



A.S. WATSON Smile for Good Global Execution Plan 2019





Introducing...



A new hero CSR community campaign to replace GVD



About Smile For Good

- Our Global Volunteer Day(GVD) is rebranded to Smile For Good from 2019 onwards, to convey the message of doing good to cheer up yourself and others
- The aim of Smile For Good is to share Lots of LOVE & Lots of LAUGH with the communities we serve
 around the world
- The activities under Smile For Good should include staff volunteering and community involvement
- BUs should partner with charities, NGOs or government departments to hold the activities

Logo



Event Hashtags

#SmileForGood #LotsofLOVE #LotsofLAUGH #ASWLOL



Execution Period

- October 2019 (with flexibility between Sep to Oct)
- Events are encouraged to fall within one of these three pillars of services
 - Health
 - Education
 - Caring Community







Useful Materials

You may find all the forms, guidelines and toolkit at Group PR Portal: http://gpr.aswatson.com/?p=724

Visual Guideline

- Utilise lively, colourful characters to deliver Smile For Good brand image
- Visual Guideline and Toolkit available in Group PR Portal for BUs to adapt on their local application
- Please seek advice from Group PR and Group CSR for special applications

Application Examples

Event Banner

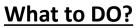


T-shirt









Date	Actions	Submission
By 16 Aug	Submit your Activity Plan online	http://survey2.aswatson.net/index.php/92 6226/lang-en
	 Email the hi-res logo of your partner organisation to <u>zoeche@aswatson.com</u> & <u>ZoeY@aswatson.com</u> 	
Sep - Oct (Event Period)	 Encourage volunteers to upload event photos to WeSmile web application and share on social media channels 	http://projectlol.hk/share-smile
Max. 4 days After Event	 Submit Activity Summary and Star Volunteer Nomination 	http://survey2.aswatson.net/index.php/79 7824/lang-en
	 Upload event materials to OneDrive 1 highlight video at least 5 event photos 1 Star Volunteer photo 1 Biggest Smile photo with the highest smile index 	**The hyperlink will be shared in end August**
	 Upload event photos to WeSmile web application 	http://projectlol.hk/share-smile
	 Publish post on BU's social media channels about the event, and share the links to (<u>zoeche@aswatson.com</u> & <u>ZoeY@aswatson.com</u>) 	
Max. 7 days After Event	 Send the "Project LOL Social Impact Evaluation – Online Survey" to your partner organisation to collect their feedback 	http://survey2.aswatson.net/index.php/84 4759/lang-en





About the Activity Summary & Star Volunteer Nomination

- Fill in all the required field.
- Check all the figures and information before submission. No changes can be made after submission.
- Each BU can nominate 1 volunteer to be the Star Volunteer to recognise his/her enthusiasm and efforts during the activity.
- In the Activity Summary, please provide the Star Volunteer information and their quote (e.g. what did he/she like about his/her volunteer experience, / the impact of the volunteer work)
- Please print a copy for your own record before submission.

How to Upload Photos and Videos after event?

- 1. Go to the OneDrive link (The hyperlink will be shared in end August)
- 2. Find the folder with your BU name
- 3. Put all your materials in the folder

After submission, please send email to notify us (zoeche@aswatson.com; ZoeY@aswatson.com)







Submission Deadline: Max. 4 Days after Event



ASWProjectLOL Q



Video Requirements

Highlight Video

• Size: 1980 x 1080 px

• Duration: 2-3 minutes

- You are recommended to hire a professional videographer
- The video should show our effort to change the world, the challenges/daily life of the beneficiary
- Must include a sharing from the Star Volunteer about his/her feeling on volunteering
- Video reference:

https://www.facebook.com/watch/?v=1750461511924627 https://youtu.be/UjiNex-Eusk

• Please provide a version with English subtitle; and a clean version without subtitle and background music









ASWProjectLOL Q





Photo Requirements

At least 5 Event Photos & 1 Star Volunteer Photo

- Size of each image: >2mb
- In-action shots
- Happy faces

Social Media

- Encourage volunteers to upload their photos to WeSmile web application and share on their social media with hashtags: #SmileForGood #LotsofLOVE #LotsofLAUGH **#ASWLOL**
- Publish activity highlight on BU's social media channels, and share the post links to (zoeche@aswatson.com & ZoeY@aswatson.com)



























- Upload the activity photos to WeSmile web application, select and submit the biggest smile photos with the highest smile index (Max 4 days after Event)
- A voting campaign will be launched on **ProjectLOL Facebook** to solicit colleagues and the public to "vote" for The Biggest Smile Award
- Winner will be announced on ProjectLOL Facebook



Like

The Best Story Awards $rac{\Psi}{}$



- 10 best stories will be selected by CSR committee
- Group Office will host the Best Story Gallery to showcase the best 10 photo stories, and the Star Volunteers around the world
- An online gallery will also be posted on ProjectLOL Facebook









For questions, please contact:

Zoe Cheong, Group CSR at zoeche@aswatson.com or Zoe Yeung, Group PR at ZoeY@aswatson.com

Thanks for your help! Let's make Smile For Good a great success!



