



Press release

Territory-wide CFP^{CM} Mark Awareness Campaign of the Institute of Financial Planners of Hong Kong

(Hong Kong, 24 September 2013) The Institute of Financial Planners of Hong Kong (IFPHK) has always strived to raise the financial literacy of the public, and has assured that consumers receive the most reliable and professional advice on financial planning by promoting CFP certification.

To let more members of the public understand the benefits of good financial planning, IFPHK will launch an Awareness Campaign from mid-September to November. The Campaign includes a series of promotional activities including tram shelter, bus ads, bus television promotion, newspapers, and promotional messages on various social media and the Internet. The aim of the Campaign is to strengthen the public's understanding of financial planning.

Mr. Dennis Lau, Chief Executive Officer of IFPHK says, "The slogan of the Awareness Campaign is "the professionalism of CFP professionals helps you achieve life goals". To reignite the interest generated by a similar campaign in 2007 and 2008, IFPHK is spreading the word about financial planning by using accessible messages in everyday life."

"Apart from traditional mass media, this year's Awareness Campaign makes use of innovative platforms such as a micro-classroom and social media. In addition, there is a photo competition and prize quiz to maximize audience captivation.

Activities of the CFP Mark Awareness Campaign are as follows:

CFP Professional micro-classroom

Hosts: CFP professional*, registered nutritionist Chan Kwok-bun (Leslie), Miss Hong Kong and popular writer Lam Wai-sin (Giselle)

Content: Episode one - "Money management and allocation"
Episode two - "Asset accumulation and appreciation"

Broadcast: From 23 September on YouTube

*Please visit IFPHK Facebook page for details of the prize quiz

Microlife snapshot photo competition

Date: From 30 August until 20 September

How to enter: Upload photos of daily life to IFPHK Facebook page and the entry that has the most votes or has the closest link to the theme of financial planning will win fantastic prizes

*Result of the prize winners will be announced on our [Facebook page](#) on 30 September

Bus advertisements

Date: 23 September to 17 November

Content: Two superbuses (Route No.101 and 102) on Hong Kong Island and Kowloon

Ads will appear on 100 buses that run on Hong Kong Island, Kowloon and the New Territories,
15 buses will have ads on seat backs

* played by an actor



Wanchai tram shelter

Date: 23 September to 20 October

Location: Tram shelter on Johnston Road in Wanchai near Southorn Playground

Content: The entire tram shelter will be used to promote the benefits of obtaining advice from CFP professionals

Bus television promotion

Date: 23 September to 3 November

Content: 30-second Micro-classroom excerpts

Newspaper advertisements

Date: 24 September to 31 October

Media: Apple Daily, Oriental Daily and Hong Kong Economic Times

Content: To highlight the skills of CFP professionals through the concepts of accumulation and allocation

Internet advertisements

Yahoo website: 21 October to 3 November

Interactive Apple Daily website: 23 September to 20 October

There is also promotion on LinkedIn and other exciting content, please visit IFPHK website <http://www.ifphk.org>, or visit the dedicated IFPHK websites below:

Facebook : <https://www.facebook.com/official.ifphk>

LinkedIn : <http://www.linkedin.com/company/ifphk>

YouTube : <http://www.youtube.com/user/IFPHK>

Introduction of IFPHK

IFPHK was established in June 2000 as a non-profit organization for the fast-growing financial industry. It aims to be recognized in the region as the premier professional body representing financial planners that uphold the highest standards to benefit the public.

The Institute is the sole licensing body in Hong Kong authorized by Financial Planning Standards Board Limited to grant the much-coveted and internationally-recognized CFP^{CM} certification and AFPTM certification to qualified financial planning professionals in Hong Kong and Macau.

It represents more than 6,800 financial planning practitioners in Hong Kong from such diverse professional backgrounds as banking, insurance, independent financial advisory, stockbroking, accounting, and legal services.

Currently there are more than 147,000 CFP certificants in 24 countries/regions; the majority of these professionals are in the U.S., Canada, China, Australia and Japan, with more than 4,700 CFP certificants in Hong Kong.

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