

## ANNEX 2: LIST OF MAJOR PUBLIC EDUCATION AND PUBLICITY ACTIVITIES FOR YEAR 2010–2011

Commencement Date	Activities
3 April 2010	Launched the first phase of the DPS roving exhibition programme. A total of 30 roving exhibitions under the theme “Know Your DPS Day” were held to reach out to the general public between April and October 2010 at shopping malls of different housing estates.
9 April 2010	Issued a press release to announce the gazettal of the Bill in relation to the proposed legislative amendments to give effect to various DPS enhancements.
30 June 2010	Issued a press release to announce the passage of the Deposit Protection Scheme (Amendment) Ordinance 2010 by the Legislative Council.
9 July 2010	Issued a press release on the publication of the Annual Report for 2009-2010.
9 August 2010	<p>Hosted a press briefing and a media luncheon to introduce the key enhancements to be taken effect in 2011 and to announce the new series of the advertising campaigns to increase public awareness of the expiry of the FDG and the key enhanced features of the DPS.</p> <p>The first TV advertising campaign, lasting for 6 weeks, was launched on major channels to create awareness of the key transition from the FDG to the enhanced DPS. TV “Announcements in the Public Interest” (APIs) were also broadcasted to enhance the reach of the message.</p>
10 August 2010	The first print advertising campaign, lasting for 3 weeks, was launched in a majority of newspaper to generate a greater publicity synergy together with the TV advertisements.
30 August 2010	The first bus advertising campaign, lasting for 4 weeks, was launched. The advertisements were put in seat backs of buses running through the town.
2 September 2010	The first MTR network advertising campaign, lasting for 6 weeks, was launched in high-traffic MTR lines.
6 September 2010	The first radio advertising campaign and the first internet advertising campaign on mass-appeal portals, both lasting for 3 weeks, were launched. Radio APIs were also broadcasted in major radio channels.



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20 September 2010	A 3-week TV advertisement on the enhanced DPS was placed in TVs in the MTR lines.
6 November 2010	Launched the second phase of the DPS roving exhibition programme and a total of 39 exhibitions were held between November 2010 and March 2011 at high-traffic MTR stations and shopping malls.
29 November 2010	<p>The second TV advertising campaign, lasting for 3 weeks in aggregate, was launched in major TV channels to remind the public about the expiry of the FDG by end 2010 and commencement of the enhanced DPS at the beginning of 2011.</p> <p>The second print advertising campaign, lasting for 4 weeks, was launched and the second radio advertising campaign, lasting for 4 weeks, began.</p>
28 December 2010	<p>The second internet advertising campaign, lasting for 3 weeks, was launched on mass-appeal portals.</p> <p>The second bus advertising campaign, lasting for 4 weeks, began with advertisements of the commencement of the enhanced DPS showing on double-decker bus bodies.</p>
30 December 2010	Issued a press release on the formal commencement of the enhanced DPS on 1 January 2011.
1 January 2011	The third TV advertising campaign was launched in major TV channels to further promote public awareness of the commencement of the enhanced DPS upon the end of the FDG. Infomercials were also aired to educate the public on the key features of the enhanced DPS. The whole campaign lasted for 6 weeks in aggregate.
10 January 2011	The second burst of MTR TV advertisement on the enhanced DPS was placed in TVs in trains and stations, lasting for 3 weeks. The TV advertisements highlighted the key features of the enhanced DPS starting from 2011.

