

**CAMPAIGN OVERVIEW**

**“AWARENESS ON CFM THROUGH CFM SUPPLY SIDE MEMBERS”**

**1. OVERVIEW**

- Campaign Name : **Awareness on CFM Through CFM Supply Side Members**
- Campaign Theme : **Complaints Redress and Consumer Education**
- Campaign Duration : **6 Months**
- Objective : **Increase consumers awareness on CFM in redressing complaints and addressing issues**
- Web Traffic Target : **[www.consumerinfo.my](http://www.consumerinfo.my)**

**2. OBJECTIVE**

The main objective of the campaign is to increase consumer awareness on CFM and educate them on its function as redress channel for unresolved and disputed complaints.

The campaign is strategically initiated as a critical platform leading towards the launch of the CFM’s ConsumerInfo Portal and the broadcast of CFM’s television commercial as well as series of exciting campaigns which have been planned according to 3 initiatives requested to draw awareness visibility and drive traffic to CFM online channels.

**3. INITIATIVES**

- i. **Display of CFM's Awareness Badge on the websites.** There are 3 different badges that can be used, depending on suitability of placement and slots. These online Banners and Badges should be hyperlinked to this address: [www.consumerinfo.my](http://www.consumerinfo.my) ;
- a. CFM Awareness Badge for SP Websites
- A. Rectangle – 5cm x 3cm
  - B. Square – 4cm x 4cm
  - C. Horizontal panel – 21cm x 3cm

Timeline: 5 days upon receiving the final artwork

**ii. CFM's Awareness Badge on monthly customers' bill**

a. Horizontal panel – 16cm x 3cm

Timeline: As soon as possible, will be discussed further with the representatives.

**iii. Display CFM's brochures at all Service Providers channels, which include Service Providers' customers service branches or outlets and its dealers.**

a. CFM Corporate Brochure

i. 3 FA in English, BM and Mandarin will be provided.

b. CFM Complaints Redress Brochure

i. 3 FA in English, BM and Mandarin will be provided.

c. CFM' Campaign Badge Stickers for placement on all relevant and suitable and Products.

i. Square – 1½cm x 1½cm

Timeline: As soon as possible, will be discussed further with the representatives.

**4. ACTION**

- i. CFM will only provide the softcopy of the final artwork specify in **Item 3** above for the production and distribution by **1/6/2012 after 3pm**. Final Artwork can be downloaded from our website at <http://cfm.org.my/latest/24>
- ii. All Members' are requested to strictly adhere to design specifications to maintain an overall parallel image for the campaign.
- iii. Production of POS display materials are not limited in specifications of materials used as long as image of POS Display is maintained as per original artwork provided. No co-branding of logos is allowed for any of the materials in the final artwork.
- iv. Members are encouraged to engage consumers using this campaign on members' own communication channels and drive more awareness for this campaign.
- v. Exhaustive and extensive recommendation of more communication for this campaign is much welcomed.

- vi. Members are allowed to make slight adjustments to size of final artwork, kindly communicate with CFM Secretariat in charge of the campaign.
- vii. This campaign is not limited to final artwork and mechanics provided. Members are encouraged to incorporate campaign into their Marketing, PR and CSR initiatives and can initiate discussions with CFM to further extend mileage of this campaign to Members' benefit.
- viii. Kindly ensure all Members' organizational staff dealing with consumers are properly briefed regarding this campaign for proper channeling of enquiries and complaints.

## **5. CONTACT**

CFM will be liaising this matter through the official representative of the member organization.

The person in-charge from CFM is Ms Athirah Tan, Communications & Public Relation Manager and can be contacted at [athirah@cfm.my](mailto:athirah@cfm.my) or 03-26923800.

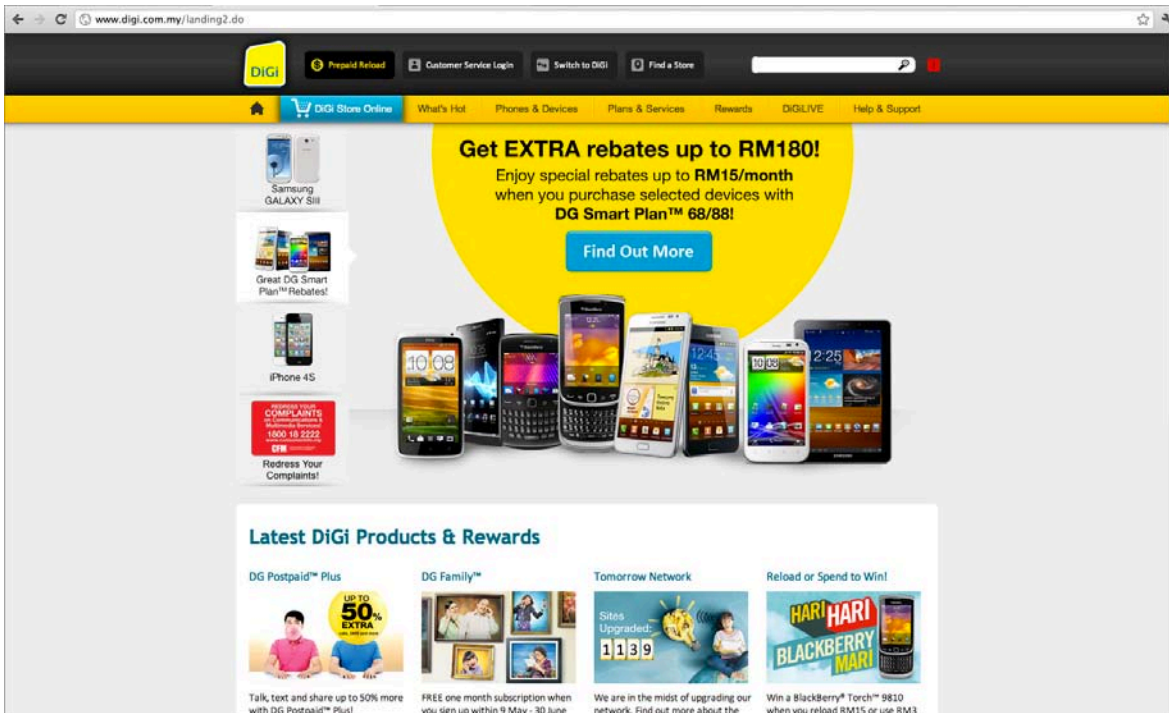
## **6. THE ARTWORKS**

Referring to Item 3 above, the visual artwork and sample applications are as below:

### **ITEM 3.i - CFM's Awareness Badge on the websites**

#### **ITEM 3.i.a.A: Rectangle – 5cm x 3cm**



**ITEM 3.i.a.B: Square – 4cm x 4cm****ITEM 3.i.a.C: Horizontal Panel– 21” x 3”****Sample of application:**

The screenshot shows the Maxis website homepage. At the top, there is a navigation bar with the Maxis logo, a search bar, and links for 'PHONE SETTINGS', 'MAXIS ONLINE ACCOUNT', and 'Powered by Google'. Below the navigation bar is a main banner for 'ROAM & RELAX' with the text 'BEST RATES IN MORE COUNTRIES'. The banner includes promotional offers: 'FROM RM33/DAY UNLIMITED SURFING', 'RM1/ SMS FROM ANYWHERE', and 'EASY CALLBACK SAVE WHEN YOU CALL HOME'. A 'FIND OUT MORE' button is located at the bottom of the banner.

Below the banner is a 'HIGHLIGHTS' section with six promotional tiles:


- ENJOY FASTER SPEED:** Features a Maxis router and a 'NEW OFFER' badge. Text: 'Surf Fast, Surf More! Get the best value with our wireless broadband plans and start surfing today.' Includes a 'Get It Now' button.
- NEW RESOLUTIONARY IPAD:** Features an iPad. Text: 'Get yourself a superior data plan for RM60/month'. Includes a 'Get It Now' button.
- MAXIS INTERNET:** Features a bicycle with people riding. Text: 'Enjoy the best internet experience with Maxis. No matter what your needs are we've got the perfect plan for you.' Includes a 'Find Out More' button.
- I/N HEART HEALTHCARE:** Features hands forming a heart shape. Text: 'Be part of the solution. Be with us.' Includes a 'Find Out More' button.
- SAMSUNG GALAXY S ADVANCE PROMO:** Features a Samsung Galaxy S Advance smartphone. Includes a 'Find Out More' button.
- REDRESS YOUR COMPLAINTS!** A red box with the text: 'REDRESS your COMPLAINTS on Communications & Multimedia Services! 1800 18 2222 www.consumerinfo.my CFM'. Includes the CFM logo and 'Communications and Multimedia Consumer Forum of Malaysia'.

**ITEM 3.ii - CFM's Awareness Badge on monthly customers' bill**

ITEM 3.ii.a: Horizontal panel – 16" x 3"



Sample of application:



**Statement of Account**  
DIGI Telecommunications Sdn Bhd (201283 - M)  
 Lot 10, Jalan Delima 1/1,  
 Subang Hi-Tech Industrial Park,  
 40000, Shah Alam, Selangor Darul Ehsan.  
 Tel. : 0162211800  
 Website: www.digi.com.my


MR XXXX XXXX XXXX  
 XXXXXXXXXXXX  
 XXXXXXXXXXXXXXXXXXXXXXXXXX


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Mobile No. :  
 Account No. :  
 Bill No. :  
 Statement Date : 16 May 2012  
 Billing Period : 16 Apr 2012 - 15 May 2012  
 Credit Limit : RM 300

	Amount (RM)	Due Date
Previous Overdue :	0.00	
Current Bill :	88.00	16 Jun 2012
<b>Total Outstanding :</b>	<b>88.00</b>	


**NEWS FLASH**




Summary of Charges / Payments		Current Bill Analysis	
Previous Balance	RM 108.00	<b>Break-down Pie Chart of Total Usage Charges without Discount</b> 	
Previous Bill(s)	108.00		
Payments (see details in next section)	-108.00		
Adjustments	0.00		
<b>Previous Overdue Amount</b>	<b>0.00</b>		
<b>Current Charges</b>			
Monthly Fixed Charges	108.00		
Usage	0.00		
Other Credit & Charges (Contract)	-20.00		
Discounts	0.00		
Service Tax	0.00		
<b>Current Bill Amount</b>	<b>88.00</b>		
<b>Total Outstanding Amount</b>	<b>88.00</b>		

For more detailed analysis, click "View Bill" at www.digi.com.my/ocs

Please examine and advise us of any errors/commissions within 14 days of statement date. Retain statement for records.



**Payment Slip**  
Please make the cheque payable to :  
 DIGI TELECOMMUNICATIONS SDN BHD  
 and post it along with this payment slip to :  
 Customer Payment Centre  
 P.O.Box 7551, 40781, Shah Alam,  
 Selangor Darul Ehsan.



Thank you for prompt payment of the bill.

Account No. :  
 Bill No. :  
 Statement Date : 16 May 2012  
 Billing Period : 16 Apr 2012 - 15 May 2012

	Amount (RM)	Due Date
Previous Overdue :	0.00	
Current Bill :	88.00	16 Jun 2012
<b>Total Outstanding :</b>	<b>88.00</b>	

\* If cheque is outstation, the total amount due would be RM 88.5 including a commission of 0.03% or RM 0.50 whichever is higher.



**ITEM 3.ii - CFM's Brochure and Sticker**

**ITEM 3.ii.a - CFM Corporate Brochure**



**CFM** | Communications and Multimedia  
Consumer Forum of Malaysia

**REDRESS YOUR COMPLAINTS**  
on Communications &  
Multimedia Services!  
**1800 18 2222**  
[www.consumerinfo.my](http://www.consumerinfo.my)

**CFM** | Communications and Multimedia  
Consumer Forum of Malaysia

**YOUR RIGHTS, OUR PRIORITY!**

The Communications and Multimedia Consumer Forum of Malaysia (CFM) is a national organisation that was established under the provision of the Communications and Multimedia Act 1998 (CMA). Our existence is for the benefit of consumers and service providers of communication & multimedia services in Malaysia.

[www.cfm.org.my](http://www.cfm.org.my)  [www.facebook.com/cfm](https://www.facebook.com/cfm)

**ITEM 3.ii.b - CFM Complaints Redress Brochure**



The brochure features a photograph of an elderly couple. The man is wearing a white t-shirt and a black cap, and the woman is wearing a yellow patterned blouse and a black headscarf. They are both smiling, and the woman is holding a mobile phone to her ear. The background is a soft-focus outdoor setting. The CFM logo and name are visible in the top right corner of the image area. A red call-to-action box is positioned in the lower-left corner of the image area, containing the text: "REDRESS YOUR COMPLAINTS on Communications & Multimedia Services! 1800 18 2222 www.consumerinfo.my". At the bottom of the brochure, the text "REDRESS YOUR COMPLAINTS @ CFM Complaint Portal (CoP)" is displayed in bold black letters.

**CFM** | Communications and Multimedia  
Consumer Forum of Malaysia

**REDRESS YOUR COMPLAINTS**  
on Communications &  
Multimedia Services!  
**1800 18 2222**  
[www.consumerinfo.my](http://www.consumerinfo.my)

**CFM** | Communications and Multimedia  
Consumer Forum of Malaysia

**REDRESS YOUR COMPLAINTS**  
**@ CFM Complaint Portal (CoP)**



**ITEM 3.ii.C - CFM Campaign Badge Sticker 1½cm x 1½cm**



**Sample:**



**-END-**