

Core Principles & Practitioners' Experience of Public Awareness

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Protecting Depositors?







Maintaining Stability?







Lessons Learned



Confidence in banks and financial market can easily be shattered

 An effective deposit insurance system is needed

The public should to be educated

Presentation Overview



- Ongoing public awareness activities in normal time: organizing an effective public awareness campaign
- Special occasions for promoting public awareness of deposit insurance
- Conclusion



Ongoing Public Awareness Activities in Normal Time

Organizing an Effective PA Campaign



Target audience

Messages

Communication tools

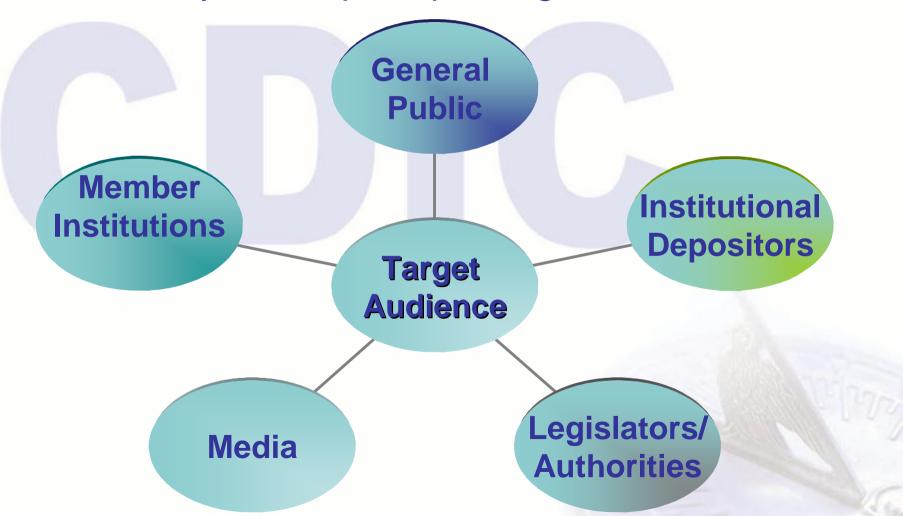
Budgets and Resources

Evaluation





Clearly define principal target audience



Messages: What Depositors Need to Know?



- What is deposit insurance?
- Which parties should pay deposit insurance premiums?
- Are all banks insured? How will I know?
- Am I insured and for how much?
- Are all deposits insured?
- Will banks fail?
- How and when do I get my deposit back?

Messages

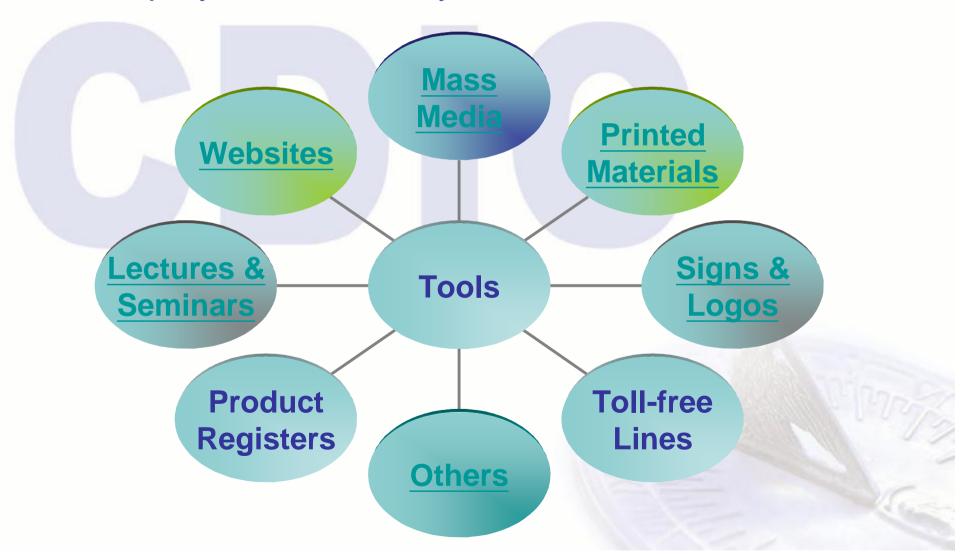


- Provide information affecting depositors' savings
- Keep messages short and concise
- Messages should be consistent
- Use plain language to avoid ambiguity and misinterpretation
- Messages delivered in various languages

Communication Tools



Employ a wide variety of tools and channels



Budgets and Resources



- Make budget allocations to build and maintain desired level of awareness
- Consider using external public relations and branding expertise to supplement internal expertise

Evaluations



- Conduct regular and independent evaluation of awareness level
 - Most practical approach to know awareness level
 - Understand result of a PA campaign
 - Learn where/what to focus for further PA campaigns
 - Outsource professional firms to conduct survey



Public Awareness Activities under Special Occasions

Transitioning to Limited Coverage



- Engage in public awareness activities early
- Disseminate accurate information of coverage limit and transition schedule

Bank Runs



- Communication must be quick and wide reach
- Manage the media: press release and media updates
- Distribute announcement of deposit protection at bank units and to bank staff

Bank Failures



- Plan ahead
- Communication plan should be part of SOP
- Activate the dark site for reimbursement
- Utilize all media to disseminate information about reimbursement
- Coordinate with other financial safetynet players to maximize synergies



Conclusion: Core Principles of Public Awareness of DIS

Core Principle of Public Awareness



- In order for a deposit insurance system to be
 effective it is essential that the public be
 informed about the benefits and limitations of
 the deposit insurance system.
- The characteristics of a deposit insurance system should be publicized regularly to maintain and strengthen public confidence.

Core Principle of Public Awareness



 Objectives of the public awareness program should be clearly set out and consistent with the public policy objectives and mandate of a deposit insurer.



Public Awareness

- Power of Knowledge

GDIC

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Mass Media





- Television
- Radio
- Newspapers
- Magazines
- Internet





Only I in 10 knows this good news.









Printed Materials





Annual reports

爲您..... 隱健的創造財富

- **Brochures**
- Leaflets
- **Posters**











Signs & Logos





Corporate Symbols of ARC Participants













中央存款保險公司

Central Deposit Insurance Corporation





Perbadagan Insurans Deposit Malaysia Malaysia Deposit Insurance Corporation



香港存款保障委員會 HONG KONG DEPOSIT

















































Lectures & Seminars















Educational Program









