



A.S. WATSON
Global Volunteer Day 2017



#LotsOfLove #LotsOfLaughs

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Global Execution Plan





Theme & Tagline of GVD 2017

#LotsOfLove #LotsOfLaughs

Key Messages

- Share Lots of Love & Lots of Laughs with the communities we serve
- In hashtag format to facilitate and encourage social media publicity

Logo



Execution Month

- October 2017 (with flexibility between Sept to Oct)
- Events are encouraged to fall within one of these three pillars of services

Health



Education



Caring Community





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Visual Guideline

- Utilise lively, colourful characters to deliver GVD brand image
- Visual Guideline and Toolkit available [here](#) for BUs to adapt on their local GVD application
- Please seek advice from Group PR and Group CSR for special applications

Application Examples

Event Banner



T-shirt





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What to DO?

Date	Item	Actions	Specifications
By 25 Aug	GVD Event Planning	<ul style="list-style-type: none"> Submit the GVD Participation form and hi-res logo of each service partner 	
1-31 Oct (During Event)	The Biggest Smile Competition	<ul style="list-style-type: none"> Encourage volunteers to upload their photos to WeSmile web application and share on social media channels 	Must use hashtags: #lotsoflove #lotsoflaughs #ProjectLOL #GVD2017
Max. 4 days After Event	Post-event Action	<ul style="list-style-type: none"> Submit online Summary Form with event description (150 English words) Submit a video clip (if any) and at least 5 event photos 	Size of each image: >2mb Size of video: 1980 x 1080 px
	Social Media Message	<ul style="list-style-type: none"> Post on BU's social media channels about the event in local language 	Must use hashtags: #lotsoflove #lotsoflaughs #ProjectLOL #GVD2017
	The Biggest Smile Competition	<ul style="list-style-type: none"> Choose the biggest smile photo with highest smile index and submit to us 	
	Star Volunteer Nomination	<ul style="list-style-type: none"> Submit Star Volunteer Nomination Form and a photo of Star Volunteer 	Size of each image: >2mb





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Where to Find the GVD Materials?

You may find all the forms, guidelines and toolkit from Group PR portal: <http://gpr.aswatson.com/?p=579>

How to Submit?

Please upload your forms, logos, photos and videos according to steps below:

1. Go to <https://goo.gl/84Pvvk>
2. Find the folder with your BU name
3. Put all your materials in the folder
4. Send email to notify us about your submission (ZoeY@aswatson.com; zoeche@aswatson.com)

How to Fill in the Online Summary Form? (After event)

1. Open a Chrome/ Firefox browser (Do not use Internet Explorer)
2. Go to <https://goo.gl/bdv1GP>
3. Login ID: GPRformSubmit@aswatson.com
4. Password: tpwa#8352

Remarks:

- Remember to fill in all the required field.
- Remember to check all the figures and information before submission. No changes can be made after submission.
- Please print a copy for your own record before submission.

Office 365 SharePoint

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1a) Business unit *

1b) Market *

2a) Contact person *

2b) E-mail *

3. Date of activity (m/d/yyyy) *

4. Beneficiary organisation

a) Name of the organization *

b) Nature of the activity (Can select more than one) *

Health
 Education
 Caring Community
 Environment

Finish Cancel

NEW





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The Best GVD Photo Story Awards

**Submission Deadline:
Max. 4 Days after Event**

- Submit Online Summary Form and upload a video clip (if any) and at least 5 event photos (Pls refer to the instruction on P.5)
- 10 best GVD photo stories will be selected by CSR committee
- Certificates will be issued to the winning BUs
- Group Office will host The Best GVD Photo Story Gallery to showcase the best 10 GVD photo stories around the world
- An online gallery will also be posted on Project LOL Facebook page





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The Biggest Smile Competition

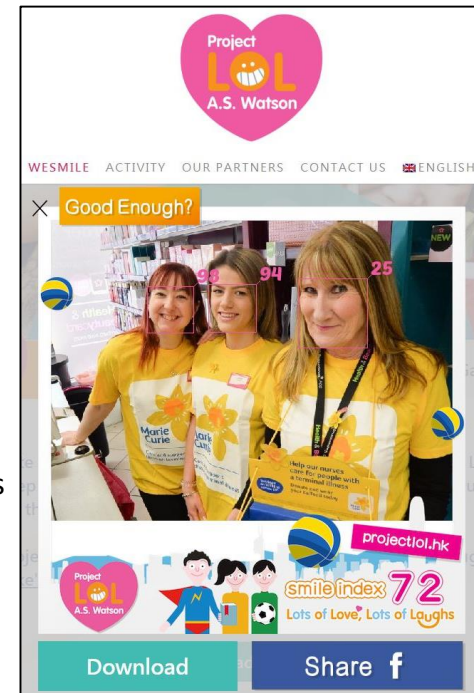
An voting campaign will be launched on ProjectLOL Facebook (www.facebook.com/ASWProjectLOL/) to solicit colleagues and the public to “vote” for “The Biggest Smile of GVD” :

 the most  +  wins “The Biggest Smile of GVD with the Most Love”

 the most  +  wins “The Biggest Smile of GVD with the Most Laughs”

Details

- BUs can encourage volunteers to upload their photos to WeSmile web application (<http://projectlol.hk/share-smile>) and share on Facebook with hashtags: #lotsoflove #lotsoflaughs #ProjectLOL #GVD2017
- Choose the biggest smile photo with highest smile index and submit to us. The photo must show the GVD logo or any GVD visuals. Each BU can only submit 1 photo (with GVD photo frame) for this competition
- Certificates will be issued to the winning BUs



**Submission Deadline:
Max. 4 Days after Event**





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Star Volunteer Nomination

- BUAs nominate 1 volunteer from each BU to be the Star Volunteer to recognise his/her enthusiasm and efforts during the GVD event
- BUAs need to fill in the Star Volunteer Nomination Form (<https://goo.gl/tvuuGd>) and submit a photo of this Star Volunteer taken during the GVD event to demonstrate his/her good work
- The photos of Star Volunteers will be displayed in the Best GVD Photo Story Gallery in Group Office HK
- “Star Volunteer Certificate” will be issued to the winning staff as an honour

**Submission Deadline:
Max. 4 Days after Event**





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For questions, please contact:

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

Thanks for your help!

Let's make this year's GVD another great success!



www.projectLOL.hk

A philanthropy programme
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