

## ANNEX 2: LIST OF MAJOR PUBLICITY AND COMMUNITY EDUCATION ACTIVITIES FOR 2012–2013

Month	Activities
April 2012–March 2013	Co-operating with different Non-government Organisations to organise talks at community centres located in various districts to promote DPS for target audience such as the elderly.
May 2012	Conducted a focus group study to understand their awareness and perception of the DPS to identify promotional opportunities to enhance their awareness and understanding.
July 2012	Coordinated with Federation of Parent-Teacher Association to distribute the Board's comic notebooks and leaflets.
July 2012	Press release issued on the publication of the Annual Report for 2011–2012 on 11 July 2012.
August–October 2012	<p>A media luncheon was hosted on 27 August 2012 to announce the launch of the new TV Announcement in the Public Interest (API), the Board's publicity and community education programs to promote public understanding of the Scheme's key features.</p> <p>A new TV advertising campaign was launched on 28 August 2012 on major paid and free TV, with the concept of "bun" as the main theme. This theme was based on a wordplay of the word "bao" (包) in Chinese which also is a homonym for "cover", creating a stronger impression of coverage of the Scheme. TV API were also broadcast to enhance the reach of message.</p> <p>First burst of print advertising campaign was launched in different newspapers, including free dailies, to reinforce public awareness.</p> <p>An online advertising campaign was launched. Coverage of the new TV API was extended to popular online media platforms.</p> <p>Online banner was also displayed on application software for mobile devices (mobile app).</p>
September–October 2012	<p>First burst of radio advertising campaign was launched. Radio API were also broadcast on major radio stations.</p> <p>A bus body advertising campaign was launched to promote the DPS.</p> <p>A MTR advertising campaign on trackside panels was launched in different MTR stations of various MTR lines, to reinforce public awareness of the DPS key features.</p> <p>An in-bus advertising campaign on "RoadShow" and "Buzplay" was carried out, to promote the DPS.</p>

Month	Activities
September 2012–January 2013	<p>In collaboration with Commercial Radio, four consumer events were held at shopping malls in various districts, to increase public awareness and understanding of the DPS' key features. Live performances were staged by the DJs from the "18th Floor Flat C" (十八樓C座) radio program to promote the key features of the DPS. Information panels, interactive activities, including bun guessing game, were also installed to attract public participation.</p>
September–December 2012	<p>Subsequent to the consumer events, various post-event on-air promotions such as interviews with the Chairperson as well as short drama series were broadcast, to further enhance public understanding of the DPS.</p>
November 2012–January 2013	<p>Supported by Fairwood Holdings Limited, a comic design competition was organised to engage students of design schools and tertiary institutions.</p> <p>Three winning comics together with the QR code directing to the Board's website were printed on traymats used at all Fairwood outlets for 2 weeks in January.</p> <p>Subsequent to the comic competition, a sharing session with renowned comic artist Mr Li Chi-tak who acted as one of our judges was organised for interested students on 25 January 2013, to share the skills for comic creation. DPS key features were also introduced during the session to raise awareness.</p>
December 2012–February 2013	<p>Second burst of print advertising campaign was launched in different newspapers.</p> <p>A bus shelter advertising campaign was launched to reinforce public understanding of the key features of the DPS.</p> <p>TV API were also broadcast to enhance the reach of message from December 2012 to February 2013.</p>
January 2013	<p>Second burst of radio advertising campaign was launched.</p> <p>A tramcar body advertising campaign was launched to promote the DPS.</p>
January 2013–March 2013	<p>In cooperation with Hong Kong Monetary Authority, the Board arranges DPS talks on an on-going basis for student groups visiting the HKMA's Information Centre. The Board has started conducting talks at elderly centres around town.</p>