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NATIONAL deposit insurer, Perbadanan Insurans Deposit Malaysia (PIDM), has launched its latest public awareness campaign with the unveiling of its new advertisements for this year.

Coming in the wake of PIDM's revamped website and a new information brochure released earlier this year, yesterday's launch is a major part of PIDM's ongoing initiatives to enhance public understanding about deposit insurance.

"We have chosen to launch our new advertisements today (yesterday) in conjunction with the International Deposit Insurance Week (May 11-15), an initiative by the International Association of Deposit Insurers to promote awareness activities by its member deposit insurers around the world," said S. Loganathan, general manager of Communications and Public Affairs of PIDM.

"Deposit insurance exists for the benefit of all depositors. Our multi-year integrated communications plan sets out various awareness initiatives which aims to enhance public understanding of deposit insurance and our role in promoting confidence and financial system stability," he said in a statement.

PIDM has also redesigned the look and content of its website to enhance its user-friendliness, strengthen its branding and present the messages in a direct, simple and clear manner.

Similarly, the information brochures explain the key features of deposit insurance and how it benefits depositors in plain layman terms, Loganathan added.

PIDM's new advertisements, revamped website and new brochure content take into account the Government Deposit Guarantee announcement made in October 2008.

Under this Guarantee, all ringgit and foreign currency deposits with commercial banks, Islamic banks, investment banks, international Islamic banks and deposit-taking development financial institutions regulated by Bank Negara Malaysia are fully guaranteed by the Government through PIDM until Dec 31, 2010.