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## **1. Executive Summary**

“Integrity Festival Hong Kong” is a 3-week campaign organized by the ICAC, aiming to spread the message of integrity and anti-corruption to the general public by innovative means. It consists of four main sub-events, namely Flash mob, Footprint poster, The Scent Machine and The Black Hand.

First, Footprint poster is a specially manufactured giant floor-poster on which words and images will appear after being stepped by people. Second, The Black Hand is an interactive game performed on streets during which participants will be given a cup of coffee as gifts. Followed by is the Scent Machine which can emit different odours and educate participants about knowledge relating to integrity. Last, Flash mob is a sudden dancing performance which can arouse public attention to the Integrity Festival as well as the importance of anti-corruption.

To promote the ‘Integrity Festival Hong Kong’ and to broaden our reach to the public, we will make use of the mass media and the Internet. For instance, some impressive commercials can be broadcasted via TV, radio and on public transport like MTR and bus. Promotional items like posters, leaflets and brochures can be used in various campuses, offices and public areas. Also, mass media will be invited to report our events. To keep up with the wave of digital era, ICAC official website, popular websites like Yahoo and social media like Facebook, Instagram and Youtube can also be utilized.

## **2. Introduction**

Today, Hong Kong is proud to have a population with low tolerance to corruption. As a saying goes, ‘Prevention is better than cure’, the ICAC is committed to fighting corruption through not only effective law enforcement, but also education and prevention to build a corruption-free society.

To sustain a culture of probity in our society, the ICAC adopts a focal point strategy by offering tailor-made preventive education campaigns for different groups of the community through various means. Besides, making good uses of mass media like TV drama series, short “infotainment” programs, commercials and websites is also an effective strategy to introduce integrity to the public. All these have successfully enter the public consciousness and collective memory. However, our society today is flooded with various kinds of messages and advertisements. In order to stand out and to further facilitate the dissemination of our message amongst the public, we would like to introduce some novel promotion ideas in the following passage.

### **3. Objectives**

The main objectives of the “Integrity Festival Hong Kong” is to raise the awareness of Hong Kong citizens about integrity. We also expect to instill some positive values and anti-corruption knowledge to participants in brief by some aids during the campaigns like distributing leaflets and via mass media. The contents mainly cover areas like prevention of Bribery Ordinance, pitfalls of corruption, ethical decision making at work and managing staff integrity.

By integrating these new elements with the existing education campaigns, we expect that ‘Integrity Festival Hong Kong’ will be more able to enlist and foster public support in combating corruption and ‘integrity’ will become one of the hottest topics in Hong Kong.

## **4. Proposed ideas**

### **4.1 Footprint poster**

#### 4.1.1 Background

A footprint poster is a specially manufactured giant poster on which pictures and words will appear after being stepped by people. It will be placed on floor where people are allowed to walk. When it is stepped by pedestrians, words and images will appear and arouse public attention to anti-corruption. The idea of this poster is to inculcate public the message of anti-corruption by a soft sell. The public will discover the message of anti-corruption by themselves instead of being told by hard sells, like exhibitions. Compared to hard sell, it is less likely to be irritating to our targets and is more persuasive.

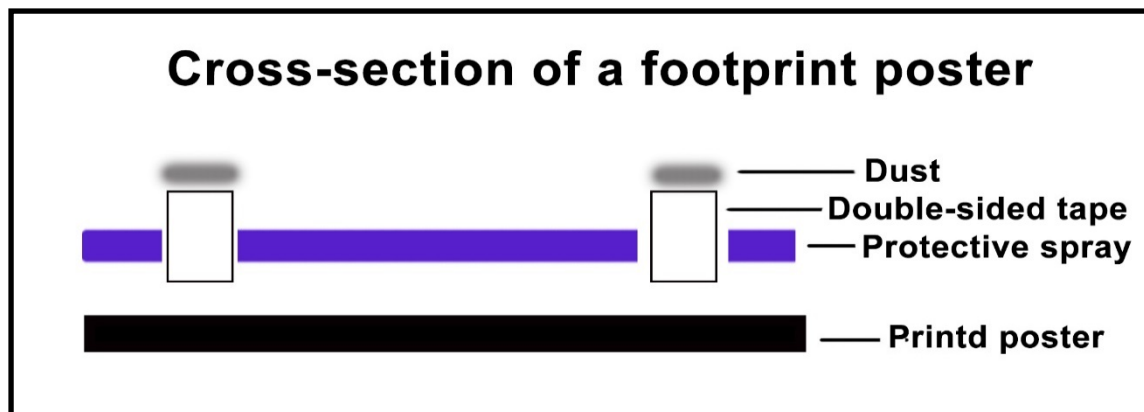
#### 4.1.2 Promotion Strategies

To raise its exposure rate, the posters will be placed in places with high footfall, for example shopping mall entrances and full-time pedestrian streets. Mass media will be invited to report this event on television and newspaper. Aiming to attract teenagers and netizens, we can invite “Youtubers” to make Youtube-videos which help promoting this event on online platforms. In addition, we can upload videos which record the process of this event on Youtube, online forums and Facebook, so as to further enhance its market penetration rate.

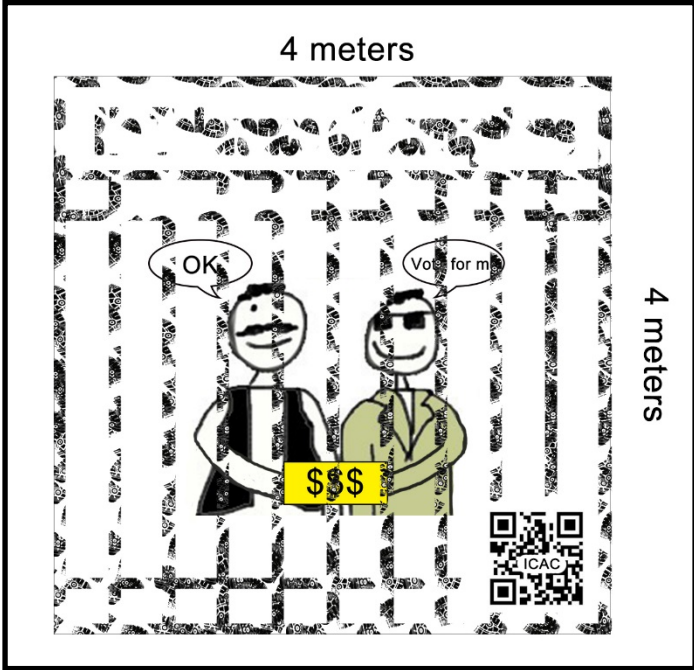
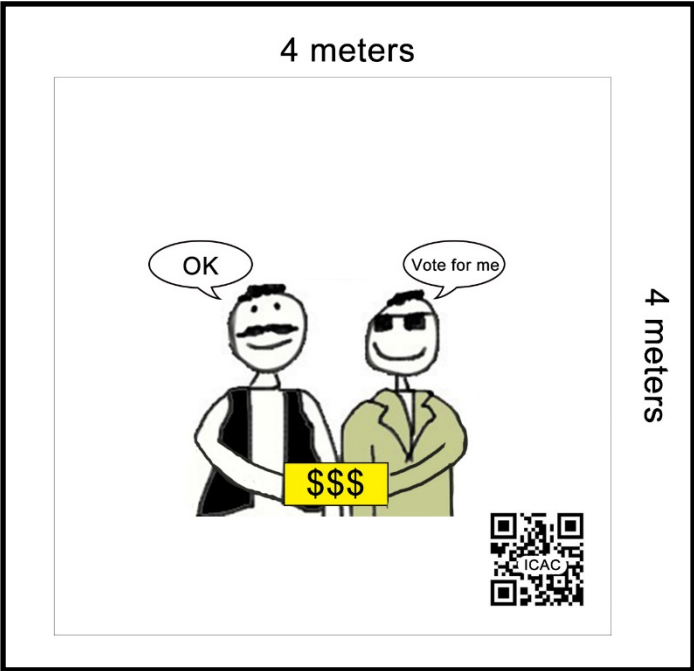
#### 4.1.3 Operational plan

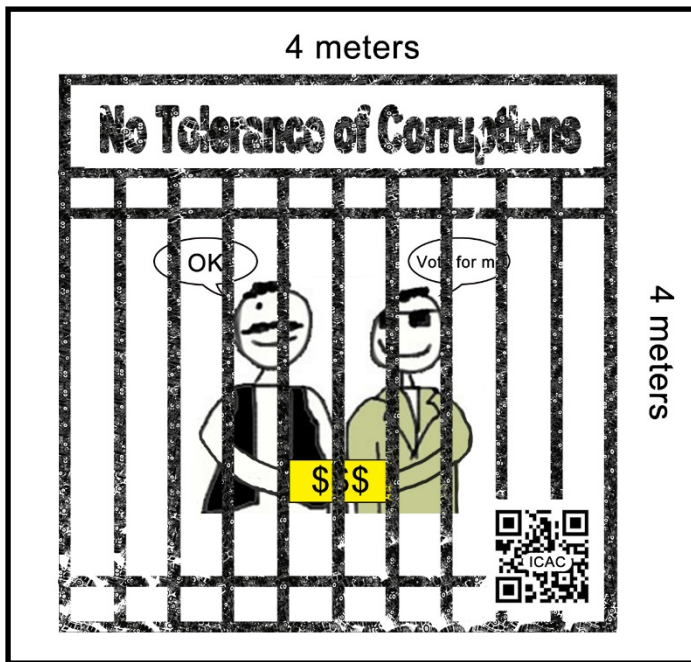
If an approval is given by related parties, the posters will be placed on two places, namely Mongkok full-time Pedestrian Street and Time Square main entrance in Causeway Bay, which are Central Business Districts (CBD) of Hong Kong and are famous places for youngsters and adults.

A designed picture will be printed on a 4 meters x 4 meters outdoor floor label (For full-time pedestrian streets, a PP banner will be used) on which people can directly walk. After placing it at designated places, low-viscosity double-sided tape will be pasted on it to form images and words which will appear in black after people have stepped on it because the tapes can trap dust from people shoes. Before removing the covers of the double-sided tape, a transparent protective spray will be applied to the poster to prevent dirt on the uncovered part. The content of poster should include a printed character, a printed QR code printed, and an unprinted picture of cage and slogans which are formed by transparent tapes. The setting of posters will be done at mid-night when there is fewer pedestrians.



Flow of the event:





For the QR code, a website relating to “Integrity Festival Hong Kong” will be established. People can access to the website by their smartphones through the QR code.

This event will last for 6 days. Three different designs of footprint poster will be made to replace the used one once per two days. To make a promotional video, a hidden camera will be placed at an upper position to film the posters and the reactions of pedestrians.

#### 4.1.4 Cost Effectiveness and evaluation methods

Material items	Estimated costs (\$)
Outdoor floor label	3000 (3 posters)
PP banner	3600 (3 posters)
Camera installment	4000 (2 cameras)
Double-sided tape	120 (12 rolls)
Total	10720



This event is highly cost effective. As stated above, the only cost of this event is the material cost. The footprint poster is an innovative promotion event without precedence in Hong Kong, so it can attract the public and mass media attention without additional promotional expenses. Also, it can change people’s impression towards the style of ICAC promotions from traditional (advertisements, exhibitions) to innovative and interactive.

Several measures can be used to evaluate this event.

Performance	Performance measures	Desire Change
Market penetration rate	Youtube hit rate of the video, number of Facebook “like”	+
Effectiveness to arouse public attention	Public satisfaction as measured by survey results, number of time of reports (TV, press)	+

The market penetration rate of this event can be evaluated by the hit rate of relating Youtube videos as well as the number of Facebook page “like” which reflect the popularity of this event. In addition, feedbacks from surveys and the number of relating reports can be used to measure its effectiveness to arouse public attention.

## **4.2 The Black Hand**

### 4.2.1 Background

It is a common impression that a black hand palm symbolizes crime commissions as criminals cannot hid the illegal actions done with their hands, while being invited to drink coffee associates Hong Kong citizens with ICAC. Therefore, the “Black Hand” event makes use of the visualization of these objects to promote the importance of anti-corruption through an interactive mean -- giving people a cup of coffee freely after they have completed a simple task.

### 4.2.2 Promotion strategy

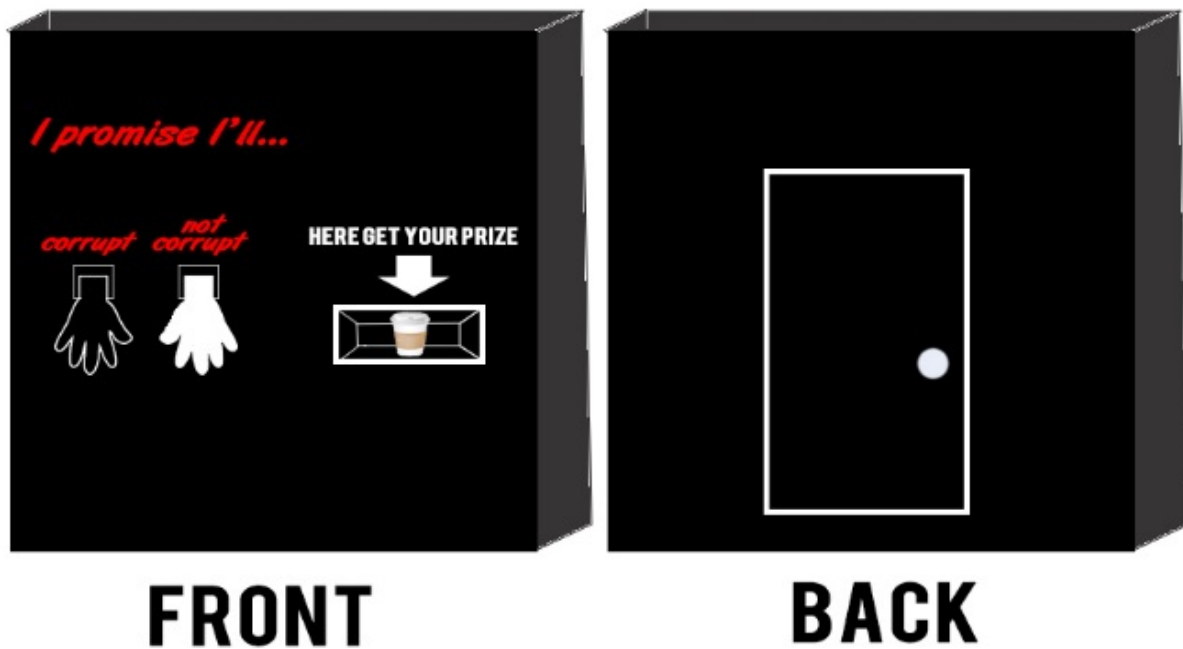
This event mainly targets youngsters and young adults because these groups of people are usually more curious and willing to join this event. Distribution of promotional leaflets on the day of event and advertisements on press and the front page of searching engines, like Yahoo, will be implemented to notify people. Moreover, staff will wear eye-catching T-shirts printed with slogans to attract people. If approvals are given by relating government departments, information exhibition boards will be placed for educational purpose.

### 4.2.3 Operation plan

A device which is a 2-meter black hollow cube made up of wooden boards will be built. There is a door at the back, two holes at the left-sided front and one hole at the right-sided front. Two staff will enter the cube from the back. One will wear a black glove and a white glove and then stretch out his arm through the two left holes, while one will distribute coffee at the right hole. Words are written above the two left holes to indicate that the black hand represents corruption, while the white one stands for anti-corruption. The flow of this event can be divided into three parts. First, people will be invited to shake hands with the device. They will then get a cup of coffee at the right-hand side.

People shaking the white hand will receive a cup printed with compliments, while those shaking the black hand will get a cup printed with a black palm and slogans which remind them not to commit corruption. The black palm implies that people will leave an irremovable record after committing corruption. Finally, they will proceed to exhibition boards nearby.

*Design of the device:*



*Designs of coffee cups:*



**WHITE**



**BLACK**

At least 6 staff is needed, two of whom enter the device; three of whom maintain order at the front. The remaining staff transfers coffee to the device for replenishment. This event will last for 6 hours a day, 6 days a week during which about 720 cups of coffee will be distributed per day.

#### 4.2.4 Cost effectiveness and evaluation methods

Item	Estimated cost(\$)
Advertisement	5000
Manufacturing costs of the device	3000
Cups (250mL)	1/cup (4320cups)
Coffee (1.08kL)	6480
Total	18800

The most cost effective form of advertising is by word of mouth. Given that Hong Kong people like getting free gifts, this event can arouse public attention promptly because participants will inform others of this event. Also, making use of people's curiosity, the huge black device can attract pedestrians. Visualizing the idea of anti-corruption as the black palm can enhance people's impression to it. Not only is coffee given to participants, but messages behind also spread to the public simultaneously. The more cups of coffee are distributed, the more people receive the message of anti-corruption. Therefore, the number of coffee given out can be used to evaluate the effectiveness of this event.

## **4.3 The Scent Machine**

### **4.3.1 Background**

The Scent Machine serves as a large decoration as well as an interactive device which can emit odors. This machine can educate the general public about knowledge relating to integrity through simple a simple but interesting game. Apart from some impressive strategies that let people aware of the existence of ICAC, some educational plans around the communities are needed to complement as well. It is a combination of visual and odour learning experience.

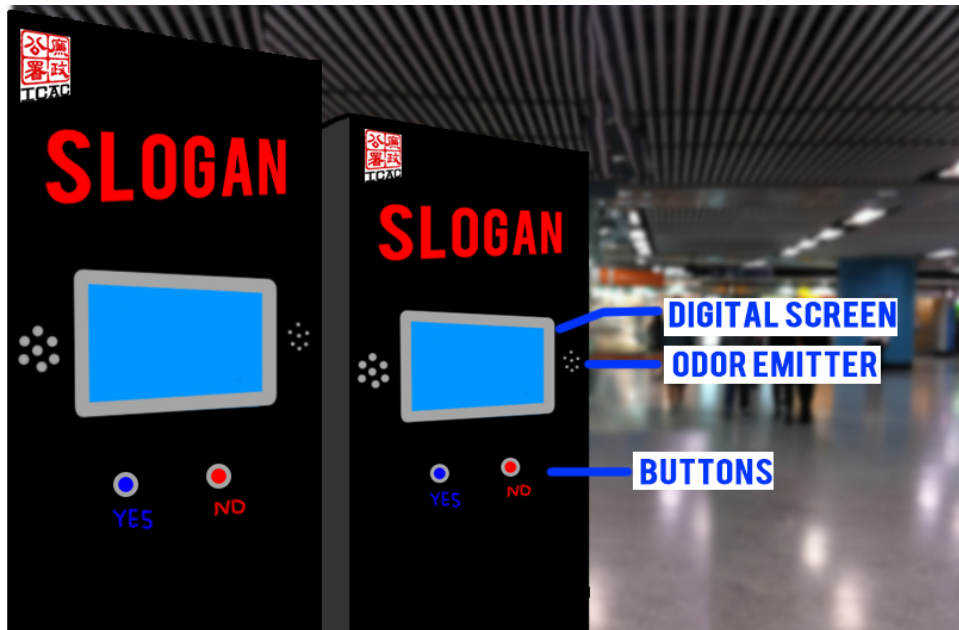
### **4.3.2 Promotion strategy**

Along with the attractive appearance of the machine, helps from staff or ambassadors are needed to further enhance its popularity by inviting pedestrians to participate. Moreover, Odours can be released on a large scale twice a day randomly to draw pedestrians' attention. The machines will be placed in the promotion area of MTR stations if approvals are given by the MTR cooperation. Admiralty station and Mongkok station are recommended due to their high stream of people.

### **4.3.3 Operation plan**

The scent machine aims at enhancing citizens' knowledge about integrity through interactive games. Numerous simple questions concerning the ICAC law and Integrity would be shown on the digital screen. People can answer them by pressing the Yes or No buttons. If the right answer is chosen, some pleasant smells, like strawberry, will be released, while a smell of coffee will be discharged if the wrong answer is selected because coffee smell implies ICAC investigation. The smell released from the machine should be strong enough to lure people nearby to play.

### *Design of The Scent Machine:*



#### 4.3.4 Cost effectiveness and evaluation methods

Costs mainly involve the manufacturing cost of machines and the rental cost of promotion area. Due to high stream of people in MTR stations, the machines will be known by a large group of people promptly. Not only does it educate participants, but it also helps promoting the integrity festival as well as the other sub-events. For the evaluation, we could observe the number of press of machines which reflects the popularity of this event.

## 4.4 Flash Mob

### 4.4.1 Background

A “Flash Mob” is a group of people who assemble suddenly in a public place and perform a dance performance, then quickly disperse. It is a form of entertainments as well as an artistic expression which is popular among teenagers. Because of its popularity and prominent effect in recent years, some marketing companies and even some non-profit making institutions would like to use this way to spread out messages.

### 4.4.2 Promotion strategy

“Flash Mob” is a kind of performance which can project the energetic and creative side of youngsters. The target of this event is teenagers because teen education is important to guide their future behaviors. Therefore, Social networks can be fully utilized to promotion this event. A previewing video showing words like “something special will happen on date at a place” can be posted on Youtube and ICAC website to inform people. In addition, posters indicating the time and venue of this events can be placed at University campuses and the community centers to attract youngsters.

### 4.4.3 Operation plan

Flash Mob performances require about 50-60 performers which can be recruited from the ICAC Ambassadors as well as dancing teams from universities. A coach trainer will be hired to train dancers in several training sessions. Participants are required to attend one. Promotional materials will be released on press a week before the show. Dancers will dress up a T-shirt printed with the word “ICAC” at the end of the show. If feedbacks from audiences are mostly positive, we may increase the number of performance. Performances will be during public holidays or weekend on Full-time Pedestrian Street in Mongkok if approvals are given by relating government departments.



#### 4.4.4 Cost effectiveness and evaluation methods

Costs involved include the manufacturing cost of T-shirt for the Flash Mob performers, the salary of a coach and transportation subsidies granted to performers. A Flash Mob performance can effectively arouse pedestrians' attention, especially youngsters, to "Integrity Festival Hong Kong" as well as the message of anti-corruption. To evaluate it, we can observe the number of audiences during the performance and the number of view of the Youtube video which records the performance. In addition, the practicing videos and backstage highlights can also be used to enhance its promotional effect.

## 5. Conclusion

As we all know, winning community support is one of the fundamental keys to the success of corruption. Therefore, we must continuously keep up the public's vigilance and involve them as our partners in the anti-corruption campaigns. Apart from the existing education programs, we hope that the above suggestions are of some uses to remind the public of the evils of corruption.

## 6. References

**Flash Mob Dance for the 15<sup>th</sup> Anniversary of the Hong Kong International Airport:**<http://www.youtube.com/watch?v=iCcqP7uBXbQ>

**European Commission Anti-smoking Campaign Flash Mob**  
<http://www.youtube.com/watch?v=TyB8axzhJyk>

**JCDecaux Cityscape (Hong Kong): Experience Adidas Deo at Street Level**  
<http://www.youtube.com/watch?v=B4v9zmy8Tag>

*(Total number of words: 2826 words)*