

**WE BRING** A.S. Watson Group  
**MORE TO LIFE**

# A.S. Watson Global Volunteer Day 2015

Global Execution Plan  
*Updated on 17 Sep 2015*

## OUR VISION

To be the world's leading health, beauty and lifestyle retailer.



# A.S. WATSON Global Volunteer Day 2015

## Theme & Tagline

**Bring More Smiles To Life**

## Message

- Bringing more smiles to beneficiaries
- BUs to select their GVD event themes and NGO partners under three areas of activities: **Health**, **Education** & **Caring Community**, to broaden the reach of beneficiaries

## Execution Month

- October 2015  
(with flexibility between Sept to mid-Nov)

## Logo



## Tagline

Bring **More Smiles** to Life

## Three Areas of Activities:

Health



Education



Caring Community



# A.S. WATSON Global Volunteer Day 2015

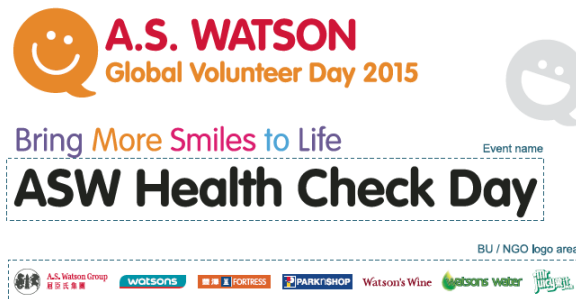
## Visual Guideline

- Utilise the Superman character to enliven the GVD branding
- Visual Guideline and Material Toolkit for BUs to adapt on their local GVD application

Key character:  
Smile Superman



## Sample applications mock-up



Event Banner



T-shirt

# A.S. WATSON Global Volunteer Day 2015



## Staff Engagement (1):

### Facebook Communications

- Create a dedicated Facebook page for the **GVD 2015** to enhance staff involvement and easy sharing of touching volunteering moments
- **Most Popular Photo Competition**
  - BUAs engage their colleagues to “Like” the Facebook page and start sharing GVD Stories with photo & story captions
  - The photo with most “Like” before deadline win the competition

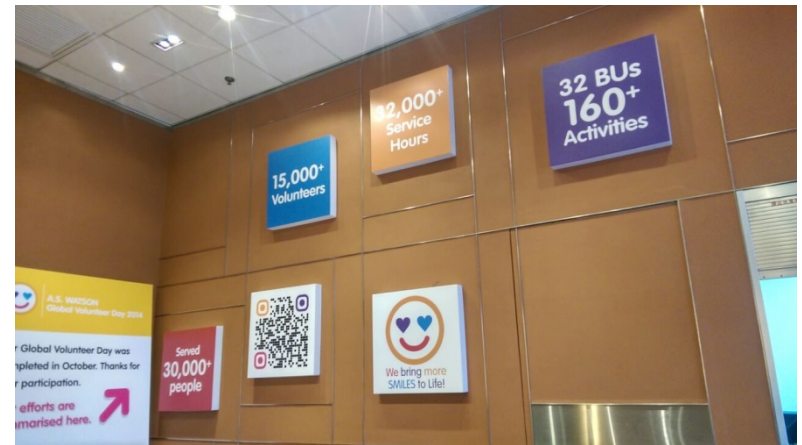


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## Staff Engagement (2)

### **Global Best GVD Photo Competition**

- Group Office HK will host a Global Best GVD Stories Photo Gallery to showcase the Top 10 photos around the world in mid-2016, as teaser to 2016 GVD
- Propose BUs to hold their local GVD Photo Exhibition at the end of event (Nov) in their office to engage and appreciate the work done by their own staff
- BUs can decide to give awards to their volunteers as recognition



# A.S. WATSON Global Volunteer Day 2015

## Staff Engagement (3)

### **“Nominate Your Star Volunteer” activity**

- We invite BUAs to nominate 1 volunteer from each BU to be the “Star Volunteer” to recognise his/her enthusiasm and efforts during the GVD events
- BUAs will send in a photo of this Star Volunteer during the GVD to demonstrate his/her good work
- The list and photos of “Star Volunteers” will be displayed in the Best GVD Stories Photo Gallery

### **Suggested prize:**

- Prepare a “Star Volunteer Certificate” and to be signed by Mr. Dominic Lai and invite BU CEOs/MDs to present the Certificate as an honour



Star Volunteer Certificate mock-up



# A.S. WATSON Global Volunteer Day 2015



## Timeline

- |                   |  |
|-------------------|--|
| *AUG (Week3/4)    | Release of design materials for BUs to apply   |
| *OCT              | GVD execution (with flexibility between <u>Sep to mid-Nov</u> )  |
| *19 OCT           | GVD 2015 <b>Facebook</b> Page launch   |
| * 26 OCT – 20 NOV | <b>Facebook</b> Most Popular Photo Competition   |
| * 30 NOV          | <b>Facebook</b> results announced and gift delivery  |
| * 20 NOV          | Deadline to collect photos & stories from BUs for <b>Global Best GVD Photo Competition</b>                             |
| * 23 NOV – 7 DEC  | <b>Global Best GVD Photo Competition</b> judge voting  |
| * 2016            | Prize presentation/delivery and<br>Photo Exhibition organisation<br>(at BU discretion, with Group support on template) |