



Healthier Choice Symbol (HCS)  
Online Application User Guide  
– Advertising Materials  
Submission

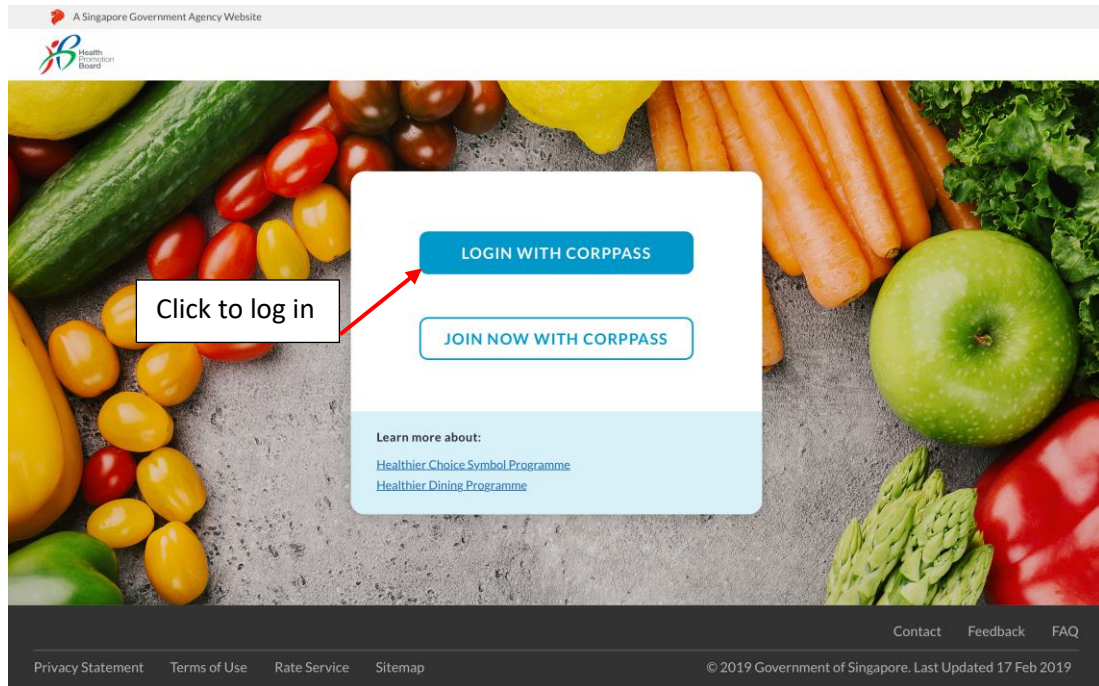
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## Login using CorpPass

Please go to <https://healthier-choice.hpb.gov.sg> and login using CorpPass

- If you have already completed your first time login, you will be directed to the “Manage Applications” page. If you have not done your first time login, please refer to the User Manual (Onboarding).



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Health Promotion Board

Click to log in

LOGIN WITH CORPPASS

JOIN NOW WITH CORPPASS

Learn more about:  
[Healthier Choice Symbol Programme](#)  
[Healthier Dining Programme](#)

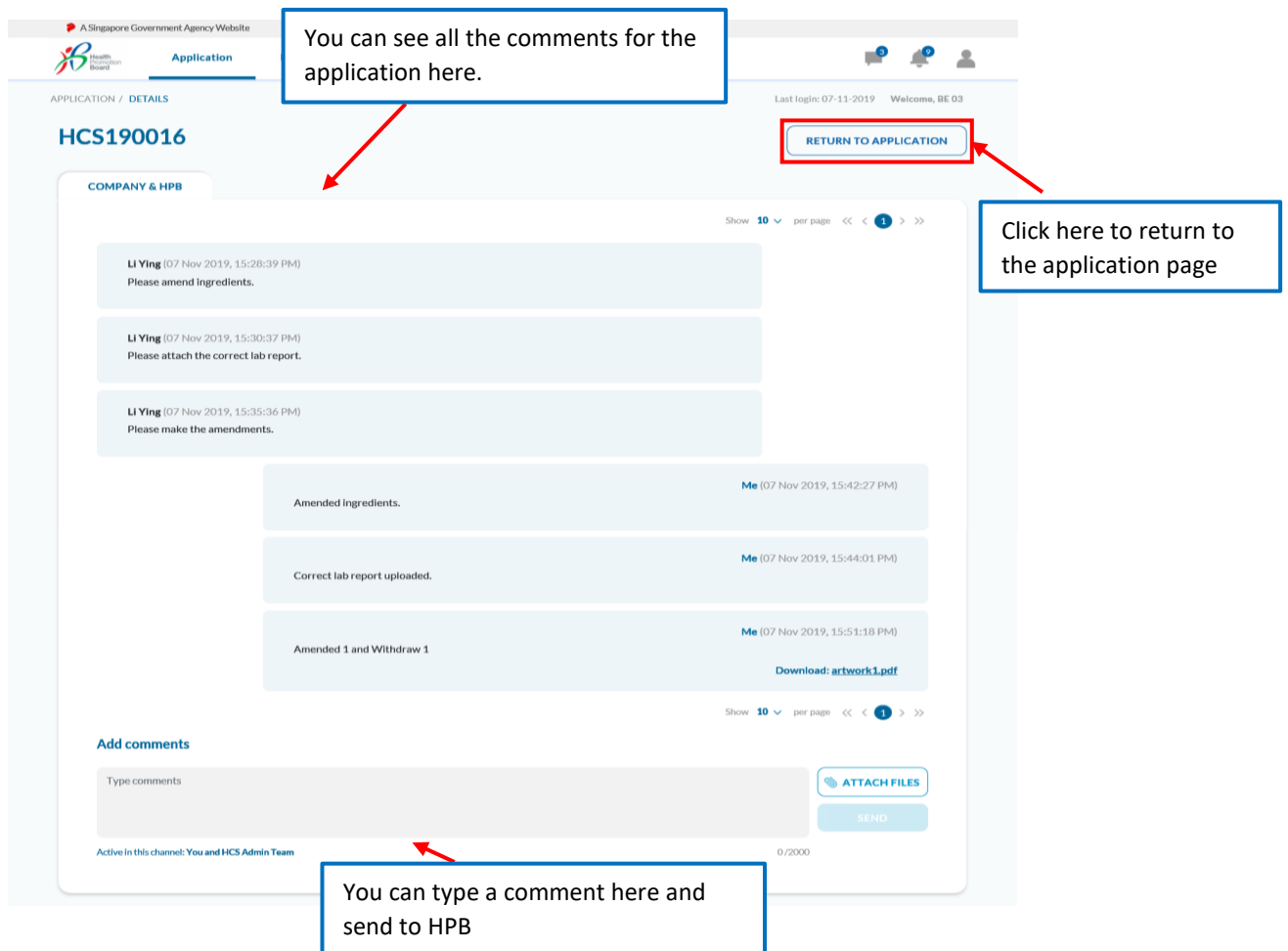
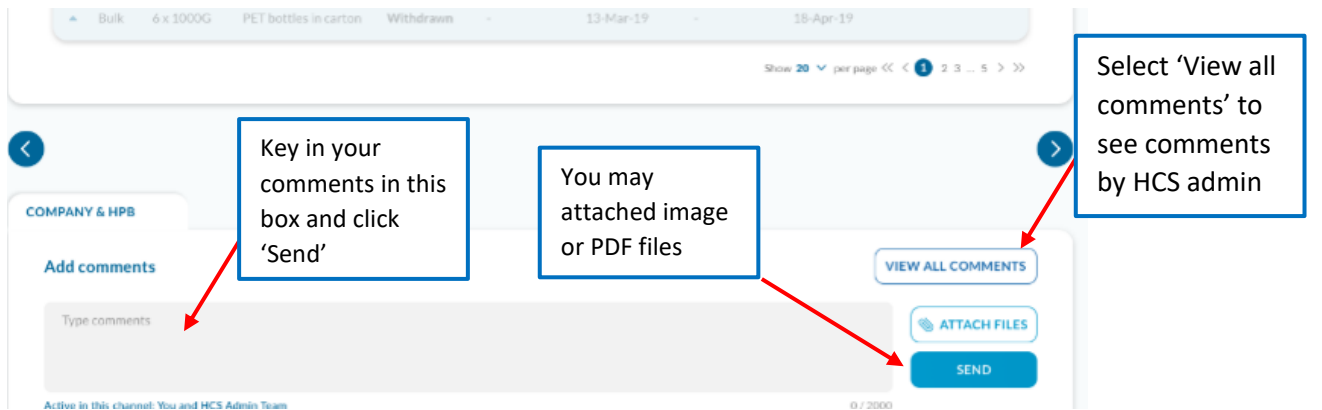
Contact Feedback FAQ

Privacy Statement Terms of Use Rate Service Sitemap

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## Commenting

- You can communicate with HCS admin team using the commenting box.
- The comment box is available at the bottom of the form.
- To view the reply from HCS admin team and/or to see all the comments, please click on “View All Comments”.



## Notifications

- You will receive email and system notifications when the applications have been approved, rejected, require amendment(s) or any other notifications that require your attention.
- You will also receive email and comment notification when HCS admin staff leaves a new comment for the application.
- There is a separate icon for system notification and comment notification. The increase in the numbers indicated new system notifications and comments coming in.

This is the icon for comments notification

This is the icon for system notification

Health Promotion Board

Application Resources Administration

APPLICATION / MANAGE APPLICATIONS

Manage Applications

+ ADD NEW APPLICATION

Application Number Product Name SEARCH

ADVANCE SEARCH

(Total Results: 1)

APPLICATION STATUS	APPLICATION NUMBER	BRAND NAME	PRODUCT NAME	SUBMISSION DATE	ASSIGNED TO
OPEN	<a href="#">HCS190144</a>	Test1	Test1 Product	10-Dec-19	Chi Lee

last login: 11-Dec-19 Welcome, Kim Kim

Please click on the speech bubble icon to view comment notifications, and then click on "View Comments".

Health Promotion Board

Application Resources

APPLICATION / MANAGE APPLICATIONS

Manage Applications

COMMENT

HCS190144 has a new comment. VIEW COMMENTS 9 minutes ago

HCS190144 has a new comment. VIEW COMMENTS 9 minutes ago

HCS190144 has a new comment. VIEW COMMENTS 10 minutes ago

MARK ALL AS READ VIEW ALL

Application Number Product Name SEARCH

ADVANCE SEARCH

- To view all comments and system notifications, please click on "View All".

Health Promotion Board

Application Resources Administration

APPLICATION / MANAGE APPLICATIONS

Manage Applications

COMMENT

HCS190144 has a new comment. VIEW COMMENTS 9 minutes ago

HCS190144 has a new comment. VIEW COMMENTS 9 minutes ago

HCS190144 has a new comment. VIEW COMMENTS 10 minutes ago

MARK ALL AS READ VIEW ALL

Application Number Product Name SEARCH

ADVANCE SEARCH

- You will be able to view both the system and comments notifications, and able to toggle between system notifications and comments.

NOTIFICATIONS Last login: 11-Dec-19 Welcome, Kim Kim

### Notifications

**VIEW ALL** SYSTEM COMMENTS

(Total Results: 4)

HCS190144 requires amendment. Please view all comments for more information... <a href="#">VIEW APPLICATION</a>	11-Dec-19
HCS190144 has a new comment. <a href="#">VIEW COMMENTS</a>	11-Dec-19
HCS190144 has a new comment. <a href="#">VIEW COMMENTS</a>	11-Dec-19
HCS190144 has a new comment. <a href="#">VIEW COMMENTS</a>	11-Dec-19

Mask All as Read

NOTIFICATIONS Last login: 11-Dec-19 Welcome, Kim Kim

### Notifications

VIEW ALL **SYSTEM** COMMENTS

(Total Results: 1)

HCS190144 requires amendment. Please view all comments for more information... <a href="#">VIEW APPLICATION</a>	11-Dec-19
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Mask All as Read

NOTIFICATIONS Last login: 11-Dec-19 Welcome, Kim Kim

### Notifications

VIEW ALL SYSTEM **COMMENTS**

(Total Results: 3)

HCS190144 has a new comment. <a href="#">VIEW COMMENTS</a>	11-Dec-19
HCS190144 has a new comment. <a href="#">VIEW COMMENTS</a>	11-Dec-19
HCS190144 has a new comment. <a href="#">VIEW COMMENTS</a>	11-Dec-19

Mask All as Read

- To clear all comment notifications, click “Mark All As Read”. You can also do the same for system notifications.

APPLICATION / MANAGE APPLICATIONS Welcome, Kim Kim

### Manage Applications

Application Number  Product Name

[ADVANCE SEARCH](#)

**COMMENT**

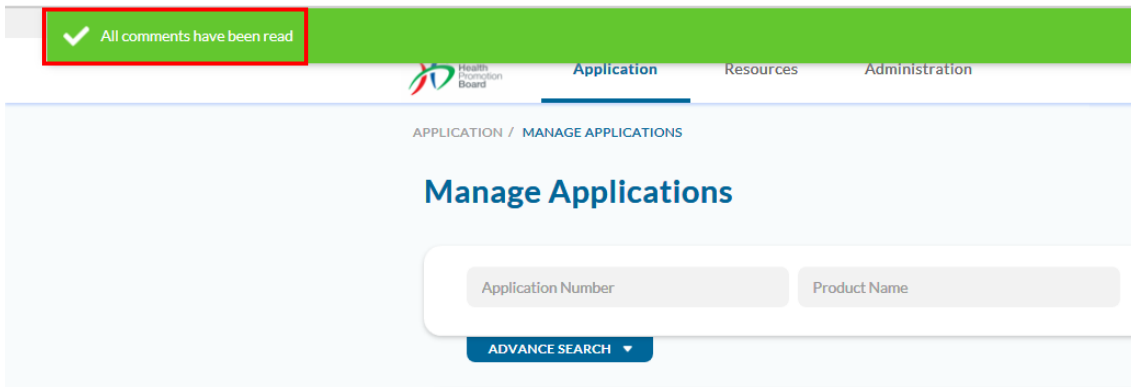
HCS190144 has a new comment.  
[VIEW COMMENTS](#) 9 minutes ago

HCS190144 has a new comment.  
[VIEW COMMENTS](#) 9 minutes ago

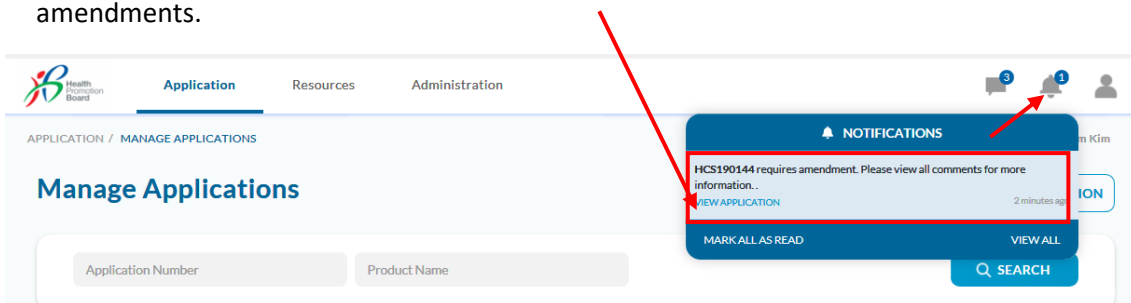
HCS190144 has a new comment.  
[VIEW COMMENTS](#) 10 minutes ago

**MARK ALL AS READ** [VIEW ALL](#)

- A message “All comments have been read” will be displayed.



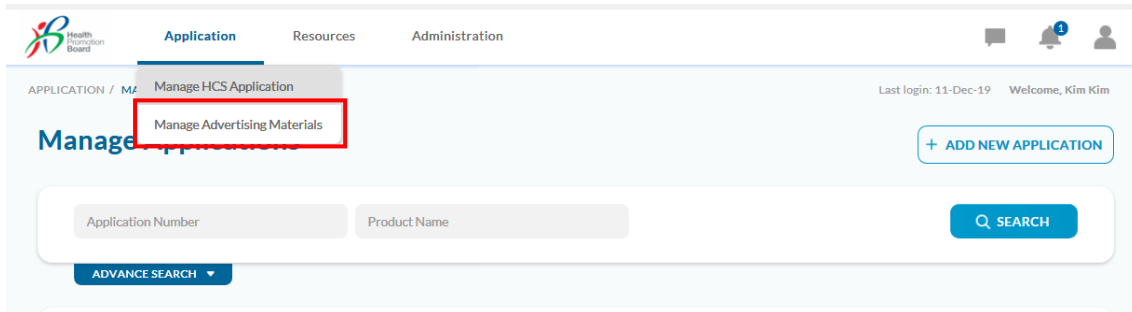
- To view system notifications, please click on the bell icon.
- You may click on “View Application” to open the application directly and work on the amendments.



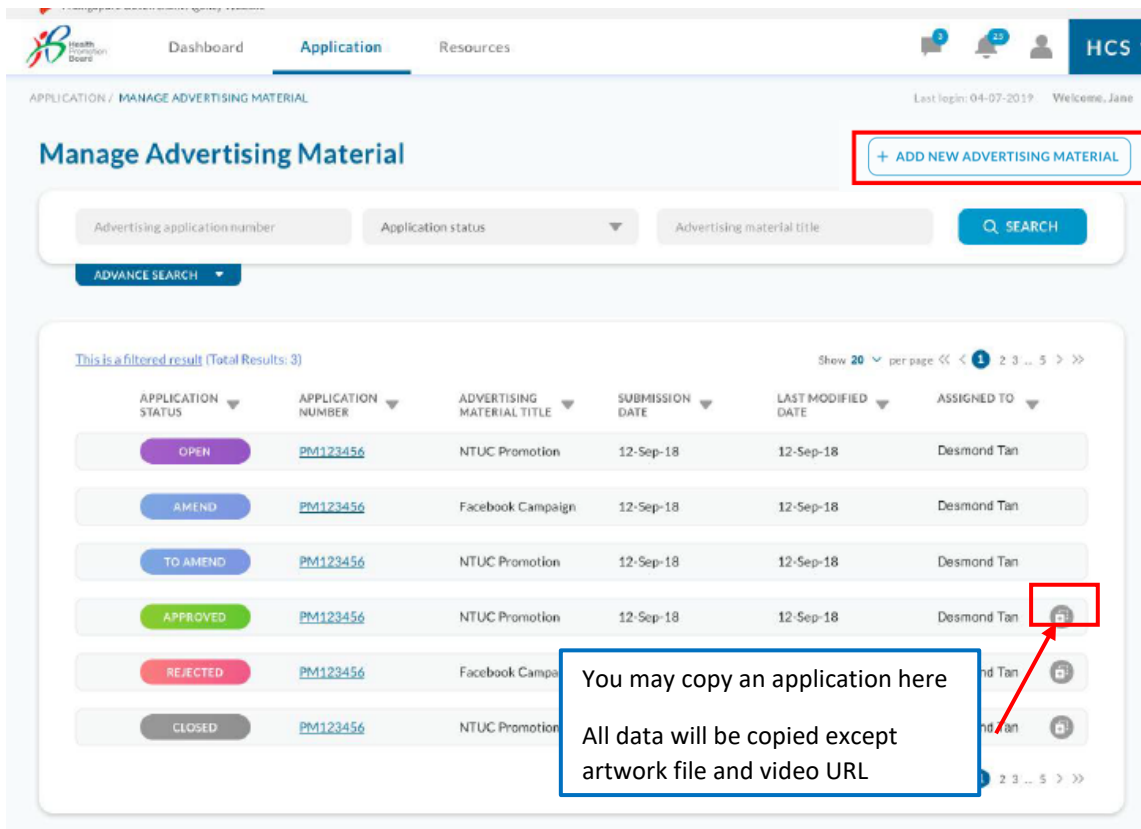
## Submit and Amend Advertising Materials

This is where company upload any advertising materials, e.g. poster, print ads, TVC of their HCS products, for HPB's approval.

1. Please click on Application > Manage HCS Advertising Materials.



2. You will come to this landing page.  
To submit new advertising material, please click 'Add New Advertising Material'.





## 2. Please fill in the following sections and click “Submit”

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Health Promotion Board Application Resources Administration

APPLICATION / MANAGE ADVERTISING MATERIALS / NEW HCS ADVERTISING MATERIAL Last login: 05-11-2019 Welcome, Boss Man

### New HCS Advertising Material

#### ADVERTISING MATERIAL TITLE

Advertising material title \*  
(Max character limit: 20)

#### PRODUCTS FEATURED

If you are unable to find your products in the dropdown, please list your products in the HCS Product Listing tab under Manage Applications.

HCS product \*  
Select

Package size \*  
Select

+ ADD MORE HCS PRODUCT

#### ADVERTISING MATERIALS INFORMATION

Campaign / Event / Promotion \*  
(Max character limit: 20)

Remarks

#### MATERIAL TYPE

Material type \*  
Select

- Print
- Broadcast
- Outdoor and Transit
- Online / Digital advertisement

Intended usage \*  
Select

- Event marketing
- Transit advertising (MRT, Bus, Taxi, subways, airport walkways)
- Static Billboards / Digital Billboards / Mobile billboards
- Street Furniture (park benches, bus shelters, news racks, telephone kiosks, etc)

#### UPLOAD ADVERTISING MATERIAL

Only one file submission is allowed (file size limit 50 MB). If you have more than one advertising material artwork, please combine into one PDF or ZIP file before uploading.

Upload Artwork File (max 1 file, 50 MB)

Drag files or click to select.  
ZIP or PDF files only.

Upload video URL

+ ADD MORE VIDEO URL

CANCEL SUBMIT

- Able to indicate multiple product(s) featured in AM and its package size.
- Please note only Listed products can be selected.

- Please indicate the Materials Type from the dropdown list.
- You can select multiple.

Only PDF format  
Up to 50MB.  
Only one PDF file is allowed. Please ZIP or include all AM in **one** PDF file

Able to submit video link for TVC or radio advertisement

3. After submission, the application status is “Open”.

APPLICATION STATUS	APPLICATION NUMBER	ADVERTISING MATERIAL TITLE	SUBMISSION DATE	LAST MODIFIED DATE	ASSIGNED TO
OPEN	<a href="#">AM190001</a>		05-Nov-19	05-Nov-19	

4. You will receive email and system notification if the Advertising Material requires amendment. The application status will be changed to “To Amend”.

APPLICATION STATUS	APPLICATION NUMBER	ADVERTISING MATERIAL TITLE	SUBMISSION DATE	LAST MODIFIED DATE	ASSIGNED TO
TO AMEND	<a href="#">AM190001</a>		05-Nov-19	05-Nov-19	Chi Lee

5. Download the file under “HPB Comments” for the amendments required.

Only one file submission is allowed (file size limit 50 MB). If you have more than one advertising material artwork, please combine into one PDF or ZIP file before uploading.

The screenshot shows two panels. The left panel, titled "Artwork Files", contains one file: "hcs (1).pdf" with a date of "05-Nov-19" and a size of "(26.7 KB)". Below it is a "Previous files (0)" dropdown. The right panel, titled "HPB Comments", contains one file: "HPB Comments..." with a date of "05-Nov-19" and a size of "(1.1 MB)". A "Download" button is visible in the top right of this panel, and a red arrow points to a download icon on the file row. Below it is a "Previous files (0)" dropdown.

Upload Artwork File (max 1 file,50 MB)

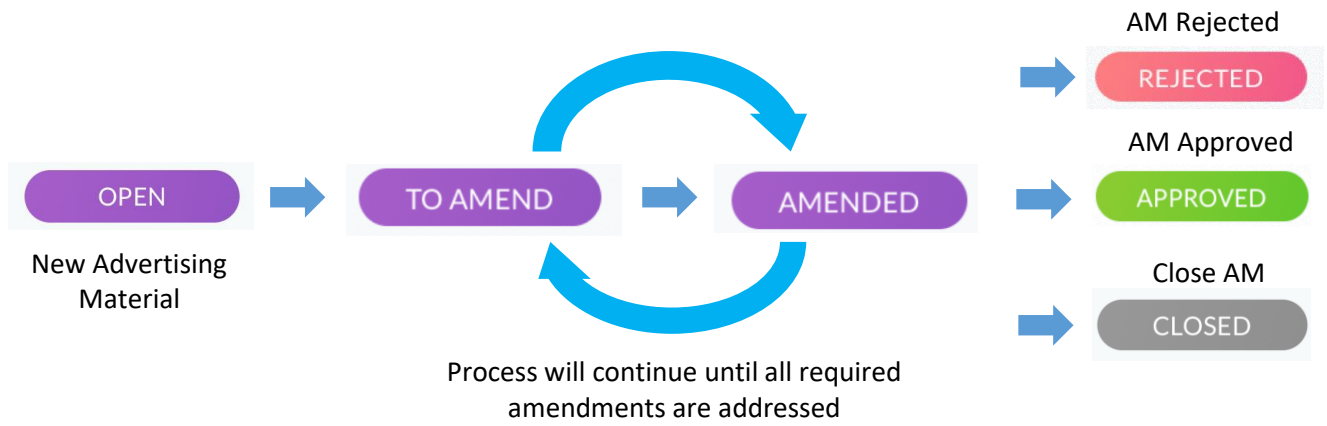
The screenshot shows a dashed box containing an upload icon and the text: "Drag files or click to select. ZIP or PDF files only." A red arrow points from the "HPB Comments" download icon in the previous screenshot to this upload area.

6. Once all amendments have been addressed, please upload the amended artwork and send back to HPB for approval.

7. A pop-up message will be displayed. Please click “Confirm” to send the amended AM back to HPB.

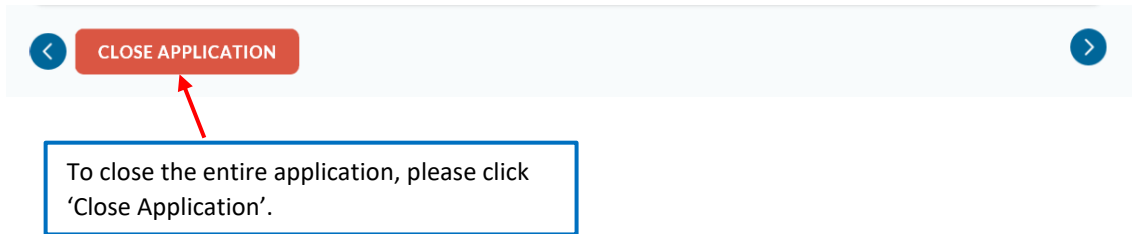
The screenshot shows a white pop-up message box with a shadow. The text inside reads: "Are you sure you want to send this amended advertising material back to HPB? Please ensure that you have addressed all comments." At the bottom of the box are two buttons: "CONFIRM" and "CANCEL". A red arrow points to the "CONFIRM" button.

8. The Advertising Material Process flow can be seen below.

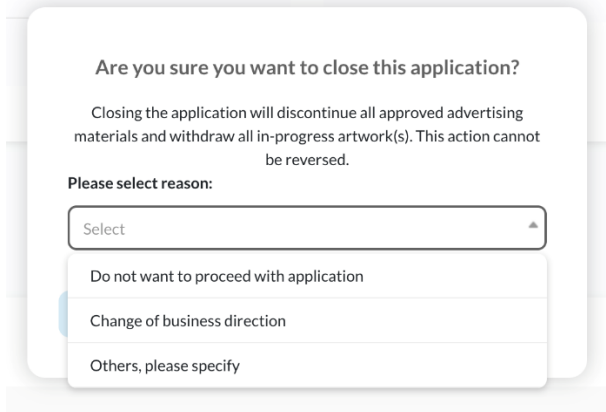


## Close Application

1. You can close the entire application if you no longer wish to continue with the application. Application status will be changed to **CLOSED**
2. Please note that once application is closed, it cannot be re-opened. Companies will have to re-apply for the AM again if you wish to continue with this AM in the future.



3. A pop-up message will be displayed. Select the reason from the dropdown list.



4. Once you have selected the reason, click 'Confirm' to close the application.

*If you come across any error messages while accessing the HCS Online page, please report the IT issues via the [Contact Us form](#) with the screenshot and details of the issue.*