

## Appendix X

### List of Campaign Media *(April 2000 to March 2001)*

Campaign Period	Campaign	Campaign Media	Campaign Media Activities
Apr – Jul 2000	Awareness Campaign	Advertising	TV, Radio, MTR (all stations), Green Van (50 routes), Video Wall (Harbour City, Times Square and Leighton Road) and Paper Posters
		TV and Radio Program	3 TV Programs and 4 Radio Programs
		Article Contribution	Choice Magazine and St. James Settlement Bi-monthly Magazine
Aug – Sep 2000	Celebrities Endorsement Campaign	Advertising	TV, MTR Posters (all stations) and Newspapers
Sep – Oct 2000	Industry Scheme Campaign	Advertising	Radio, Bus Shelters, Newspapers, Horse Racing Magazines and Paper Posters
		Radio Program	Phone-in Game Programs
Oct – Nov 2000	Push Campaign	Advertising	TV, Radio, MTR Posters (all stations), Bus (150 panels), Green Van (70 routes), KMB Multi-Media on Board (Roadshow) on 100 buses, Newspapers, Magazines and Paper Posters
		TV and Radio Program	6 TV Programs and 3 Radio Programs
		Outdoor Banner	Mega Size Billboard at City Golf Club, Government Offices (Kwun Tong, Queensway, San Po Kong, Kowloon, North Point, Cheung Sha Wan, Kwai Hing, Yuen Long), Trade and Industry Department Tower, Tamar Site, Jockey Club, International Finance Centre, Auxiliary Medical Service Headquarters and the Site next to Sogo Department Store
		Website advertorial	JobsDB, Ask100.com and 36.com

Campaign Period	Campaign	Campaign Media	Campaign Media Activities
<b>Dec 2000 – Mar 2001</b>	Sustained Campaign	Advertising	TV, Radio, MTR (all stations), KMB Multi-Media on Board (Roadshow) on 700 buses, Newspapers and Magazines; Radio Program and Paper Posters
		TV & Radio Program	2 TV Programs and 2 Radio Programs
		Outdoor Banner	Mega Size Billboard at City Golf Club, Government Offices (San Po Kong, Kowloon, North Point, Kwai Hing and Yuen Long), International Finance Centre, Auxiliary Medical Service Headquarters and the Site next to Sogo Department Store
		Article Contribution	MPF Infostation in Apple Daily, MPF Column for SMEs in Hong Kong Economic Journal
<b>Mar 2001 onwards</b>	Investment Education Campaign	Investment Seminars	Investment Seminars for Labour Unions (e.g. The Federation of HK and Kowloon Labour Unions, HK Confederation of Trade Unions, HK Federation of Trade Unions and HK and Kowloon Trades Union Council)
		TV Program	1 TV Program