

A MEDIA PLAN aimed at widely promoting the activities of Ipoteka Bank from January to June 2020 under the responsibility of the head of Bank brand management and press service of JSCMB Ipoteka Bank - information policy adviser B. Sattorov

№	Work to be completed	Deadlines	Responsible for execution	Ad Resources
1	Publication in the central editions of articles providing information on the main indicators of the bank. (Providing in the articles information on large enterprises financed by the bank and new jobs created in them) Publication of articles on new open banking services)	2-3 times a quarter	Bank brand management and press service	newspapers: <i>xalq soʻzi, voice of Uzbekistan, trust, life in villages, True East</i>
2	Development and approval of the schedule of press conferences	January	Bank brand management and press service	All media
3	Accreditation of journalists at the Ipoteka Bank for 2020 and an announcement on the bank's website	January	Bank brand management and press service	Bank official website
4	The publication of congratulations in the media in connection with the event dedicated to "January 14 - Day of Defenders of the Homeland."	January	Bank brand management and press service	Bank official website and all media

5	Publication in the newspapers “Bank Akhborotnomasi”, “Banking News” of news about the bank, analytical articles, congratulations	Constantly	Bank brand management and press service	“Bank Akhborotnomasi” “Banking News”
6	Publication in the first issue of the journal “Uzbekistan Iqtisodiy Ahborotnomasi” of analytical information on the processes of banking transformation	January-February	Bank brand management and press service	“Uzbekistan Iqtisodiy Ahborotnomasi”
7	Activation of the “online-consultant” function on the official website of the bank and ensuring its continuous operation	January	Bank brand management and press service	Bank official website
8	Coverage of news about the bank and new services on the official website of the bank, as well as on pages on the social network	Constantly	Bank brand management and press service	Bank official website, <i>Kun.uz, UzA and others</i>
9	Organization of a press tour once every month (In February, to the Tashkent region in order to closely cover the activities of bank-financed fish farms)	Constantly	Bank brand management and press service and Branch managers	All media Together with regional media
10	Publication of articles in internationally recognized financial periodicals (in Evromoney magazine)	february	Bank brand management and press service	Evromoney magazine

11	Organization of a once-a-month briefing on the main indicators of the bank, innovations and created amenities	Constantly	Bank brand management and press service	All media
12	Conducting the event “My chosen path” with the participation of women entrepreneurs whose activities are funded by the bank	March	Bank brand management and press service	All media
13	Publication of articles in central and regional publications on work carried out in bank branches (here branches with a good indicator will be elected, cyclical articles will be prepared)	Twice a quarter	Bank brand management and press service, HR Department and Branch managers	In central and regional publications Newspapers: <i>Халқ сўзи, Қишлоқ ҳаёти, Ўзбекистон овози, Ишонч</i> Magazines: <i>Ўзбекистон иқтисодий ахборотномаси, Бозор, пул ва кредит, “Agro-hidro news”</i>
14	Preparation of photo reports on the work carried out in the field of fish farming in the Bukhara region	March	Bank brand management and press service	<i>“Agro-hidro news”</i> magazine

15	Ensuring the participation of branches in the festivities of “Navruz” and coverage in local media	March	Bank brand management and press service	All media
16	Holding a press conference in accordance with the approved plan (organization of a press conference with the Agency for Information and Mass Communications on problems arising in the relationship between the bank and customers, their solution, improving the quality of retail services provided to the population)	March	Bank brand management and press service and relevant departments	All media
17	Implementation of the events “Ipoteka Bank Scholarship”, “Ipoteka Bank and Books”, “Ipoteka Bank and Contract” va “Mortgage Bank and Best Innovative Ideas”, dissemination of the results of events on a social network on facebook, telegram, instagram	February - march	Bank brand management and press service	Kun.uz, Repost, Daryo.uz and others
18	Participation in social projects in conjunction with the TV channels ZorTV, Sevimli, My5	March - April	Bank brand management and press service	ZorTV, Sevimli, My5

19	Posting a report on major investment projects in the Ahborot 24 program on Uzbekistan 24 channel	March	Bank brand management and press service	tv channel Uzbekistan 24
20	Participation of Ipoteka-Bank AKIB in the traditional exhibition Bank-expo 2020, preparation of flyers, booklets on new types of services introduced in the bank, replenishment with new information	On time	Bank brand management and press service and administration	All media
21	Publication in the newspaper “Kishloq Khayoti” of an article about the conveniences created for fish farms and new jobs created for the local population	March	Bank brand management and press service	newspaper “life in villages”
22	Improving the financial literacy of the population on the use of banking services, posting on social networks interesting information about the history of the bank	Twice in a week	Bank brand management and press service	Social networks
23	Publication of articles in the magazine “Bozor, pul va credit” (market, money and loan) (about a new stage and results of transformation processes)	At least 3 times in a year	Bank brand management and press service	Magazine “Bozor, pul va credit” (market, money and loan)

24	Classification of questions and suggestions “online - consultant” on the official website of the bank, preparation of operational questions and answers, posting on the website	once in a month	Bank brand management and press service	Bank official website
25	The organization of live dialogs “online broadcast” on radio channels Uzbekistan 24, Yoshlar, Oriyat-dono, car radio and other radio channels	once in a month	Bank brand management and press service	All radio channels
26	Banking services and updating videos aimed at promoting these services	once in a month	Bank brand management and press service	All TV and radio channels
27	Ipoteka Bank in the program “Bank va Farovonlik” (on the example of an exemplary banking branch)	April	Bank brand management and press service and Branch Network Management Department	“Tashkent” TV channel
28	Posting on TV channels about meetings held with investors	Of necessity	Bank brand management and press service	All media

29	Creation of a video widely promoting banking services through a mobile application, placement on large screens in branches	April	Bank brand management and press service	All TV channels
30	Conducting a survey between bank branches on improving the image of the bank	April	Bank brand management and press service	Bank official website
31	Organization of “round tables” for the analysis of claims and claims against the bank of the population and customers of the bank	May	Bank brand management and press service	All media
32	On the example of the Jizzakh region on achievements in the field through accelerated financing of fish farms According to the Aydar-Arnasay system	May	Bank brand management and press service	<i>Magazine : “Agro-hidro news”</i>
33	Updating the design of banners of external advertising and placement in a new format	Of necessity	Bank brand management and press service and administration	Outdoor Advertising Agents

34	Placement of advertisements in crowded places near banking branches, in the territory of mini-banks and special cash desks, updating available information	Of necessity	Bank brand management and press service	Bank branches and outdoor advertising agents
35	Organization of an event with the participation of children in connection with June 1 - International Children's Day	June	Bank brand management and press service	All media
36	The reflection in short lines in the media of bank indicators	June	Bank brand management and press service	All media
37	Visit to banking services centers in Tashkent region with media participation	June	Bank brand management and press service	All media
38	Organization of open local dialogues on public appeals (with the participation of the media)	Of necessity	Bank brand management and press service and service of working with citizens	All media

39	Conducting interviews with entrepreneurs by industry	Quarterly	Bank brand management and press service and service of working with citizens	All media
40	Conducting “Bank Days” in schools, lyceums (high schools) and colleges	Quarterly	Bank brand management and press service and service of working with citizens	All media
41	Conducting an environmental event under the motto “My well-maintained country”	June	Bank brand management and press service, bank branches and labor union (trade union)	All media
42	Conducting sports competitions “Fun Starts”	June	Bank brand management and press service and Children of bank employees	All media