

**SPRG RECEIVES "LOCAL HERO – PUBLIC RELATIONS AGENCY OF THE YEAR"
HONOUR FROM *MARKETING* MAGAZINE FOR THREE YEARS IN SUCCESSION**

(Hong Kong, 30 May 2012) – **Strategic Public Relations Group** (“SPRG” or the “Group”) is honoured to receive the **Local Hero – Public Relations Agency of the Year** title from *Marketing* magazine’s Agency of the Year (AOTY) 2012 award presentation, held last night in Hong Kong. This is the third year in which SPRG has received this accolade, underscoring its professionalism in delivering superior PR services to clients and eminence in the industry.



**Local Hero
PR Agency of the Year**

SPRG is an integrated public relations group specialising in IPO/investor relations and financial communications. The Group maintained its No.1 position in the Hong Kong IPO market in 2011 by completing 21 new listing communications programmes. On the business front, SPRG achieved a retainer client retention rate of 89%, reflecting a high level of satisfaction from its clients. Corporate and marketing clients, including project clients, have increased as well, rising by 42% over 2010 to number 139.

SPRG also possesses a seasoned and stable workforce and management team – all 21 staff members of Assistant Director grade or above have been with the Group for an average of 10 years – which is a crucial ingredient in SPRG’s success.

Richard Tsang, Chairman and Managing Director of SPRG, remarked, “It is indeed an honour to receive this coveted ‘M’ cube trophy from *Marketing* magazine. Earning the **Local Hero – Public Relations Agency of the Year** title once again is a tribute to both our teams and our clients. SPRG possesses a diverse client base which enables us to broaden our expertise and hone our skills, delivering world-class PR services that set us apart. We will continue to expand beyond our home base to new frontiers across the region, and build on our accomplishments as we strengthen our reputation as the ‘preferred PR agency’ of our clients.”

About Marketing magazine’s Agency of the Year Awards

Marketing magazine's Agency of the Year awards is regarded as the region’s leading barometer of agency performance and the only awards in the world that is wholly judged by client marketers. It honours agencies with outstanding performance in the industry, judging by their business performance, project performance, staff stability, and leadership and vision. MARKies awards, inaugurated in 2011, is an award to recognise the work across the entire industry. Positioned by the organiser, agencies taking away the signature cube trophies from the Agency of the Year gala awards can rightly call themselves "client preferred" agencies.

About Strategic Public Relations Group

Established in 1995, Strategic Public Relations Group is one of the largest public relations networks in Asia and the largest public relations consultancy in Hong Kong.

SPRG is an integrated public relations group with major focus on investor relations and financial communications. With 280 professionals working from nine offices in Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan, Singapore and Malaysia, the Group provides clients with a comprehensive suite of world-class public relations services covering investor relations, corporate and marketing communications, consultancy and event management for automobile, IT, travel and hospitality, healthcare and pharmaceutical, luxury, sports and lifestyle service and product promotion, CSR communications, new digital media marketing, B2B communications, conference organisation and event marketing, media skills and presentation training, issues and crisis management, media relations, editorial support and translation and production. With a global affiliation network, SPRG has access to over 100 cities around the world.

SPRG has earned the following accolades since 2009:

	<p>Marketing magazine’s Agency of the Year</p> <ul style="list-style-type: none"> - Local Hero of the Public Relations Agency of the Year (2010, 2011, 2012) - Best PR Campaign – Media Relations (2011) (Client: United Company RUSAL Plc.) - Local Hero of the Media Relations Agency of the Year (2010)
	<p>Campaign Asia Pacific PR Awards 2011</p> <ul style="list-style-type: none"> - Financial Communications Campaign of The Year <ul style="list-style-type: none"> • Winner (Client: Tang Palace (China) Holdings Limited) • Certificate of Excellence (Client: Active Group Holdings Limited) - Corporate Branding Campaign of The Year <ul style="list-style-type: none"> • Certificate of Excellence (Client: 3D-GOLD Jewellery (HK) Limited) <p>Campaign Asia Pacific PR Awards 2010</p> <ul style="list-style-type: none"> - Asia Pacific Network of The Year - Financial Communications Campaign of The Year <ul style="list-style-type: none"> • Winner (Client: United Company RUSAL Plc.)

	<p>Asia Pacific SABRE Awards 2011</p> <ul style="list-style-type: none"> - Asia Pacific Financial Consultancy of the Year - Winner – Financial Communications (Client: SBI Holdings, Inc.) - Winner – Corporate Image (Client: 3D-GOLD Jewellery (HK) Limited) <p>The Holmes Report Top 250 Global Rankings 2011</p> <ul style="list-style-type: none"> - Ranked 64 – the ONLY Hong Kong-based PR network on the list <p>The Holmes Report Asia Consultancy Report Card 2009</p> <ul style="list-style-type: none"> - Hong Kong Consultancy of the Year
	<p>P&G Taiwan</p> <ul style="list-style-type: none"> - Best Integrated Marketing Case in PR Campaign (2010 & 2011)

Enquiries

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