

◀ ANNEX 2 LIST OF MAJOR PUBLICITY AND COMMUNITY EDUCATION ACTIVITIES IN 2015-2016

Multimedia Publicity Campaigns

- Extended the major advertising campaign with the theme, “Where is the best place to keep my money?”, from the television to infotainment systems on buses and MTR trains (throughout the year). The publicity drive was supplemented with a series of posters at high-traffic MTR stations and on the back of buses (September – November 2015), and online banners on mobile networks, websites and search engines (May 2015 – March 2016)
- Published advertorials in free newspapers and weekly magazines targeting the younger generation and working adults; and issued other informative articles in newsletters aimed at blue-collar workers, teachers and senior citizens (throughout the year)
- Launched a newly designed leaflet to present the key DPS messages in a light-hearted but informative manner (October 2015); and distributed a DPS-themed leaflet as an insert in electricity bills to households with the support of The Hongkong Electric Company, Limited (August 2015)

Engaging the Public

- Launched a DPS Facebook page, “Save with confidence” (存得安心), to connect in a livelier manner with a wider audience, particularly the social media-savvy younger generation (September 2015)
- Launched the first DPS Facebook “Treasure Hunt” campaign involving the participants searching for, and taking photos with, DPS Facebook page mascot “Ah Chuen” (阿存) in different Hong Kong locations. Some 400 fans uploaded their photos to the Facebook page through which information and tips about the Scheme were shared (October 2015)
- Designed a moving mirror truck to spearhead an eye-catching campaign with the slogan “存程照住你” (Cantonese slang for “DPS looking after you all the way”) to promote the message with the help of DPS ambassadors to passers-by in high-traffic business districts and residential areas. They were also invited to take an instant photo with a “deposit dream” caption to share on the DPS Facebook page and engage in a simple question and answer game (October – December 2015)
- Introduced a deposit story competition in conjunction with Ming Pao Newspapers Limited to encourage sharing of memorable stories. The competition attracted more than 2,000 entries from a wide cross-section of the community (February – April 2016)

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- Promoted the DPS at public housing estates and near old tenement buildings around Hong Kong during weekends. DPS videos were shown and other publicity material was distributed to the public (throughout the year)
- Established information booths at two popular consumer shows, namely the Retiree and Senior Fair (July 2015) and the 50th Hong Kong Brands and Products Expo Fair (December 2015) to closely engage with members of the public and reinforce the key DPS messages

Community Education Programmes

- Promoted the DPS to different audience groups including members of elderly centres and secondary school students visiting the HKMA Information Centre (throughout the year); and to the secondary school students at HKMA Public Education Seminars where the newly developed DPS mobile training application was unveiled to stimulate their interest in the Scheme (November 2015)
- Developed a board game, "Around the World in \$80", as an interactive community education aid to promote to younger people money management, the basic concept of DPS protection and the importance of saving. The game was introduced to junior-grade students in liberal studies lessons and extra-curricular activities (June 2015 – March 2016); the game was also displayed at an exhibition at the Jao Tsung-I Academy (December 2015 – March 2016)
- Disseminated DPS information at financial education workshops organised by The Hong Kong Association of Banks for low income families and the Investor Education Centre for students of the Elder Academy (throughout the year)
- Collaborated with the Caritas Cheng Shing Fung District Elderly Centre (Sham Shui Po) in delivering DPS talks to elderly home carers (October 2015) and refresher training talks for members at the Centre (December 2015). And, similarly, worked with the Hong Kong Society for the Aged Tsuen Wan District Elderly Community Centre to introduce the Scheme (December 2015 – March 2016)
- Partnered with The Family Planning Association of Hong Kong's Yuen Long Women's Club in organising another popular bun-making class for housewives, bringing participants' information about deposit protection, in addition to the hands-on bun-making experience (August 2015)

We wish to give special thanks to all our partners in the campaigns mentioned above.