A.S. WATSON
Global Volunteer Day 2018
Global Execution Plan

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Global Volunteer Day 2018

Theme & Tagline of GVD 2018

#LOTSOFLOVE
#LOTSOFLAUGH

Key Messages

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

Logo

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Execution Month

- October 2018 (with flexibility between Sept to Oct)
- Events are encouraged to fall within one of these three pillars of services
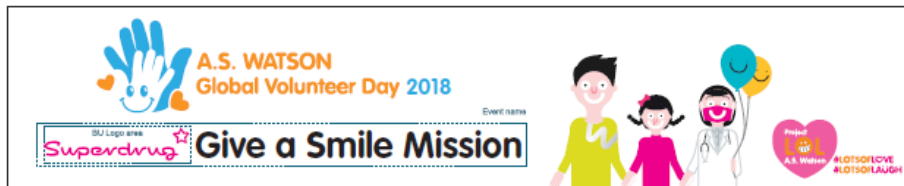 - Health
  - Education
  - Caring Community

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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

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BU Logo area
Superdrug Give a Smile Mission

Event name

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T-shirt

Front — A.S. WATSON Global Volunteer Day 2018

Back — ASW Give a Smile Mission

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What to DO?

Date	Item	Actions	Submission
By 24 Aug	GVD Event Planning	• Submit Online Participation Form and hi-res logo of NGO partners	https://goo.gl/Adk49x
1-31 Oct (During Event)	The Biggest Smile Competition	• Encourage volunteers to upload their photos to WeSmile web application and share on social media channels	http://projectlol.hk/share-smile
Max. 4 days After Event	Event Summary & Star Volunteer Nomination	• Submit Online Summary Form	https://goo.gl/cG7tLj
	Photos and Videos upload	• Submit a highlight video and at least 5 event photos • Submit a Star Volunteer photo • Submit 2 Biggest Smile photos with the highest smile index	https://goo.gl/JycM3P
	Social Media Message	• Post on BU's social media channels about the event	
Max. 7 days After Event	Project LOL Social Impact Evaluation – Online Survey	• Send the survey link to your NGO partners to collect their feedback	https://goo.gl/MYcMHu

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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=638

About the Online Participation Form and the Online Summary Form
- 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.
- Send email to notify us about your submission (ZoeY@aswatson.com; zoeche@aswatson.com)

How to Upload Photos and Videos?
1. Go to https://goo.gl/JycM3P
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)

The Best GVD Story Awards

- Submit Online Summary Form and upload a **highlight video** and **at least 5 event photos** (Pls refer to the instruction on P.5)
  - ➢ Size of each image: >2mb
  - ➢ Size of video: 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, and a few words from the Star Volunteer
  - ➢ Video reference: https://goo.gl/SZRCTF, https://youtu.be/UjiNex-Eusk

- 10 best GVD stories will be selected by CSR committee

- Group Office will host The Best GVD 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

Health & Beauty Benelux
Sending love to children's hospice
and there are somebody who are less so...
2:15 / 2:45

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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

- In the Online Summary Form, please provide the Star Volunteer information and **a quote** from the Star Volunteer (e.g. what did he/she like about his/her volunteer experience, / the impact of the volunteer work)

- In the highlight video, the Star Volunteer should say a few words about his/her feeling on volunteering

- Upload a photo of this Star Volunteer taken during the GVD event to demonstrate his/her good work

  ➢ Size of each image: >2mb

- The photos of Star Volunteers will be displayed in the Best GVD Story Gallery in Group Office HK

Meet our STAR VOLUNTEERS around the world!

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The Biggest Smile Competition

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

- BUs can encourage volunteers to upload their photos to WeSmile web application and share on Facebook with hashtags**: #lotsoflove #lotsoflaugh #ASWLOL #GVD2018 #igiveasmile**

- Upload **TWO** biggest smile photos (**one photo with the most love** and **one photo with the most laugh**) with highest smile index. The photos must show any GVD visuals with Give a Smile photo frame

- A voting campaign will be launched on ProjectLOL Facebook to solicit colleagues and the public to "vote" for :

  🏆 **The Biggest Smile of GVD with the Most Love** 🏆
  The Biggest Smile of GVD with the Most Laugh

- Winners will be announced on ProjectLOL Facebook

give a SMILE

Smile Index 96
#igiveasmile

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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!

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