast. All four episodes are available on The Roku Channel, YouTube and H&R Block’s [website](#).

Responsibility Island features a group of young adults who think they are embarking on the latest dating show journey. To their surprise, what they thought would be an adventure to find true love is actually a responsibility boot camp. The show follows cast members TayTay, Jynyphr, Zane, Blaze, Trinity B and Narci as they take on a

gauntlet of challenges in adulting designed to teach self-reliance and productivity.

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

“We took a topic that people dread, taxes, and made it relatable, funny, self-deprecating, and culturally relevant,” said Jill Cress, chief marketing and experience officer, H&R Block. “Doing your taxes is the ultimate symbol of independence and responsibility, and we’re having fun with this life milestone. It’s become the juxtaposition of topics we never knew we needed.”

H&R Block partnered with the award-winning creative shop, production company and entertainment studio Piro to create the series intended to capture the attention of young adults and first-time filers. From casting, writing and directing this series, Piro was instrumental in shaping and bringing it to life in a way that reaches audiences and entertains them.

“This intentionally unlikely pairing of reality TV and taxes is a first of its kind for the tax industry,” said Daniel Rosenberg, co-founder of Piro. “H&R Block leaned into an entertainment genre that 77% of Gen Z consume weekly, and 93% say they want to see brands do something new and unique rather than just serve them ads. H&R Block demonstrates that informing and entertaining don’t have to be mutually exclusive.”

Earlier this year, H&R Block debuted its latest integrated Tax Season brand campaign, *It's Better With Block*, to showcase the many reasons to file with H&R

Block and join the 5 million tax filers who switched to Block last year.<sup>1</sup> Like

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

CPA Practice Advisor is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

© 2024 Firmworks, LLC. All rights reserved