

**HAWKERS GO DIGITAL
“SCAN, PAY, WIN”
LUCKY DRAW**

About “Scan, Pay, Win” Lucky Draw

- Announcement on start of Lucky Draw: **30 Oct 2020, via social media posts**
- Qualifying transactions must be **at least S\$1.00**.
- **Each S\$1.00 spent (up to a limit of S\$100.00 per transaction) will qualify for one chance.**
- **Prizes for the Lucky Draw are as follows:**
 - a) Monthly Winning Participant – First prize of S\$4,888
 - b) Monthly Winning Participant – Runner-up prize of S\$2,888
 - c) Monthly Winning Participant – 40 consolation prizes of S\$500 each
 - d) Monthly Winning Stallholder – 42 prizes of S\$500 each based on where the Winning Participant’s Qualifying Transaction took place
- **Qualifying Transactions** must be at participating stalls who have adopted the Unified E-payment Scheme (“UePS”) under the Hawkers Go Digital (HGD) Initiative. These include:
 - registered stallholders at the NEA hawker centres
 - registered stallholders at the HDB coffeeshops
 - registered stallholders at the JTC industrial canteens
- **Qualifying Transactions** from the participating payments schemes/wallets can be made via **SGQR or payment terminals**.

About “Scan, Pay, Win” Lucky Draw

- Monthly Qualifying Period (each a “Qualifying Period”) and Draw Dates:
 - **1 – 30 November 2020 (Draw date 22 December 2020)**
 - **1 – 31 December 2020 (Draw date 26 January 2021)**
 - **1 – 31 January 2021 (Draw date 24 February 2021)**
- Selection of Winners
 - Winning Participants will be selected at random by computerised means in the presence of a public accountant.
 - Winning Participants are able to win prizes over multiple monthly draws during the applicable Qualifying Period.
 - Winning Participants are limited to a maximum of one (1) prize per month based on the particular payment scheme/wallet which they have used.

***The above conditions and restrictions do not apply in respect of Winning Stallholders.**

- Notification of Winners
 - Winning Participants will be notified by the respective payment schemes/wallets.
 - Winning Stallholders will be notified by IMDA.
 - Winning Participants and Winning Stallholders shall have fourteen (14) working days from the date of being contacted to provide their full contact information and consent that such information (appropriately masked) may be published by IMDA/SDO on the Lucky Draw website (www.go.gov.sg/scanpaywin)
 - Winning Participants and Winning Stallholders who do not provide their full contact information or do not consent to the publication of their information, shall be deemed to have rejected their prizes, which shall be donated to charity.
 - Crediting of the monthly prizes will be done within twenty (20) working days after the period where the Winning Participants have been notified and have consented to the publication of their information as set out above.

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PAYMENT SCHEMES WHICH EXPRESSED INTEREST

Payment Schemes	
1	DBS PayLah! and DBS digibank mobile apps
2	Diners SG Pay
3	EZ-Link Wallet
4	GrabPay
5	Liquid Pay
6	NETS Pay
7	OCBC Pay Anyone
8	Razer Pay
9	Singtel Dash
10	SLIDE Wallet
11	UOB Mighty QR Pay

MARKETING COLLATERALS – WOBBLERS & PRINT ADS/POSTERS

SCAN, PAY, WIN
\$4,888
& OTHER CASH PRIZES EVERY MONTH!

SG QR
SCAN TO PAY
SG: DIGITAL

GO DIGITAL TODAY!
1 NOV 2020 – 31 JAN 2021
For participating schemes only
Details at www.xxx.com

SG: DIGITAL

SCAN TO PAY. SCAN TO WIN. SO EASY!

SCAN, PAY, WIN
\$4,888
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SCAN
Open e-payment app* and scan SGQR code at participating stalls with Scan, Pay, Win sign.

PAY
Enter the amount and pay.

WIN
Every \$1 e-payment gives you 1 chance to win! When you win, stallholders win too! (up to 100 chances per transaction)

Find Out More
Seniors, learn how to e-pay & more at SG Digital community hubs!
*Participating e-Payment Schemes

go.gov.sg/scanpaywin

Terms and Conditions apply.

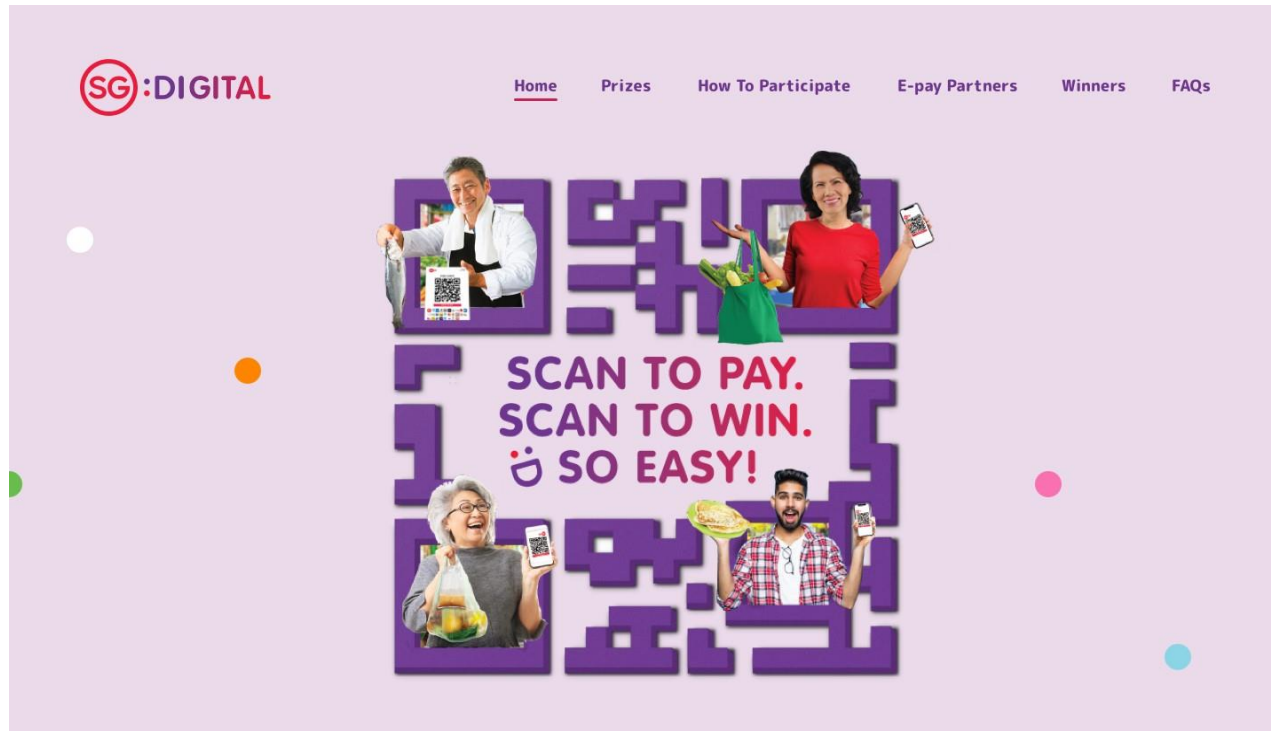
MAKING CONNECTIONS THAT MATTER

Grand Prize	\$4,888
Runner-up	\$2,888
Consolation	\$500 (40 winners)
Stallholders	\$500 (42 winners)

MARKETING COLLATERALS – TABLETOP STICKERS



MARKETING COLLATERALS – WEBSITE



Paying for wet market buys or yummy hawker foods is not just easier now, but also more rewarding!

Simply scan the SGQR code at participating stalls with the Scan, Pay, Win sign to e-pay, and you could win \$4,888 and more every month! Stallholders of winning transactions will also win \$500!

More
▼

SCAN TO WIN - VIDEO

STORYBOARD



Frame 1

Video opens with the animated 3D QR code with talents within them.

VO: There's a new and easy way to pay...



Frame 2

It then transitions to an actual QR code

VO: ...and everyone's doing it!



Frame 3

Transition from SGQR code to our campaign mnemonic.

VO: What's more, scan to pay now and you could win up to \$4,888 every month!



Frame 4

Transition campaign mnemonic to a wobbler alongside a SGQR Code at wet market and hawker centre stall fronts.

VO: To qualify, spot these signs at participating wet markets and hawker centres

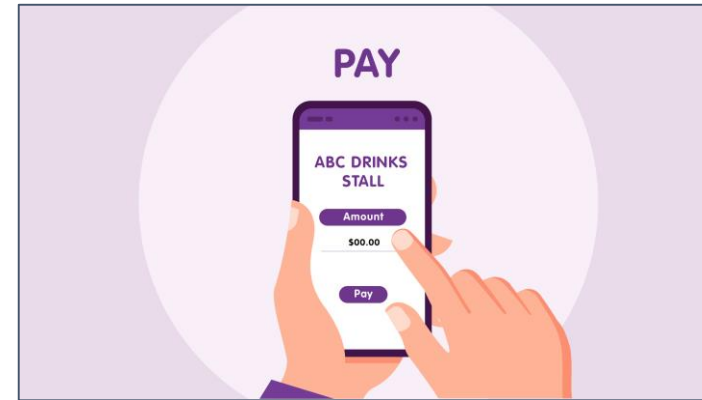
STORYBOARD



Frame 5

We see a hand holding a mobile phone and scanning the SGQR code.

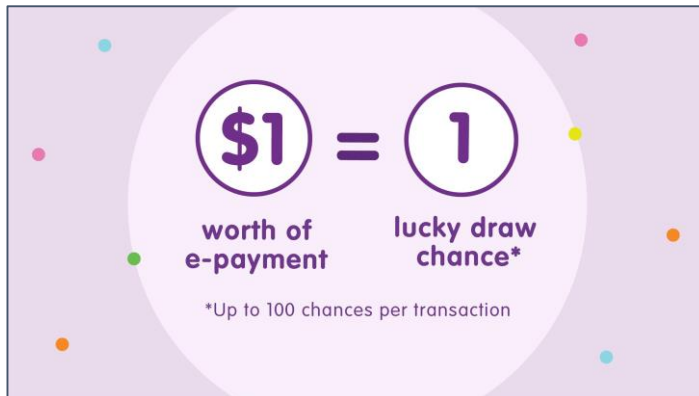
VO: Scan the SGQR code using an epayment app...



Frame 6

He hits the pay button.

VO: ...and pay.



Frame 7

Every \$1 e-payment gives you 1 chance to win!

VO: Every \$1 e-payment gives you 1 lucky draw chance...



Frame 8

Pull out to reveal monthly prizes

VO: ...to win big every month!



Frame 9

Pull out to reveal happy winner and stallholder.

VO: When you win, stallholders win too!

THANK YOU