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## **1. Executive Summary**

This report provides analysis, evaluation and implementation of promoting youth integrity. The target audiences are youth who are between the ages of 15-24. The objective of this project is "To establish a culture of integrity in our society by passing it on to the next generation." PESTEL analysis has been done to identify the factors that can affect youth integrity.

Promotion channels and promotion strategies have been used to promote youth integrity, such as talks and ICAC Ambassador Program. Operational plan has been done to implement the project effectively. Analogy forecasting method has been used to estimate the cost-effectiveness of project and budgeting is also used to provide a clear image of financial needs. Cost-effectiveness ratio is \$10.5/person which is reasonable to promote youth integrity. Contingency plan is prepared as remedial action to meet our expected performance standard.

## **2. Introduction**

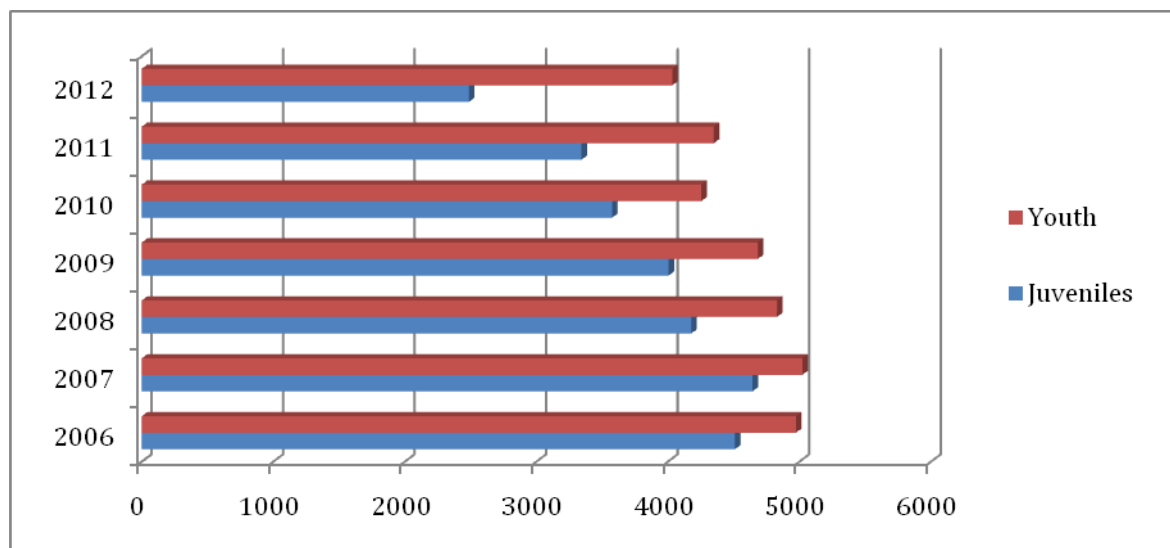
Youth is the pillars of our future society. Youth is the time of life when one is young, but often means the time between childhood and adulthood (Wiki Pedia, 2013). It is also defined as individuals who are between the ages of 15-24 (United Nations, 2003). However, the integrity of youth is fading away. Integrity is defined as: adherence to moral and ethical principles; soundness of moral character and honesty (David, 2011). In other words, integrity is the behaviors and actions, consistent with a set of moral and ethical principles and standards (Transparency International, 2011).

According to Hong Kong Police Force, the youth of Hong Kong has higher

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crime rate compared with juveniles. In the past seven years, the crime rate of youth was higher than juveniles more than 15% each year on average. In 2012, more than 4000 youths were arrested from different kinds of crime committed. It shows that youth are not honest and ethical. It also implies that the promotion of youth integrity is insufficient in Hong Kong.

Figure 1. 2006-2012 Persons Arrested for Crime (Juveniles & Youth)



Source: Hong Kong Police Force

International experience shows that young people are vulnerable to corruption, it is imperative that youth are targeted in anti-corruption activities (Transparency International, 2011). Promoting youth integrity is significant to fight against corruption and bribe-taking. Building up core value and integrity among youth are the best ways to stay youth away from the temptation of committing crimes and corruption. Thus, the promotion of youth integrity is necessary and urgent.

In order to identify different macro-environmental factors that possibly affect the promotion of youth integrity, PESTEL analysis has been done as indicators.

#### A) Economic Environment

For economic factor, economic downturn leads to high unemployment rate of

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youth. High unemployment rate will intensify the problem of shrinking youth integrity. In third quarter of 2012, there was 11.6 % youth unemployment rate. In the same time, overall unemployment rate was 3.4% which was 3 times lower than youth unemployment rate (Population Census, 2012). In the same period, the crime rate of youth is rising. Therefore, youth integrity is affected by economic fluctuation.

### **B) Technological Environment**

The rapid development of internet is a threat to promote youth integrity. In the virtual world, youth can be easily access to. Internet bullying is overwhelming due to the irresponsibility of users, especially on verbal abuse. Internet crime distorts the core value of youth and provides a platform to the disgraceful imitation of youth. The integrity of youth is eroding by the convenience of advanced technology such as Tablet, cell phone which is well-connected to internet.

Even so, internet also helps the promotion of youth integrity. Many youths have social networking platform such as Facebook, Twitter and Weibo. It will be useful to target youth for promoting integrity through such platforms.

### **C) Political and Legal Environment**

In Hong Kong, there is an exemption of crime which youth committed. According to Hong Kong Police Force, the program is called “Police Superintendent's Discretion Scheme”. Under this scheme, the youth is no longer sent to jail for the crimes they committed. The only punishment is under the supervision of police force until they are 18 years old. The exemption of crime is encouraging youth to keep committing crimes. The exemption of law also brings the threat of promoting integrity to youth.

## **3. Objectives**

The objective of this project is "To establish a culture of integrity in our society by passing it on to the next generation." We hope that young people's

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understanding of importance of integrity can be deepened by reviewing awareness of " Youth Integrity Project" and comparing 2013 and 2014 youth crime situation. We target that at least 50%-60% young people who respond to our questionnaire are aware of our project and give positive feedback on our program performance in the meanwhile. 2014 youth crime situation can be improved by 10% compared to 2013.

## **4. Market Analysis**

### **4.1 Market Segmentation**

In this project, we would like to divide the market through demographic segmentation. It would help us effectively and efficiently realize the users' characteristics and provide relevant marketing mixes. Demographic segmentation is including the age, gender, occupations and education background of target users.

To effectively promote Integrity, we should divide the market into distinct groups of users by age and occupations categorization under demographic segmentation. According to the definition of World Health Organization, the age group of population can be divided into four categories including: children (aged below 14), youths (aged 15-24), Middle aged (aged 40-65), and elderly people (aged above 65). Furthermore, the occupations can be classified into in-employment and un-employment.

### **4.2 Targeting**

To better instill Integrity to youth, the targeted segment of this project should be the youth who are students because of their stronger learning ability and larger proportion in youth. In fact, Undifferentiated Marketing which emphasizes on the similar needs of users and aims the market with one offer

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(Mullins & Walker, 2012) is much suitable for us. To clarify, the unique concept of Integrity is to ensure and improve the morals and ethics of youth. It clearly fulfills self-actualization needs of users. We should put all efforts on this value. Also, we do not have too many resources as an independent organization. We should concentrate on developing the critical success factor of our organization.

### **4.3 Positioning**

Positioning is used to create the identity and image of the products to the target market. In specific, it also contributed to create distinct and valued physical and perceptual differences to users (Mullins & Walker, 2012).

#### **Positioning Statement:**

*Certainly, we are ICAC that promotes the concept of Integrity to youths in Hong Kong. We promote this concept to ensure and improve the morals and ethics of users in order to develop a healthier morality of whole society.*

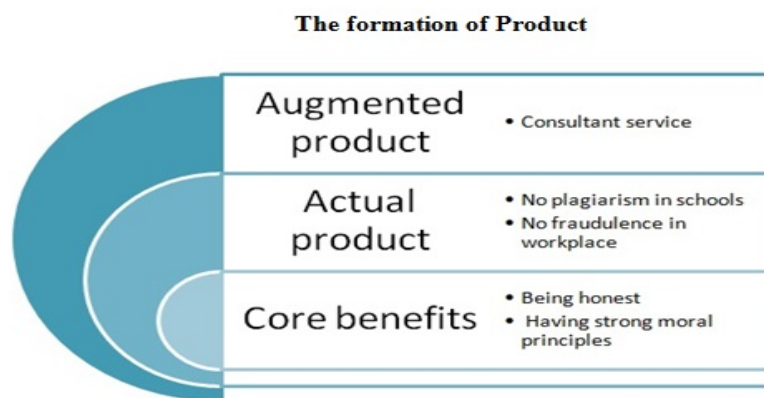
## **5. Promotion Strategy**

### **5.1 Value of Integrity**

As mentioned before, we are going to promote the concept of Integrity to youth in Hong Kong. Indeed, Integrity is a guideline, a benchmark, a point of reference or a goal that is the quality of being honest and having strong moral principles (Oxford Dictionaries, 2013). In addition, the interpretation of Integrity is different in diverse situations including schools and workplace. For example, there are emphases on plagiarism in college to protect Intellectual property rights, and avoidance of using company products or equipment for personal use in workplace to exhibit responsible behaviors. Therefore, it is important to educate and instill the concept of Integrity to youths with the purpose of building a society of probity.

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To specify, the concept of Integrity is directly delivered to the target users for their ultimate use (Kolter & Armstrong, 2009). It is a unique value and the core benefit of it is unchangeable. Although the formats of Integrity may be different, the primary purpose of it is to improve morality in the society. Therefore, we would try our best to provide consultant service as an augmented product to promote this concept. The simplified explanation is showed as following diagram.



## 5.2 Price

Being a local independent organization, we are responsible for promoting Integrity to youth. This concept benefits to the long term development of society, but also helps to reduce the occurrence of crime. Thus, we would not set a price of it. It is priceless for us and immeasurable for its value.

## 5.3. Promotion Channels

The objective of distribution channel is to increase young people's awareness and understanding of integrity related issues and our campaign. We aim to ensure promotional effort and obtain timely, detailed information of our campaign.

When considering reaching young people, we will hold some of the talks in lecture hall of universities. It is the most efficient way for us to reach a great number of young people. For remaining talks, we decide to hold in Hong Kong

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City Hall, Tsuen Wan Town Hall, Sha Tin Town Hall since it can allow more students to attain.

What is more, as we will issue around 500,000 leaflets, we decide put and distribute 60% leaflets in secondary schools, 20% in public libraries, 10% in Home Affairs Department and 10% in other places such as Office of Student Affairs of each universities and shopping malls.

Facebook is one of the most popular platforms for young people to share their status and feelings; therefore, we want to create a "Youth Integrity Project" page with a view to providing updated information of our campaign for young people who have interest in joining our activities, which can also raise public awareness and reputation when pressing "Like" button.

Besides facebook, YouTube is one of the channels for us to reach young people. We decide to record some videos that is part of ex-offenders' speech during the talks or some trailers of our activities that will mention how to join it. With these videos and trailers, we can promote our campaign and the importance of integrity at the same time.

#### **5.4. Action Plan**

All promotion will be done throughout the campaign. Before deciding the promotion mix, we should first develop an integrated marketing communication plan.

There are several steps in designing the promotion. First, we should define the audiences to be targeted. Our target audiences are young people between the ages of 15 and 24. After clearly identifying the target audience for the marketing communication being planned, the next step is to decide exactly what the communication is supposed to accomplish, in measurable terms. Our promotional objective here is to increase target audiences' awareness of our project. After that, we will use analogy forecasting method so as to prepare promotion budget since a similar scale of a promotion campaign shares similar



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expense items to ours. The fourth step is to design the promotion mix. The promotion components that we will use are advertising, talk on personal ethics, slogan competition and so on.

#### A) Advertising

Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by identified sponsors, including radio program, newspaper and leaflets

To start with, we choose to use newspaper to promote our campaign. South China Morning Post (SCMP), the best-selling English newspaper, attracts a readership of around 376,000 (South china Morning Post, 2010). About 34% of them are aged below 29 who are similar to our target audiences (South china Morning Post, 2010). Thus, we decide to have advertisement in Young Post of SCMP which is especially designed for young people. Besides SCMP, Ming Po who is top 3 best-selling Chinese newspaper is one of the famous newspapers for secondary schools to subscribe for. This is to say, we can reach our target audiences easily. The size for the ad in Young Post is full page which is 265mm (W) x340mm (H) in color print for two times a month in October, November, December and January to keep updating the information of our campaign. Also, the size for the ad in Ming po is junior page which is 25cm (H) x 4col (W) in color print, and the promotion period is same as Young Post's.

Moreover, we decide to issue around 500,000 leaflets and 2,000 posters with A4 size which contain updated information concerning program schedule, detailed description of all activities and awards for each competition. With these details of activities, young people's awareness of our campaign can be increased. In the meanwhile, participation rate of these activities can be increased too.

#### B) Talks on Personal Ethics

We would like to invite member of the Advisory Committee on Corruption of ICAC, director of Community Relations of ICAC, ex-ICAC Ambassadors and

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ex-offenders who committed an error in integrity with a view to introducing the meaning of integrity, the importance of integrity on young people, and sharing their experience to participants. Through video show and scenario discussions, the talks help participants analyze the potential ethical challenges, like integrity, in their studies and school life, and learn how to make sound decisions.

Talks will be started from September 2014 to June 2015 and held in Hong Kong City Hall, Tsuen Wan Town Hall, Sha Tin Town Hall and nine universities. These three City Halls are available for secondary school students to join it voluntarily. Given that the maximum of these city halls seating capacity is around 1,400, we use "first-come, first-served" policy to limit participants. That means we only allow first 1,400 registrants to attend each talk.

#### C) Slogan Competition

We can ask secondary schools and universities to encourage students to take part in this slogan competition. Slogan requires students to create 20 words in Chinese regarding importance of integrity on young people. We will send 30 enrolment forms in hard copy and one in soft copy to each secondary school and university.

This competition is divided into two groups: Junior Group (secondary school section) and Senior Group (tertiary and higher section). There are Gold Award, Silver Award, Bronze Award and three Eminence Awards of each group. The winner of Gold Award, Silver Award, Bronze Award and Eminence Awards can be awarded \$1,000 book coupon, HK\$500 book coupon, HK\$300 book coupon and HK\$100 book coupon respectively. These winners will be invited to attend the closing ceremony of ICAC Ambassador Training Camp. Also, the competition period will be started from November 2014 to January 2015.

#### D) Creative Video Clip Competition

Creative Video Clip Competition requires secondary school students and tertiary students to create a length of 3-5 minutes video clip that contains a

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message of "the importance of integrity".

This competition is also divided into two groups: Junior Group (secondary school section) and Senior Group (tertiary and higher section). The winner of Gold Award, Silver Award, Bronze Award and Eminence Awards can be awarded HK\$5,000 scholarship, HK\$3,000 scholarship, HK\$1,000 scholarship and HK\$500 book coupon respectively. And the winning video will be uploaded on YouTube for our promotion video. The competition period will be started from October 2014 to March 2015.

#### E) ICAC Ambassador Program

ICAC Ambassadors will be recruited from secondary schools and tertiary institutions in Hong Kong to assist in promoting and organizing activities under the Project, including delivering leaflets in the street, being volunteers for the talks and other events, and attending opening and closing ceremony of ICAC Ambassador Training Camp. Opening and closing ceremony will be held on September 2014 and July 2015 respectively at The Youth Square in Chai Wan.

Training camp will be provided to equip them with necessary leadership and team-building skills in supporting the organization of the Project and promoting positive values such as integrity to their fellow students. We decide to have a 2-day "ICAC Ambassador Training Camp" in Lady MacLehose Holiday Village, which provides a good opportunity for participants to have exchanges among each other.

This program will be held in a period of September 2014 to April 2015. The maximum number of participants will limited to 150 participants. As far as award is concerned, the top three performance students can have a chance of internship in the ICAC and leading organizations in Hong Kong.

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## 6. Cost Effectiveness and Evaluation Methods

**Analogy Forecasting Method is used for our budgeting.**

Advertising		
		\$
Newspaper		
(1) Young Post (\$25,025*8 )	200,200	
(2) Ming Po (\$78,480*8 )	627,840	827,840
Leaflets (\$0.28*500000)		140,000
Posters (\$1.13*2000)		2,260
		<u>970,100</u>

**Cost-effectiveness ratio : \$970,300/500,000  $\approx$  \$1.94/person**

Talks			
		\$	\$
Speakers*			0
Venue Rental			
(1) Hong Kong City Hall**	0		
(2) University lecture hall***	0		0
Venue Decoration			300
Prize (for speakers)- flags and souvenirs (\$25*20)			500
			<u>800</u>

\*Speakers are our staff and some ex-offenders; no expense incurred

\*\*The venue belongs to the government; no expense incurred

\*\*\*Universities freely provide venues for our educational talks

**Cost-effectiveness ratio:  $\$500/(1400*3+300*9) \approx \$0.07/\text{person}$**

ICAC Ambassador  
Program

	\$
Venue Rental (Opening and Closing Ceremony) - Youth Square*	0
Venue Decoration (Opening and Closing Ceremony)	800
T-shirts (\$27*200)	5,400
Training Camp - Meal and Activities	8,000
Transportation for Training Camp (\$750*3)	2,250
Allowance for Voluntary activities (\$100*150)	15,000
	31,450
	31,450

\*The venue belongs to the government; no expense incurred

**Cost-effectiveness ratio:  $\$31450/150 \approx \$21/\text{person}$**

Slogan Competition

	\$	\$
Prize - Book Coupons		
(1) Champion (\$1000*2)	2,000	
(2) First Runner-up (\$500*2)	1,000	
(3) Second Runner-up (\$300*2)	600	
(4) Merit (\$100*6)	600	4,200
Printing of forms {(527 + 17)*30*\$0.28}		45,696
Venue Rental for Award		
Giving*		0

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49,896

\*Award giving will be done on the closing ceremony of ICAC Ambassador Program

**Cost-Effectiveness ratio:  $\$49896/(30*544) \approx$   
 **$\$3.06/\text{person}$****

Creative Video Competition		
		\$
Prize - Scholarship		
(1) Champion ( $\$5,000*2$ )	10,000	
(2) First Runner-up ( $\$3,000*2$ )	6,000	
(3) Second Runner-up ( $\$1,000*2$ )	2,000	
(4) Merit ( $\$500*6$ )	<u>3,000</u>	21,000
Venue Rental for Award Giving*		<u>0</u>
		<u>21,000</u>

\*Award giving will be done on the closing ceremony of ICAC Ambassador Program.

**Cost-effectiveness ratio:  $\$21,000/2000 = \$10.5/\text{person}$**

**After the above calculation, the budget for our campaign totals HKD 1,073,246. Therefore, we need about HKD 1.1 million for all the budgeted expenses for our campaign.**

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## **7. Control**

### **Contingency Plan**

If our planned activities cannot meet our objectives / performance standards, we will consider carrying out the following things for our adjustment:

### **Promotion**

#### **Debate Competition:**

Debate competition will be held to deepen their awareness and understanding of integrity related issues and our campaign. Students from different schools will be encouraged and invited to participate in the competition. Candidates will be given a simulated and controversial case about integrity related issues for their discussion in order to stimulate their thinking about integrity. The semi-final and final will be aired on television so that more people, especially the youth, can watch the program and benefit from it.

#### **Writing Competition:**

The writing task requires students to write a short essay or story concerning integrity. We will cooperate with different schools with a view to making this writing become one of the students' writing assignments so that more students can participate in the competition and have a reflection on integrity.

#### **Comics making**

We will invite some comic designers to help design comics about integrity and include it in our leaflets and on our exhibition broads so as to arouse youth's interests and drive them to have a look at the integrity related messages we would like to deliver.

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## 8. Conclusion

To summarize, a series of promotion activities including advertising, talks and slogan competition are in order to promote the concept of integrity to youth and cultivate a better moral standard in our society. In addition, the contingency plan about promotion strategy such as debate contest and comic making can improve the effect of our project while the original one cannot achieve our objectives mentioned before. (3000 words)

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