



Bank deposit mo, protektado!

NEWS/PRESS RELEASE

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PDIC bags 2 Quill Awards



PDIC wins its first Quill awards. The Philippine Deposit Insurance Corporation (PDIC) bagged two Quill Awards in the recently concluded 19th Philippine Quill Awards organized by the International Association of Business Communicators. The PDIC won an Excellence Award for its 2019 Annual Report and a Merit Award for its “Maniguro, Magbangko” public awareness campaign.

Two communication initiatives of the Philippine Deposit Insurance Corporation (PDIC) were recognized by the International Association of Business Communicators (IABC) with Philippine Quill Awards during its 19th awards ceremony held virtually on August 18, 2022.

The PDIC won an Excellence Award for its 2019 Annual Report entitled “*Taking the Helm, Onward to a New Horizon*” and a Merit Award for its “*Maniguro, Magbangko*” national multimedia public awareness campaign. The latter was implemented in 2021 with the support of DDB Philippines, Inc.

The PDIC 2019 Annual Report communicates the state deposit insurer's public service accomplishments for depositor protection, good governance, and financial stability, guided by its revitalized Vision statement crafted in the same year. Meanwhile, the “*Maniguro, Magbangko*” campaign is a pioneering nationwide multi-platform public awareness program to promote the habit of saving in banks among Filipinos. The campaign featured two television commercials, three radio ads, and various social media content that showed

how the public can benefit from the services offered by banks and encouraged them to start and continue saving in banks.

This is the first Philippine Quill Awards for the PDIC on its first year of participation. The recognition is a testament to the corporate tradition of corporate communications excellence. The Corporation's public awareness campaigns are guided by the International Association of Deposit Insurers' (IADI) public awareness Core Principle, which states that in order to protect depositors and contribute to financial stability, it is essential that the public is informed on an ongoing basis, about the benefits and limitations of the deposit insurance system.

The PDIC protects bank depositors through its mandates as deposit insurer and statutory receiver of closed banks. It provides deposit insurance of up to ₱500,000.00 per depositor, per bank, in case a bank is ordered closed by the Monetary Board of the Bangko Sentral ng Pilipinas. Complementing the PDIC's core mandates are its financial literacy and inclusion advocacies that aim to empower Filipinos through financial education.

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The Philippine Deposit Insurance Corporation (PDIC) was established on June 22, 1963 by Republic Act 3591 to provide depositor protection and help maintain stability in the financial system by providing deposit insurance. Effective June 1, 2009, the maximum deposit insurance coverage is ₱500,000 per depositor. All deposit accounts by a depositor in a closed bank maintained in the same right and capacity shall be added together. A joint account shall be insured separately from any individually-owned deposit account.

PDIC news/press releases and other information are available at the website, www.pdic.gov.ph.

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