

Public Education Program

Working hand-in-hand with the private sector

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- **Introducing IPOS**
- **How it all began**
- **The early HIP Alliance**
- **HIP Revolution**
- **Going forward**



INTELLECTUAL PROPERTY
OFFICE OF SINGAPORE

About Singapore



**Founded as a British trading post in
1819 by Sir Stamford Raffles**

Gained independence on 9 Aug 1965

Land Area: 682.7 sq km
Population: 4,492,150 (Jul 06 est)
Ethnic:
Chinese 76.8%
Malay 13.9%
Indian 7.9%
other 1.4%
(2000 census)

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About IPOS



- **The Intellectual Property Office of Singapore (IPOS) was formed on 1 April 2001.**
- **Led by Director-General, Ms Liew Woon Yin**
- **IPOS is a statutory board under the Ministry of Law**

Vision

To foster a creative Singapore where ideas and intellectual efforts are valued, developed and exploited.

Mission

**To provide the infrastructure,
platform and environment for the
greater creation, protection and
exploitation of intellectual property.**

How It All Began – the Public Education Experience

- **2001 – Study on awareness, perception of and attitude towards IP rights**

➤ **Objectives:**

- **Determine the level of awareness towards the illegal nature of pirated materials;**
- **Understand driving factors behind consumers' buying behaviour of pirated goods; and**
- **Develop possible action lines.**

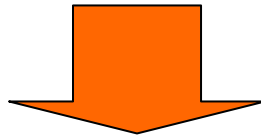
- **Methodology**
 - **Face-to-face interviews with Singapore's students and working population aged 15 to 55 years old.**
 - **7 types of consumer goods tested:**
 - **Branded watches**
 - **Branded fashion clothing**
 - **Music CDs**
 - **OS software**
 - **Application software**
 - **PC games**
 - **VCDs**

- **Findings:**

- **Low awareness level of 'IPR'**
- **There was widespread agreement that people deserve to have their creations protected by IPR.**
- **Although over half acknowledged that selling pirated goods was unethical and buying pirated goods were wrong, few felt guilty for buying pirated goods.**
- **Some acceptance of the impact of piracy on economy.**

Follow-up action to findings

- **Based on findings from the IPR study, the immediate task was to raise IP awareness among the general public and to encourage respect for IP.**



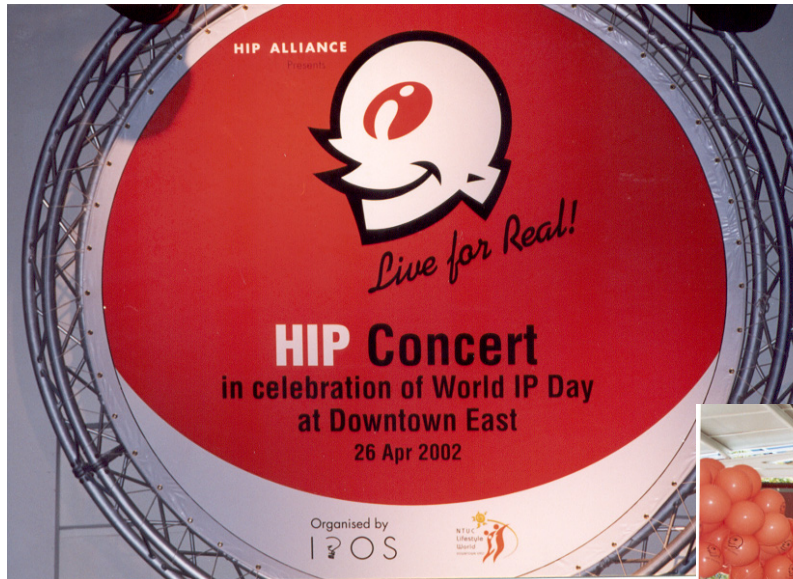
**Introduction of public awareness initiative –
*The HIP Alliance***

What is HIP?

- **HIP = Human + IP**
- **Established in 2002 as a government-industry collaborative platform**
- **Make up of government agencies, private organisations and industry associations to promote IP**
- **Champions IPOS' public education initiatives and programmes on 'Respect for IP'**
- **Key Message: Live For REAL!**
- **Activities: Annual high profile public roadshows to promote IP awareness and respect**



HIP Activities



HIP concert poster banner

Members of the HIP Alliance
and IPOS staff



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HIP Activities



HIP Rally down Orchard Road

Director-General of IPOS, Ms Liew flagging off the HIP Rally



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HIP Alliance 2003 Campaign

- **2003**

- HIP started to use media to promote its anti-piracy messages. Television commercials and posters were developed.
- Key message: “The Real Thing is the Right Thing”
- Signed on local celebrity, **Adrian Pang**, as the ambassador for the movement
- Selected for his character as a pirated VCD vendor-turned-good in a popular local sitcom.



HIP Revolution



Be Creative
Be Original
Be HIP

- In 2004, HIP underwent a re-branding and repositioning exercise
- Focus of initiative = consumer awareness.
- As the target audiences are mass consumers aged 14-35, the HIP logo was revamped to project a cool and funky look to appeal to the group.
- HIP = Honour IP

HIP Revolution

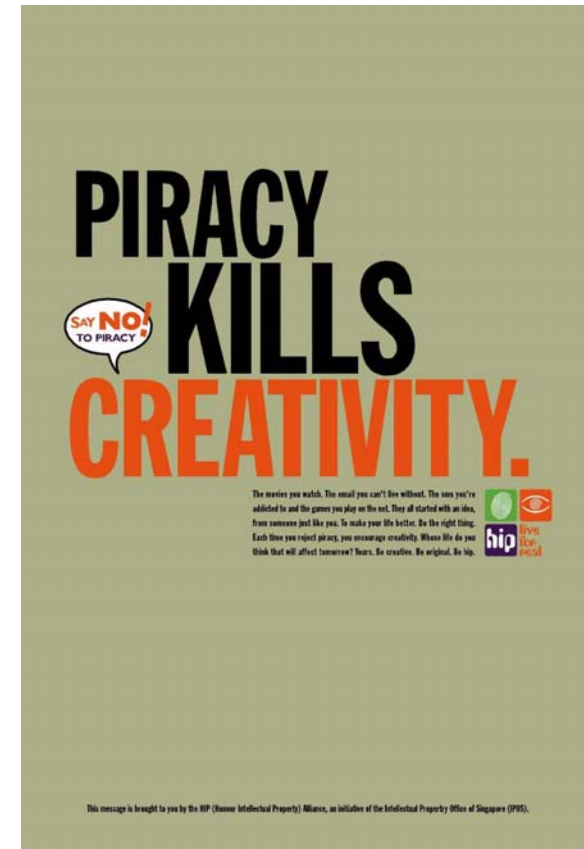
- From a roadshow a year, HIP shifted focus to leverage on mass media and embarked on an advertising and promotion (A&P) approach for greater target audience reach.
- We began to work closer with private sector partners in many these A&P efforts



→ Zo card



→ Carrier bag



→ The Straits Times ad

With IP Owners (2004 – ongoing)

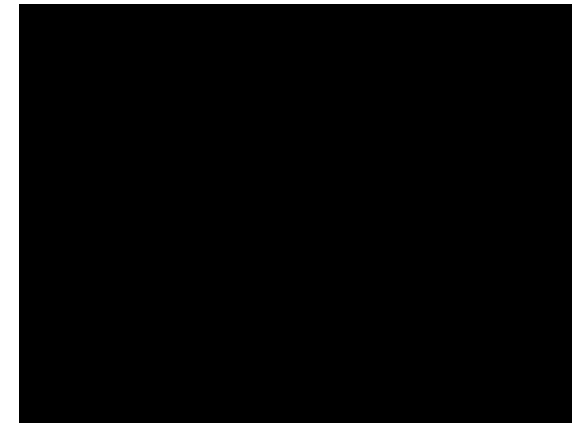
- HIP stickers have been distributed to major record labels, movie distributors, gaming and software distributors since 2004.
- Latest album to adopt the stickers – Universal’s Fan Wei Qi “Our Anniversary”
- HIP messages are inserted into the promotional material (such as TVC/ posters/CD inserts) of the latest music albums by various recording labels.



Taiwanese starlet Fan Wei Qi’s latest album



HIP sticker



Punk band – Black Eye Pea’s album

With Major Movie Studios (Sep 04 – ongoing)

- Offered HIP Movie-of-the-Month to reward HIPFriends who have pledged to 'Live For Real'
- Recent – Oct (The Guardian), Sep (Rob-B-Hood), Aug (Devil Wears Prada)
- Organised targeted school outreach programme with MPA to further spread the anti-movie piracy messages

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HIP Movie-of-the-Month



MPA-HIP School Outreach Programme

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Print

- The Straits Times, The New Paper & Today advertisements, Seventeen and Teenage magazines
- Software, music, movie advertorials

Be HIP

PLAY the game RIGHT!

The CD Right Hunt featuring The Unknowns, and is explained by a familiar right.

Doesn't America know, did we ever know? Soundness (like we hold down) there we be, that's the only concern writing one after another, stepping rhythmically in front of the gaze to the responsibly abandoned ambience.

Inspector Be you Where is the CD? How do you go over where to sleep again?

Protective Curious, Aye, I'll be back for him.

Continue back you where the CD you, clamped to the back seat of the protection.

Customs Stop! Stop!

No, please to your right, yes, you really a thing a person.

Following they are usually over to where the Inspector is.

Signs We're holding the place to you, the money is believed to be moderately owned, copyright piracy!

Nothing, the only a hole opening into your head. There's nothing, right? Copyright piracy!

You know well been told, to another You wanted.

If you can afford about that, go get the right.

When you have searched, the people you get in the next and you'll be able to find the game that requires a super hero get nothing is return.

You attention shifts completely to the screen in front of you - it's the best moment.

The new avenger now to your left, you have to face him to meet what the car is within your your... and stop dead.

Your attention will be stopped again. The game has begun again. You know you great as if

JOIN THE REAL Hunt on World IP Day and discover that IP is Everywhere!

Take part as a team of two in the REAL Hunt for all May 18 specially prepared to make World IP Day an exciting, fun, social, and fun! The winning teams will receive a goodie bag, and stand for more attractive prizes worth more than 10,000 local dollars! Register and to see will be advertised at their own fresh-arrived back.

Do It This: April 22, Saturday open to Open

Where: Miravia Media Shopping Centre

Registration: Power 96.3 website (www.power96.com)

Make a stand: Be a HIPfriend

Be an ambassador for respecting original ideas and creativity as a HIPfriend and get priority access to HIP events, free membership with CD-RIP and many other perks. Membership is free. Pledge your support for next piracy fight! To sign up, simply send an e-mail to: hip@ipos.gov.sg. Applications going with the original leader!

I want to be a HIP friend! In order to be a HIP friend, I must have the following personal particulars to be e-mailed:

- Full name
- Mailing address
- IC/Passport No.
- Date of Birth
- Gender
- Occupation

SAY NO TO PIRACY!

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Be HIP

THE SHOW MUST GO ON: YOU MAKE IT HAPPEN!

Which represents a reality pattern.

When you're over a creative being everyone's excited.

There's no limit on it. "You see that the story?

Director: "You must write an idea that affects an audience. The story of effects is an idea!"

When you're the director of a team, you're not just a director. You're a manager. You're a leader. You're a mentor. You're a coach. You're a teacher. You're a friend. You're a partner. You're a colleague. You're a comrade. You're a warrior. You're a hero. You're a legend.

It's not just about the story. It's about the people. It's about the team. It's about the journey. It's about the struggle. It's about the triumph. It's about the legacy.

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Be HIP

PIRACY KILLS CREATIVITY

I love movies. I'll give without music. I'm hooked on internet games, SMS and emails. These are much better. My life is great because someone created all these stuff for me. Each time I get paid, I encourage creativity. All the better for me.

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Be HIP

IDEAS CHANGE LIVES

Learn to learn about the world, and learn something with your mind. Excellent of learned about things around us at all times. It will bring us to a new world, and we will be able to see things from a different perspective. It will bring us to a new world, and we will be able to see things from a different perspective.

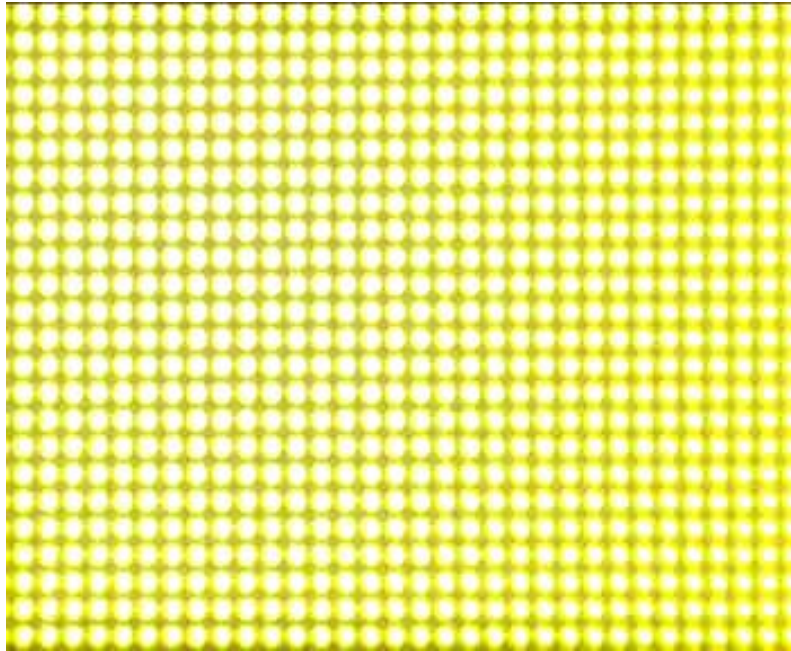
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Print advertisements

IN mag advertorials

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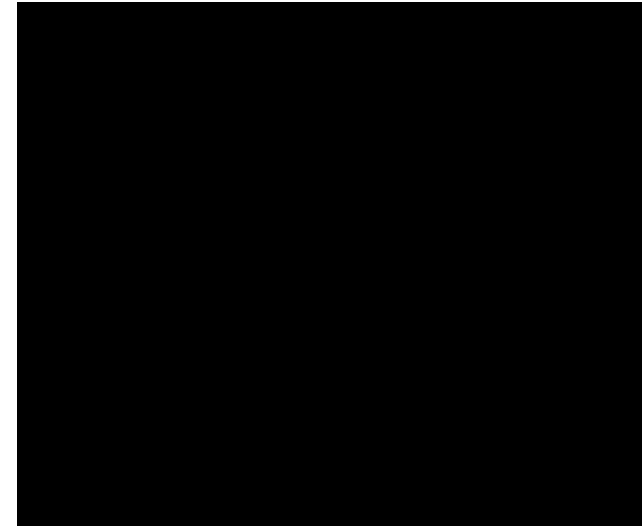


Piracy Kills Creativity



Radio trailer

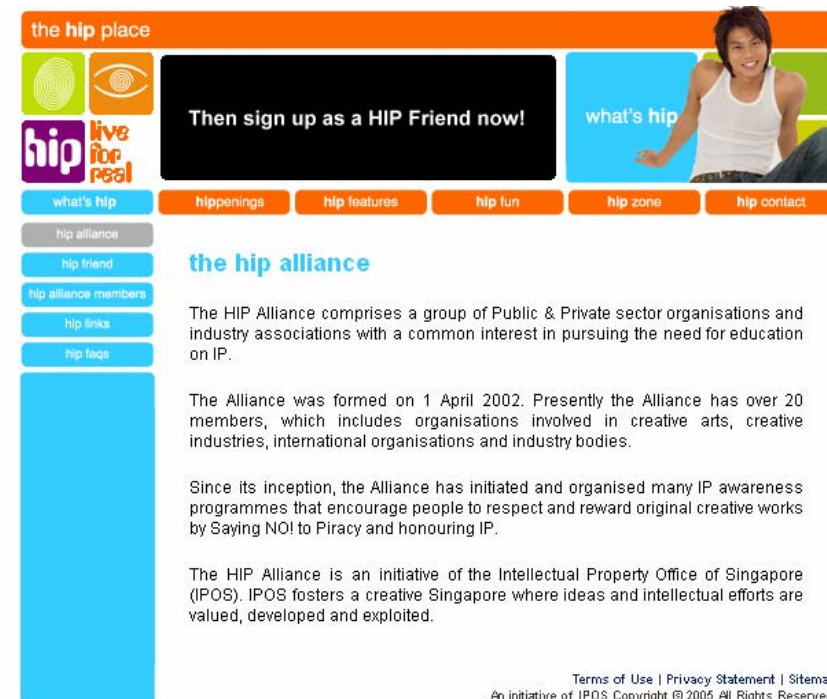
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Change is good



HIP Website



- www.hipfriends.org.sg
- Launched on 19 Sep 05
- Multi-purpose lifestyle portal
- Encourage interaction with HIPFriends

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HIP Achievements

- **Successfully recruited 25 public and private sector members who actively engage HIP Friends with sub-campaigns:**
 - **Singapore Police Force**
 - **Ministry of Education (Curriculum Planning & Development Div)**
 - **Business Software Alliance (BSA)**
 - **Recording Industry Association (Singapore)**
 - **Motion Picture Association (MPA)**
 - **Business Software Alliance**
 - **Microsoft Singapore Pte Ltd**
 - **Hewlett-Packard Far East Pte Ltd**
 - **LEVIS Strauss**
 - **Electronic Arts**
- **There are about 7,000 HIP Friends to date.**

Looking Ahead

- **HIP Alliance will be undergoing another round of revamp in 2007 to keep up with current trends**
- **Continue to grow the number of HIP Alliance members and create more campaigns to promote awareness and respect for IP**
- **Engage regional and international public and private sectors to share experiences on making HIP Alliance a more widely accepted initiative for public awareness education**

The End

Thank you

www.ipos.gov.sg