

# Power of Knowledge

Core Principles &  
Practitioners' Experience  
of Public Awareness

CDIC

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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

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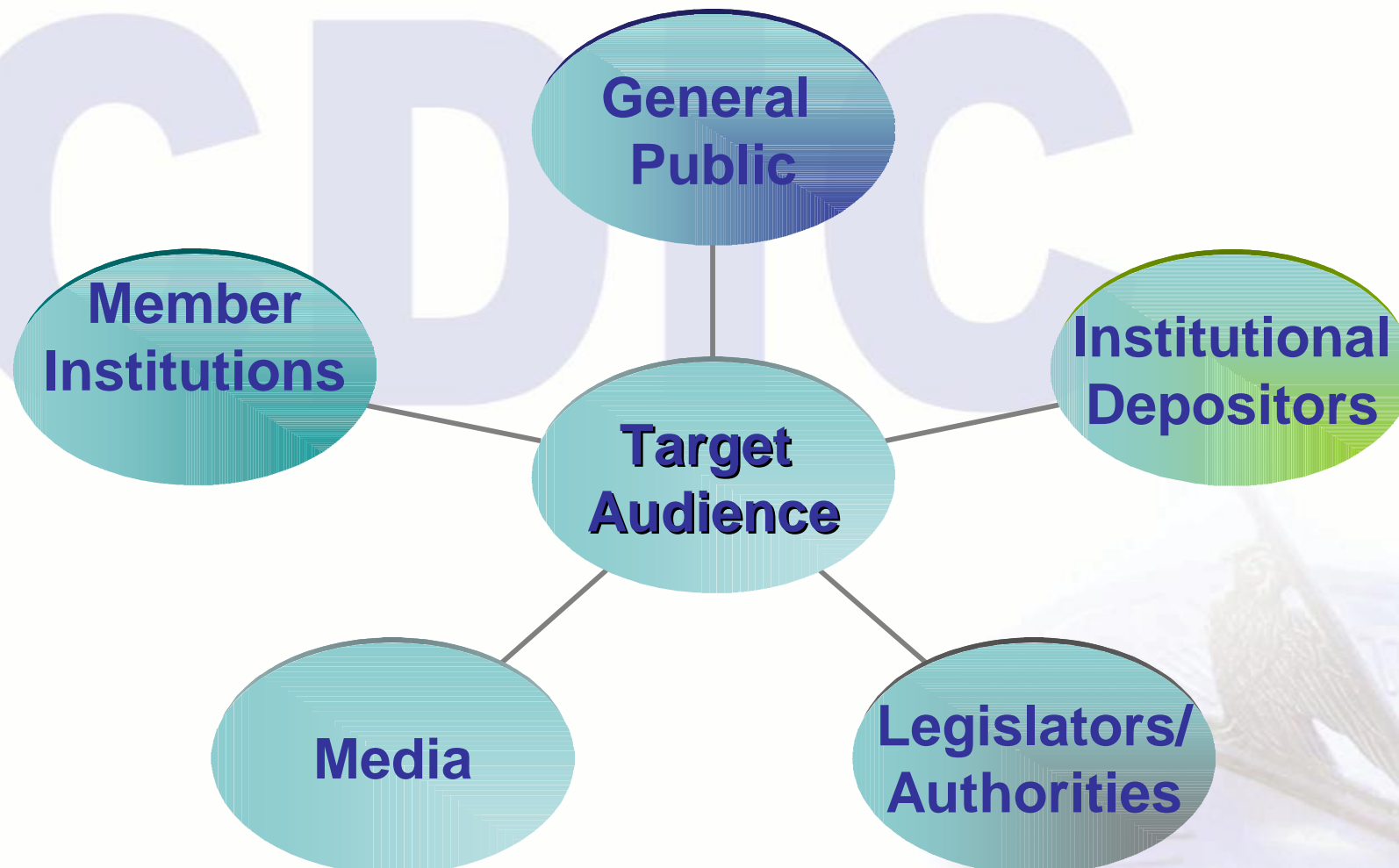
- Target audience
- Messages
- Communication tools
- Budgets and Resources
- Evaluation

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# Target Audience

- Clearly define principal target audience





# Messages:

## *What Depositors Need to Know ?*



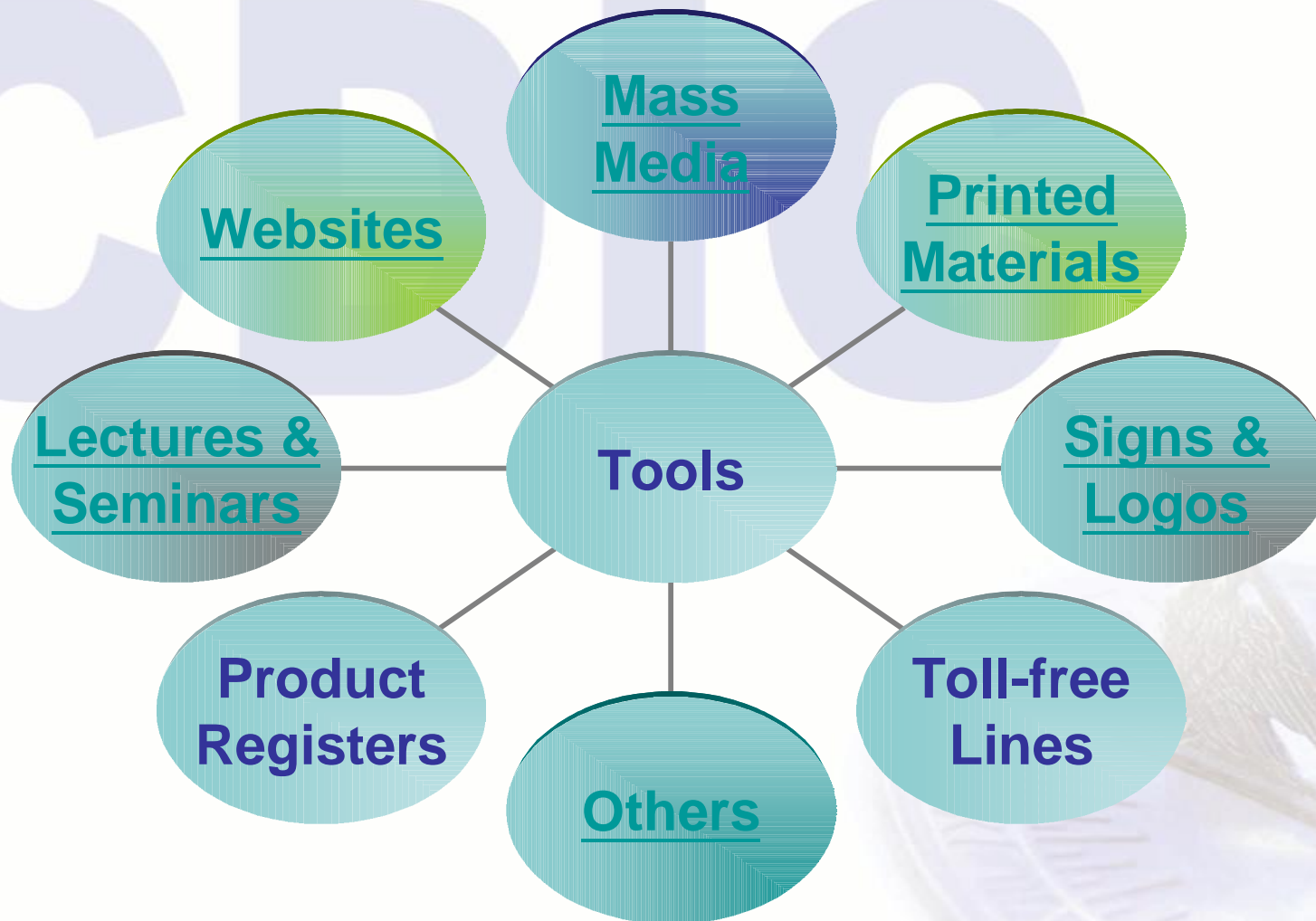
- What is deposit insurance ?
- Which parties should pay deposit insurance premiums ?
- Are all banks insured ? How will I know?
- Am I insured and for how much?
- Are all deposits insured ?
- Will banks fail ?
- How and when do I get my deposit back ?

# 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

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- 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

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# 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 safety net players to maximize synergies

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**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**

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# Mass Media



- Television
- Radio
- Newspapers
- Magazines
- Internet

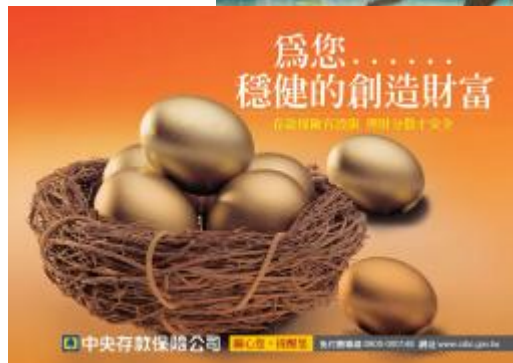
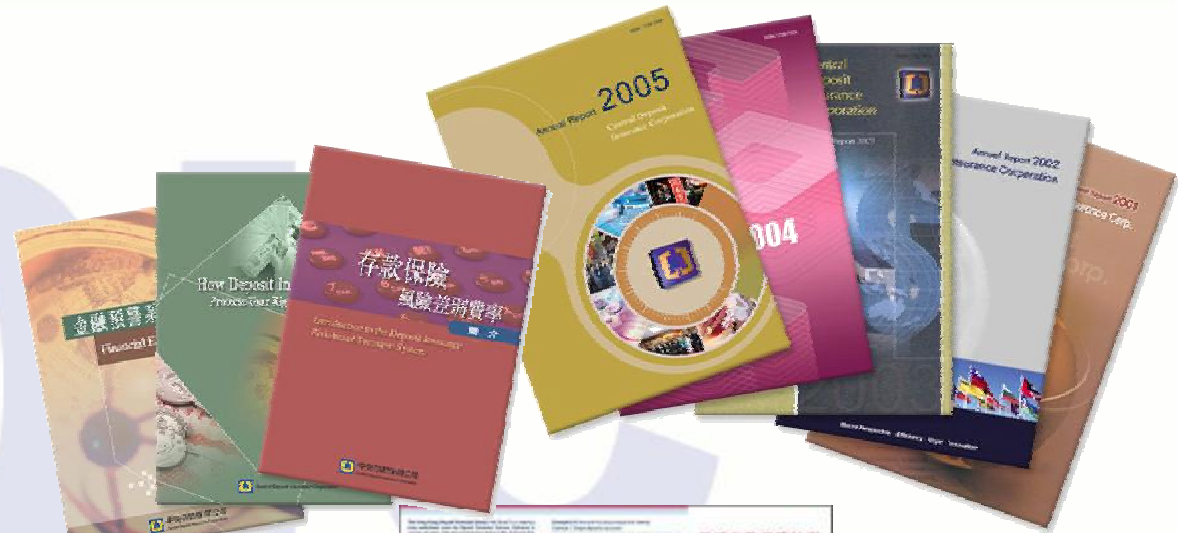


Only 1 in 10 knows this good news.

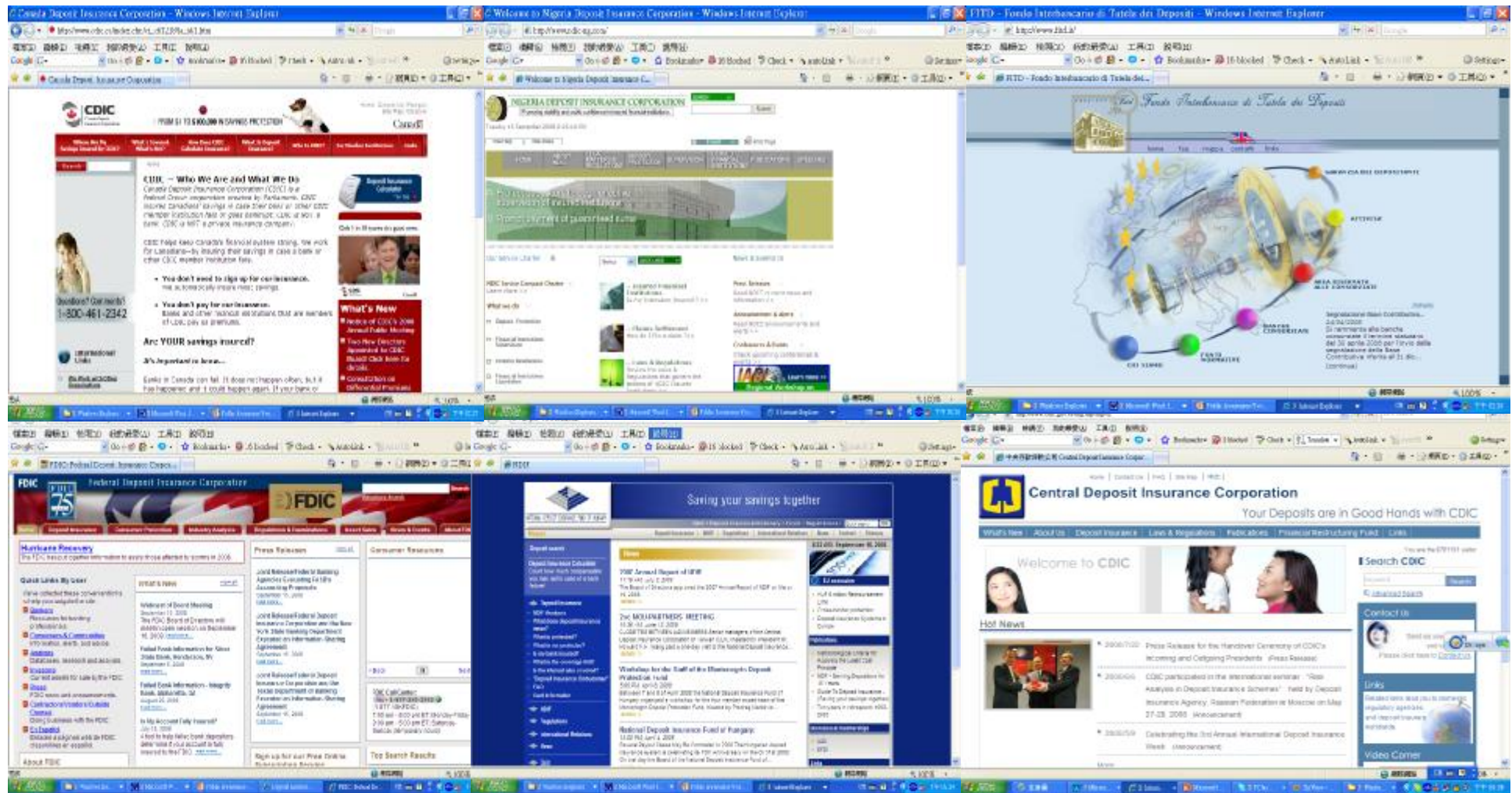


# Printed Materials

- Annual reports
- Brochures
- Leaflets
- Posters



# Websites





# Signs & Logos



## Corporate Symbols of ARC Participants



# Lectures & Seminars



# Educational Program

