

Ministry of Finance  
List of Implementation for Policy Advocacy  
2024 December

Unit : NTD

| Name of Organization           | Main Content of the Advertisement  | Bid/ Contract Name  | Type of Media  | Posting and Airtime                          | Implemented Division                       | Source of Budget | Accounts of Budget   | Broadcast Execution | Commissioned Company | Expected Benefit   | Published and Broadcast by   | Remarks  |
|--------------------------------|--|---|----------------|--|--|------------------|--|---------------------|----------------------|--|--|--|
| Fiscal Information Agency, MOF | E-invoice Promotion  | 2024 Cloud Invoice Promotion Campaign Project   | Internet media | June 1, 2024 to October 31, 2024 (inclusive) | E-invoice Division                         | Total budget     | The 2024 Taxation Administration combined with unified invoices to promote and handle national major policy advocacy funds, financial information services-electronic invoice management funds-business fees | 296,000             | CE DONG MARKETING CO | Marketing cloud invoices and publicizing cloud invoice promotion activities through popular online media to increase reach as follows:<br>(1) Google for at least 8 weeks, with a total exposure of at least 2 million times and a total number of clicks of at least 7,000 times.<br>(2) FB/IG for at least 8 weeks, with a total exposure of at least 500,000 times and a total number of clicks of at least 10,000 times. | Google, Facebook, Instagram  | Payment was made in August and December 2024   |
| Fiscal Information Agency, MOF | Important policy promotion, such as: tax law proposals, raising public awareness of rights and obligations, routine tax-related matters, and convenience services. (include E-invoice Promotion) | Procurement project for online marketing services by the Ministry of Finance for year 2024. | Internet media | From April 23, 2024 to October 31, 2024.     | System Design and Data Processing Division | Total budget     | Financial information services-electronic invoice management funds-business fees   | 16,942              | StockFeel            | Provide reference information for the public and taxation agencies, and promote accurate information dissemination through media policies.   | Publish graphic and text content on the Ministry of Finance's Facebook, Instagram, and Taiwan Taxation official accounts (LINE). | Phase 2 implementation project for the Ministry of Finance's marketing services procurement for year 2024. |