

IFEC - Financial Education Campaign for Young Adults “Begin your financial management today for a promising future”



Young people face a complex financial world, with a wide array of financial products and investment opportunities. Evolving AI technology also brings them new opportunities as well as challenges.

To encourage young people to set financial goals early, develop money management skills, and stay vigilant against financial fraud, the Investor and Financial Education Council (IFEC) has launched a social media-led financial education campaign targeting young people. Through a series of videos, we aim to resonate with young people, motivate them to enhance their financial literacy and make good use of the IFEC’s digital resources.



[Campaign sitelet](#)



The main video tells the story of a young person who saved and planned meticulously to achieve her dream.

In addition, three 15-second short videos have been produced, encouraging young people to set financial goals and plan early using the IFEC Money Tracker App and calling for critical examination on AI-related investing and financial fraud.



The young person taps the phone habitually, relying on a “trusted partner” to record income and expenses.



When a “friend” called urgently to borrow money, the young person immediately recognised that something was wrong...



A friend is deeply interested in AI investment, and the young person reveals a key insight to her...

Please visit the [IFEC website](#) for more information.

Follow us on:

