

ANNEX 2: LIST OF MAJOR PUBLICITY AND COMMUNITY EDUCATION ACTIVITIES FOR 2013–2014

Month	Campaigns/Activities
June – December 2013	<p>Partnership with Hongkong Post</p> <p>Card-sized DPS magnifiers distributed to “PayThruPost” customers at Hongkong Post’s extensive post office network</p>
June - August 2013	<p>Mass Media Coverage</p> <p>TV</p> <ul style="list-style-type: none"> – A short video aired on major terrestrial and paid TV channels <p>Print Media</p> <ul style="list-style-type: none"> – Key messages in widely circulated newspapers – Articles highlighting DPS themes in major weekly magazines and newsletters for professional groups <p>Radio</p> <ul style="list-style-type: none"> – Sound clips promoting the core features of DPS targeting households and senior citizens <p>Out-of-Home Platforms</p> <ul style="list-style-type: none"> – Bus shelter displays in 18 districts – Videos on bus and train infotainment systems – “Tunnel wrap” on Kowloon Tong MTR station walkways
August – November 2013	<p>DPS Mascot Design Competition</p> <p>The DPB partnered with Hong Kong Design Institute (HKDI) to organise a design competition of an interesting and friendly mascot for conveying DPS messages to the public. A prize presentation ceremony held at the HKDI in November also included sharing sessions about the DPS, money management, and professional design experience</p>
September 2013 – March 2014	<p>“Ensure your Protection, Save with Confidence” Bun-Making Campaign</p> <p>DPS messages were introduced together with a series of healthy bun recipes in 10 bun-making videos presented by a celebrity chef on digital media. To maximise the campaign’s impact, online engagement campaigns with an interactive quiz and photo contest were launched side-by-side on a social networking platform</p>

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Month	Campaigns/Activities
November - December 2013	<p>Mass Media Coverage</p> <p>TV</p> <ul style="list-style-type: none"> – A series of five episodes to enhance the public’s understanding of key DPS features were broadcast during November and December; they were also made available online to increase the campaign’s reach <p>Print Media</p> <ul style="list-style-type: none"> – Key messages in widely circulated newspapers <p>Out-of-Home Platforms</p> <ul style="list-style-type: none"> – Bus shelter displays in 18 districts – Videos on bus and train infotainment systems – “Tunnel wrap” on walkways at Causeway Bay MTR station
December 2013 – January 2014	<p>DPS Neighbourhood Exhibitions</p> <p>A roadshow to communicate directly with the public about the DPS at community level visited the North District Flower Bird Insect & Fish Show in December 2013 and the Hong Kong Brands and Products Expo Fair in January 2014</p>