

CATEGORIES OF RECOGNITION

No	Categories of Recognition	Description of the category
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 of 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	CONTINUOUS IMPROVEMENT RECOGNITION AWARD	Organizations that are in a never-ending effort to expose and eliminate root causes of problems. It usually involves many incremental steps towards improvements rather than one overwhelming innovation.
5	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.
6	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.
7	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.
8	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 Award
ORGANIZATION	:	Central Provident Fund Board (CPF Board), Singapore
CONTACT PERSON	:	Name : Wong Koon Yin Contact Number : +6562022564
NAME OF PROJECT	:	CPF Board's Communications Strategy
OBJECTIVE AND NATURE OF PROJECT	:	i. To improve the levels of awareness and understanding of the CPF system ii. To influence CPF stakeholders to view CPF schemes positively, iii. To grow trust in the CPF system, with CPF Board seen as an effective and reliable trustee of its members' retirement savings
WHY IT SHOULD BE RECOGNISED	:	The rise of alternative information sources such as social media created confusion and misunderstandings of the CPF system. To prevent the erosion of trust and goodwill in the system, CPF Board developed a comprehensive communications plan to engage our members. CPF Board adopted an emotive approach to reframe CPF benefits, which aimed to improve awareness and understanding and grow trust towards the system. This pro-active and engagement-driven communications strategy was a deviation from CPF Board's previous transactional and need-to-know approach. CPF Board adopted a multi-tier and multi-prong approach through mass publicity, targeted member outreach, and personalized guidance and information. As a result, stakeholder satisfaction improved from 63% (pre-implementation) to 83% (post-implementation).
SUMMARY OF THE PROJECT	:	This initiative sought to build up trust and goodwill towards the CPF system. To do this, a comprehensive multi-tier, multi-prong communications plan was developed to engage our members and employers: 1. To increase appreciation, maintain positive mindshare and trust in the CPF system, we push out general messages through mass publicity. Channels used include mass media advertising, media reports and stories as well as digital and social media. 2. To inform, educate and counter Distortions, Rumours,

	Untruths, Misinformation and Smears (DRUMS), we reached out to different segments of the public using tiered and tailored messages according to key life stages or age groups. We see life stages as teachable moments. For instance, it is only when members are buying a house that they can better understand and remember messages explaining how the valuation and withdrawal limits for housing works. 3. To nudge behaviours, we provide personalised guidance and actionable information through letters, online dashboards and one-to-one retirement planning service. In all our tactics, we aim to: 1) Simplify our messages to make them easier to understand; 2) Amplify our messages to make them more believable, actionable and relevant to members; and 3) Multiply our efforts and messages to make them more pervasive CPFB's key messages were simplified and written with a member-centric focus, and information was made accessible through a wide range of channels and formats such as infographics and videos to cater to members from all walks of life.
--	---