

## *Taiwan's Experience in Promoting Public Awareness*

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### Outline

- Introduction of CDIC (Taiwan)
- Objectives of PA programs
- Target audience
- Evaluation
- Conclusion



## Introduction of CDIC

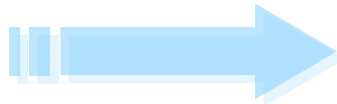
§ Establishment in 1985



§ Mandate

- Handle deposit insurance businesses
- Control insurance risk
- Deal with problem financial institutions

Pay Box



Risk Minimizer

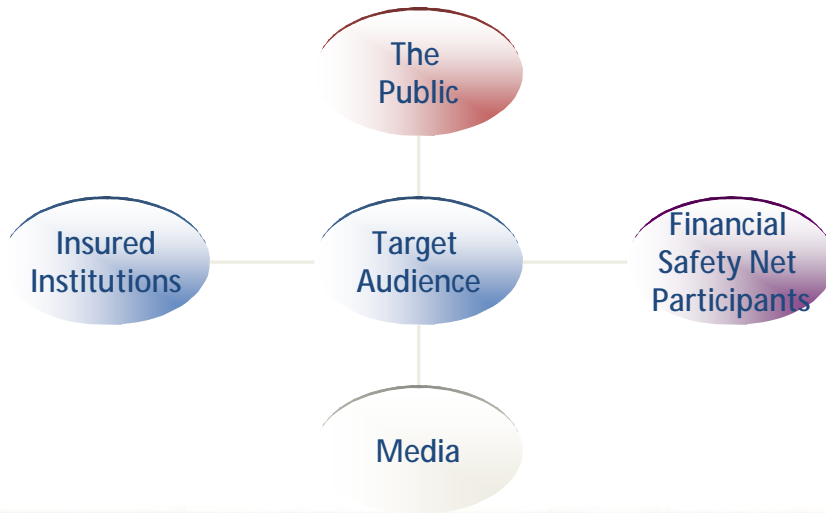
## Objectives of PA Programs

- To enhance fulfillment of public policy objectives and responsibilities of DIS in Taiwan
- To maintain a sound deposit insurance system and financial stability
- To elevate the level of awareness of deposit insurance



## Target Audience

- Clearly define principal target audience



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## n Major target: The Public

- ü Natural and legal persons
- ü Future depositors-students



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## Messages

- Disseminating strategies

- Manage the public expectation by providing positive news

- Provide simple and easy to understand messages

e.g.

*No* — *Blanket guarantee is expired*

*Yes* — *You will continue enjoying protection*

*Yes* — *Your protection will be increased*



## Messages (cont.)

- Key messages

- Coverage limit

- **NT\$ 3 million**  
(about US\$100,000)

- Coverage scope

- CDIC signs



- CDIC covers insured deposits of natural & legal persons both in local and foreign currencies.

## Messages (cont.)

- Key messages

- Corporate image
- CDIC logo/emblem
- CDIC mascot



## Promotional Tools

n Choosing different tools based on different target groups and geographic areas

1. Multi-media

- TV, cinema, radio, newspapers, magazines, cell phone text messages, and Internet



(TV film)



(newspapers)



(magazines)



(internet)

## Promotional Tools (cont.)

2. Apply *Integrating Communication Marketing* strategies: Intensive exposure through various channels at the same time



## Promotional Tools (cont.)

3. Other tools

- ü Customer service: trilingual toll-free line, email and mail boxes
- ü Bilingual corporate website
- ü Fliers, pamphlets, brochures, annual reports & souvenirs



## Promotional Tools (cont.)

- Use networks of insured institutions-free channels
  - Deposit insurance signs
    - A large sign (required by law to place in every business unit of insured banks)
    - A desktop sign (for counters of business units)
  - Films and stickers (for ATMs or business units)



(desktop sign)



(large sign)



(stickers)

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## Promotional Tools (cont.)

- Use network of insured institutions-free channels
  - Posters (for business units)
  - Scrolling banners (standard language provided by CDIC)

(posters)



(Scrolling banners)

自100年起存款保額提高為新臺幣300萬元  
 加倍保障 加倍安心 中央存款保險公司

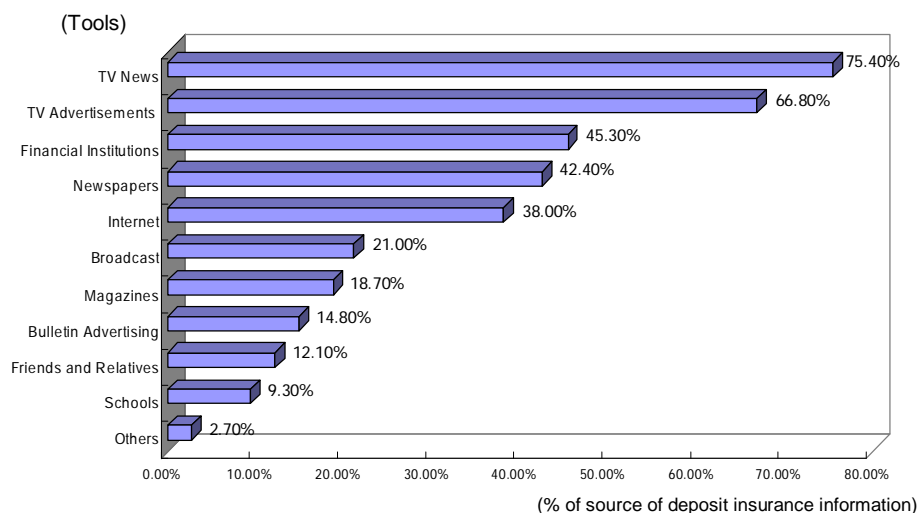
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## The Public — Students

- Include DI information into school curricula
  - ü Cooperate with education department and the financial competent authorities
  - ü Raise the financial literacy level for young people & students
- Choose promotional channels accordingly
  - ü Campus campaign
  - ü Competition of deposit insurance poster/film
  - ü Internet



## The Most Effective Tools in Taiwan



Source : 2010 public awareness on CDIC and deposit insurance survey



## Toward Insured Institutions

- Key messages
  - ü Benefit of promoting deposit insurance awareness
  - ü Risk management issues
    - Inappropriate deposit structure
    - Maturity mismatch between assets & liabilities
    - Poor funding capacity
  - ü Latest deposit insurance policies (e.g. revising premium rates, building up e-data, etc.)
- Promotional tools
  - ü Issue letter notices (e.g. request submitting financial reports for monitoring purpose)
  - ü Hold meetings and domestic/international seminars



## Toward the Financial Safety Net Participants

- Key messages
  - Win their supports on public awareness policies
  - Deliver accurate and consistent messages to maximize synergy
- Communication channel
  - ü The specific task force among the FSN for the transitioning



## Toward the Media

- Promoting Strategies
  - ü Actively release the press communiqué referring the DIS regularly and promptly respond to media's inquiries
  - ü Receive interviews with the media
- Build up a long-term good relationship and serve as trial balloons of public opinions



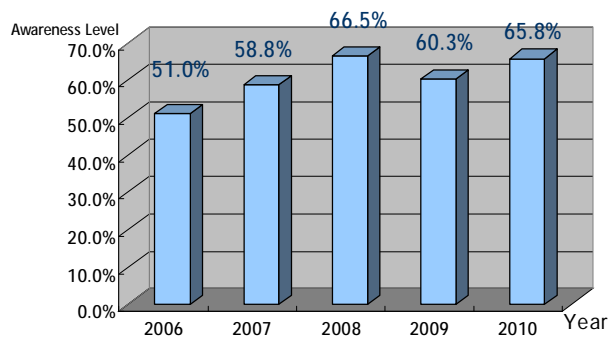
*The more the media know about deposit insurance, the better they can provide balance reports when necessary*

## Evaluation

- 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

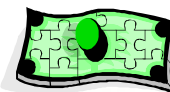


## Public Awareness Level on DIS in Taiwan of General Public



## Budget & Other Resources

- Budget prepared by CDIC and approved by the Parliament
- About 5% of annual business expenses (about US\$ 1 M)
- Fully utilize free service channels sponsored or provided by other government agencies or insured institutions



## Conclusion



Thank You

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