

CATEGORIES OF RECOGNITION

No	Categories of Recognition	Description of the categories
1	INNOVATION RECOGNITION AWARD	Creation of an innovative technology, product or service which has led to improvements in services or products.
2	TRANSFORMATION RECOGNITION AWARD	A practice that has resulted in improvement in the overall effectiveness, efficiency, and success of the organization.
3	CUSTOMER SERVICE RECOGNITION AWARD	Organizations that have implemented successful customer service strategies which are able to meet customers' expectations in terms of delivery and quality of service.
4	STRATEGIC COMMUNICATION RECOGNITION AWARD	Organizations that have pushed the boundaries when it comes to their communications strategy in order to ensure they truly engage with their members using various communication channels.
5	INFORMATION TECHNOLOGY RECOGNITION AWARD	Organizations that run their business using effective and reliable technologies that are essential to drive efficiency and productivity, and improve organizational outcomes and performance.
6	INSURANCE COVERAGE RECOGNITION AWARD	Insurance and social security schemes that have developed their proposition with a clear focus on retirement, health and meeting members' needs.
7	FINANCIAL LITERACY RECOGNITION AWARD	Organizations that have introduced and provide advisory services on financial literacy and retirement planning to address issues on adequacy of members' savings for retirement.

WRITE UP TEMPLATE

CATEGORY	:	STRATEGIC COMMUNICATION RECOGNITION AWARD
ORGANIZATION	:	SOCESO ORGANISATION (SOCESO), MALAYSIA
CONTACT PERSON	:	Name : DR. AZLAN DARUS Contact Number : +6017 695 2273 Name : HARUN BAKAR Contact Number : +6012 605 0695
NAME OF PROJECT	:	SKETSO
OBJECTIVE AND NATURE OF PROJECT	:	SOCESO committed in providing dynamic social security to its members, comprising all workers in the country. This include accident prevention and health promotion measures for the workers. It is essential to create and enhance safety and health awareness among workers, so that SOCESO took innovative approaches to send the message across to all Malaysians. One of them is producing a television series called SKETSO. SKETSO is a 10-episode television series that runs in two seasons produced by SOCESO Malaysia in 2015. The main objective of the project is to create awareness on workers' safety and health especially among workers who are insured by SOCESO. This communication strategy utilizes popular mainstream media. The project fills the communication gap in promoting workers' safety and health. The normal communication medium for workers' safety and health are usually through campaigns, exhibition and promotion materials including the use of social media. The project pushes the boundary of communication in Malaysia by utilizing popular genre and medium, enabling the reach to a bigger audience base who may not be able to or uninterested to receive these messages through normal communication media.
WHY IT SHOULD BE RECOGNISED	:	This project should be recognised for its new and creative use of mainstream media approach which offers numerous advantages, a lasting impact and bigger outreach. Promotional initiatives on social security protection including safety and health of workers face the challenge of being perceived as straight forward and unimaginative, hence deemed unattractive to be made the main focus of a television production. Therefore, there is an obvious absence of popular production using social security or safety and health as a theme, while videos or animated production are usually produced sporadically and disseminated through video campaigns or social media. However, careful planning and collaborative work between creative production teams, producer, scriptwriters, safety and health professionals and social security provider had overcome the challenge, enabling a production that attracts millions of viewers and continuous interest by TV channels.

		SKETSO is a workers' safety and health campaign run by a social security organisation with a purposeful attempt to inform and motivate a population to change their attitudes and behaviours in addressing safety and health while commuting to and from work as well as while at work. This was done through creative scriptwriting that intertwined safety and health messages with comedy to attract the audience while spreading appropriate behavioural cues at the same time. The programme was deemed effective in improving workers' understanding of safety and health at work as the viewers can relate to the intended messages which utilize daily working conditions as a background. Their interest is kept in focus through imaginative use of the comedy.
SUMMARY OF THE PROJECT	:	SOCSCO had decided to produce a comedy television series with input from occupational safety and health professionals and social security provider. The programme is aired via cable television which is more popular among Malaysian population compared to other television broadcasts. Creative content and the choice of actors are left to the production team, while contents concerning occupational safety and health and social security are provided by professionals from SOCSCO and various agencies. Viewers rating are monitored periodically to gauge the response to the television series. The first season of SKETSO, comprising of 10 episodes was aired in June 2015. SKETSO managed to attract more than 12 million viewers in its first season. The series kept its popularity, therefore reruns are still being aired until now without cost by the cable television provider. Due to popular request from viewers, SKETSO Season 2 was produced in 2016 with improvement based on feedbacks from SKETSO Season 1. Until now, the series have been watched by 19 million viewers in the country. Through this breakthrough television series, SOCSCO had succeeded in accessing a wider audience compared to previous campaigns. At the time of writing, reruns of the series are still being aired on television. This approach has also proven to be cost effective compared to other measures. The cost of outreach through the series is estimated at RM0.07 per viewer, compared to promotions via other media which cost between RM0.20 to RM5.00. Strategic investing in communication strategy may well prove to be a worthwhile effort to disseminate social security messages to the mass, as proven by SKETSO.