



## ANNEX 2 LIST OF MAJOR PUBLICITY AND COMMUNITY EDUCATION ACTIVITIES IN 2014–2015

### Multi-media Publicity Campaigns

- Continued to broadcast the popular Bao Bao Bao-themed advertisement to audiences through TV, radio, and the infotainment systems on buses and the MTR (April – June 2014)
- Launched a new round of multi-media advertising with the theme, “Where is the best place to keep my money?”, featuring the storyline and principal characters from the long-running radio drama, “18/F Block C”. The campaign was broadcast on TV and radio, online and on infotainment systems in buses, MTR trains and in designated fast-food chain outlets of the Café de Coral Group (September 2014 – March 2015)
- Displayed key DPS messages on the exterior of buses and trains (September – November 2014), and on the back of bus seats (April – June 2014)
- Disseminated a range of publicity materials at public housing estates, public hospitals, Integrated Family Service Centres, The Link shopping centres and the arrival hall at the Lo Wu Control Point (throughout the year)
- Published advertorials and informative articles in newsletters with target readership groups covering blue-collar workers, teachers and senior citizens (December 2014 – March 2015)

### Neighbourhood Outreach Campaigns

- Mounted promotional campaigns featuring the interactive DPS digital games in selected residential shopping malls of Fortune REIT to reach out to residents in various districts around Hong Kong (August – September 2014)
- Engaged with customers in selected Red Seasons Restaurants of the Gayety Group to test their understanding of key DPS features through a DPS-themed campaign (November – December 2014)
- Established information booths at the Hong Kong Retiree and Senior Fair (July 2014) and the North District Flower, Bird, Insect and Fish Show (December 2014) to promote the DPS
- Distributed publicity materials at public housing estates and near old tenement buildings on Sundays to reach out to a wider community group (February – March 2015)

## ANNEX 2 LIST OF MAJOR PUBLICITY AND COMMUNITY EDUCATION ACTIVITIES IN 2014-2015

### Community Education Programmes

- Introduced the DPS to members of elderly centres and secondary students visiting the HKMA Information Centre (throughout the year)
- Appointed active elderly volunteers as DPS Senior Ambassadors to discuss basic features of the DPS with fellow senior citizens, low income families and new immigrants through regular home visits and other community activities. Collaborated with the Caritas Cheng Shing Fung District Elderly Centre (Sham Shui Po) (April 2014) and the Mong Kok Kai Fong Association Chan Hing Social Service Centre (November 2014) to initiate the programme
- Partnered with the Investor Education Centre to introduce key features of the DPS to students of the Elder Academy (October 2014)
- Disseminated DPS information at Financial Education Workshops organised by The Hong Kong Association of Banks at community centres (throughout the year) and at HKMA Public Education Seminars for secondary students (November 2014), and updated members of the Women's Club of The Family Planning Association of Hong Kong on DPS developments (March 2015)
- Organised bun-making classes for housewives, bringing participants hands-on bun-making experience and, at the same time, knowledge of deposit protection. These popular classes were conducted in partnership with the Tung Wah Group of Hospitals Jockey Club Tin Shui Wai Integrated Service Centre and the Hong Kong Young Women's Christian Association Sham Shui Po Integrated Social Service Centre (throughout the year)

We wish to thank all the partners in our campaigns mentioned above.