



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



What to DO?

Date	Actions	Submission
By 16 Aug	<ul style="list-style-type: none"> Submit your Activity Plan online Email the hi-res logo of your partner organisation to zoeche@aswatson.com & ZoeY@aswatson.com 	http://survey2.aswatson.net/index.php/926226/lang-en
Sep - Oct (Event Period)	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Submit Activity Summary and Star Volunteer Nomination Upload event materials to OneDrive <ul style="list-style-type: none"> 1 highlight video at least 5 event photos 1 Star Volunteer photo 1 Biggest Smile photo with the highest smile index Upload event photos to WeSmile web application Publish post on BU's social media channels about the event, and share the links to (zoeche@aswatson.com & ZoeY@aswatson.com) 	http://survey2.aswatson.net/index.php/797824/lang-en **The hyperlink will be shared in end August**
Max. 7 days After Event	<ul style="list-style-type: none"> Send the "Project LOL Social Impact Evaluation – Online Survey" to your partner organisation to collect their feedback 	http://survey2.aswatson.net/index.php/844759/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)



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



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 #ASWLLOL**
- Publish activity highlight on BU's social media channels, and share the post links to (zoeche@aswatson.com & ZoeY@aswatson.com)



The Biggest Smile Award



- 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](#)



The Best Story Awards



- 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!

