

SPRG WINS TWO INDUSTRY AWARDS MARKING A BRIGHT START TO 2014

(Asia, 21 March 2014) – **Strategic Public Relations Group** (“SPRG” or the “Group”), is pleased to announce that two of its client campaigns have earned awards at the **Marketing magazine’s PR Awards 2014 Singapore** and **2014 Bulldog Awards for Excellence in Media and Publicity Campaigns**.

Best Insights-Driven PR Campaign (Gold) – The Singa Project



The PR Awards is Singapore’s premier event, celebrating excellence across the public relations spectrum. Its distinguished panel of judges comprise senior professionals from agencies and academics, and experts from the industry.

To draw attention to the issues of graciousness and tolerance in Singapore, SPRG developed a campaign for the **Singapore Kindness Movement** (“SKM”) using the satirical resignation of SKM's fictional but well-loved mascot, Singa the Lion. The campaign captured the imaginations of Singaporeans and stimulated healthy debate, opening the doors for the opinion pages and notable commentators to weigh in on the issue. Though Singaporeans were split in their support for Singa, they couldn't avoid discussing the core issues: tolerance, kindness and graciousness.

Best Integration of PR and IR in a Business Campaign (Bronze) – Setting the Stage for a Retail Pioneer



The Bulldog Media Relations Awards are coveted among PR and communications professionals, and the only awards judged exclusively by working journalists and bloggers.

SPRG developed a multifaceted financial communications programme for **International Housewares Retail Company Limited** (“IH Retail”; HKEx: 1373). The programme strategically promoted the co-founders of IH Retail as local self-made entrepreneurs, and drew parallels between IH Retail’s rise in prominence with that of Hong Kong’s own climb to success, thus generating goodwill. SPRG also emphasised IH Retail’s “high value” products, which are sourced from around the world, as a means of enabling the investors and media to distinguish the company from its rivals. IH Retail was successfully listed on the HKEx, receiving overwhelmingly positive market response and outperforming other newly listed companies that were launched during the same period.

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About Strategic Public Relations Group

Strategic Public Relations Group (SPRG) 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 and an investor relations and financial communications specialist. With 290 professionals working from nine offices in Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan, Singapore and Malaysia, the Group delivers tailored solutions in investor relations, corporate and marketing communications, event consultancy and management, product promotion, CSR communications, new digital media marketing, B2B communications, conference organisation, media skills and presentation training, issues and crisis management, editorial support and production. SPRG clients include prominent players of the automobile, banking and finance, IT, travel and hospitality, healthcare and pharmaceutical, lifestyle, entertainment, and sports industries, as well as government bodies and associations.

Through its own and affiliation with a global public relations network, SPRG can assist clients access over 110 cities around the world.

Agency-specific awards earned by SPRG include the following:

	<p>Stevie Awards – International Business Awards 2013</p> <ul style="list-style-type: none"> - Public Relations Agency of the Year in Asia - Grand Stevie Award
<p>MARKETING</p>	<p>Agency of the Year</p> <ul style="list-style-type: none"> - Local Hero – Public Relations Agency of the Year (2010, 2011, 2012 & 2013) - Local Hero – Media Relations Agency of the Year (2010)
<p>campaign <small>Asia-Pacific</small></p>	<p>Agency of the Year Awards 2012</p> <ul style="list-style-type: none"> - Greater China Independent Agency of the Year (Silver) <p>Asia Pacific PR Awards 2010</p> <ul style="list-style-type: none"> - Asia Pacific Network of the Year
<p>TheHolmesReport</p>	<p>Asia Pacific SABRE Awards 2011</p> <ul style="list-style-type: none"> - Asia Pacific Financial Consultancy of the Year (2011) - Hong Kong Consultancy of the Year (2009) <p>Top 250 Global Rankings 2013 – The only HK-based network</p> <ul style="list-style-type: none"> - Ranked 66 - Ranked 4 in Asia
	<p>Asian Excellence Recognition Awards</p> <ul style="list-style-type: none"> - Best Financial PR Firm in Asia (2012)
	<p>P&G Taiwan</p> <ul style="list-style-type: none"> - Best Integrated Marketing Case in PR Campaign (2010 & 2011)

Furthermore, SPRG has devised over 30 award-winning campaigns for clients, which are recognised by the **Bulldog Reporter**, **Marketing**, **Campaign**, **The Holmes Report**, **IPRA**, **PRNews**, **PublicAffairsAsia**, **Stevie Awards** and **Mer Comm**. etc.

Enquiries

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