

## ANNEX 2: LIST OF MAJOR PUBLIC EDUCATION AND PUBLICITY ACTIVITIES FOR YEAR 2008-2009

Commencement Date	Activities
5 April 2008	Launched the DPS roving exhibition programme for 2008-09. In all, 36 weekly exhibitions with the theme "Know Your DPS Day" were held during the year at public housing estates and shopping malls operated by the Housing Authority and The Link Management Limited.
15 May 2008	The first MTR advertising campaign, lasting for 5 weeks, was launched. DPS advertisements in the form of educational comics were placed inside MTR cart apartments.
17 May 2008	A 32-week table-mat advertising campaign was launched in selected restaurant chains. DPS educational comics were inserted in table-mats for diners in the selected restaurants.
19 May 2008	A 4-week TV advertising campaign got under way on major channels with "Announcements in the Public Interest" (APIs) on deposit protection under the DPS.
26 May 2008	A 5-week Internet advertising campaign was launched with on-line advertisements posted on mass-appeal portals and through e-news letters.
2 June 2008	A 4-week print advertising campaign in newspapers was launched with DPS educational comics being inserted in selected newspapers, including free dailies.
5 June 2008	Commenced a series of 7 community talks through collaboration with members of District Council and non-government organisations (NGOs) for public education in the DPS.
18 Jun 2008	The second MTR network advertising campaign, lasting for 4 weeks, was launched, this time on the East and West Rail Lines. Advertisements of the DPS in form of educational comics were placed inside MTR cart apartments.
20 June 2008	A 4-week bus advertising campaign began with advertisements of the DPS covering double-decker bus bodies.

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3 July 2008	The third MTR advertising campaign, lasting for 4 weeks, began with the broadcast of DPS advertisements on in-station plasma TVs at MTR stations.
15 September 2008	The second TV advertising campaign, lasting for 4 weeks, for the year was launched on major TV channels. TV APIs of the DPS were broadcast on major TV channels.
25 September 2008	Issued a press release on Annual Report to highlight the key accomplishments of the year.
6 October 2008	The second print advertising campaign, lasting for 4 weeks, in newspapers for the year began. DPS educational comics were inserted in selected newspapers, including free dailies.
17 October 2008	An 11-week TV advertising campaign, the third during the year, was launched, with a modified TV API on the deposit protection provided by the DPS and the blanket deposit guarantee introduced by the government.
Mid – end of October 2008	Conducted a series of media interviews on the deposit protection arrangements in Hong Kong.
6 November 2008	The fourth MTR advertising campaign, lasting for 4 weeks, got under way with educational comics being made available inside MTR cart apartments.
23 January 2009	<p>A 4-week print advertising campaign in newspapers, the third for the year, focused on explaining products protected and not protected by the DPS was launched. The advertisements appeared in selected newspapers and free dailies.</p> <p>The fourth TV advertising campaign began, also featuring a new TV API explaining the products protected and not protected by the DPS.</p>
5 February 2009	A press release was issued reiterating and explaining the coverage of the DPS.
9 February 2009	The fifth TV advertising campaign for the year, lasting for 7 weeks, was launched to highlight the deposit protection provided by the DPS and the blanket deposit guarantee introduced by the government.

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<b>Commencement Date</b>	<b>Activities</b>
13 February 2009	Major newspapers published a feature article by the Chief Executive Officer of the Board on the coverage of the DPS.
24 February 2009	Commenced a series of 9 drama performances at NGOs and schools to promote awareness of the DPS.
4 March 2009	A fifth MTR advertising campaign, lasting for 4 weeks, began, on the MTR's East and West Rail Lines.