

III

List of Campaign Media

April 2001 to March 2002

CAMPAIGN PERIOD	CAMPAIGN	CAMPAIGN MEDIA	CAMPAIGN MEDIA ACTIVITIES
APR 2001 onwards	Investment Education Campaign	Advertising	Newspapers, magazines, posters and website (36.com)
		Exhibition	MoneyWorld Asia-Hong Kong 2001 MTR roving exhibitions at 12 stations
		TV and radio programme	3 TV programmes and 3 radio programmes
		Investment seminar	4 regional investment seminars
		Article contribution	MPF columns in newspapers (Apple Daily, Hong Kong Economic Journal, Sing Pao and Hong Kong Daily News) and magazine (Hong Kong Institute of Investor)
		Magazine advertorial	Cup Magazine
APR 2001 onwards	Outreach Campaign	Advertising	Radio and posters
		Outdoor banner	Outdoor banners and signboard displays at various districts
		Meet-the-public session	85 sessions
MAY 2001–JAN 2002	Enforcement Campaign	Advertising	TV, radio and newspapers
APR 2001 onwards	MPF Info Station Campaign	Advertising	TV, radio, newspapers and posters
		Outdoor banner	Displays at Government offices (Mongkok and Kwun Tong) and community centres (King Lam, Wong Tai Sin, Yue Wan and Tin Shui)
		Info Station session	393 sessions