






## SPRG GARNERS FIVE ACCOLADES FROM *MARKETING AND PR NEWS*

(Hong Kong, 11 November 2016) – **Strategic Public Relations Group** (“SPRG” or the “Group”) has again developed some award-winning campaigns for its clients and Strategic CSR Network. Two such campaigns were bestowed Bronze awards from *Marketing’s* Marketing Excellence Awards in Hong Kong last night. They add to the recent winning of three honourable mentions during **Platinum PR Awards** and **PR Agency Elite Awards** held by PR News in New York, USA.

Marketing Excellence Awards recognise excellence across the marketing communications services industry. This year, there were thirty-eight categories opened, covering a wide spectrum of marketing disciplines. With respect to the Platinum PR Awards and PR Agency Elite Awards, both honour the year’s most outstanding communicators, initiatives and organisations in the competitive PR arena. These coveted awards set a benchmark for excellence in communications.

Awards and Categories	Awardees
<b>Marketing Excellence Awards</b>	
Excellence in Property Marketing – Bronze	 D·PARK 愉景新城
Excellence in Public Relations – Bronze	 LEE TUNG AVE 街東利
<b>Platinum PR Awards</b>	
Financial/Investor Relations – Honourable Mention	 南旋控股有限公司 NAMESON HOLDINGS LIMITED
	 Regina Miracle
<b>PR Agency Elite Awards</b>	
Community Relations/Volunteer Programmes – Honourable Mention	 SPRG STRATEGIC CSR NETWORK Care • Connect • Contribute

## About Strategic Public Relations Group

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 and an investor relations and financial communications specialist. With 300 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, public affairs and government relations, 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 members 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 network and affiliation with PROI Worldwide, the world's largest independent affiliation partnership, 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<sup>SM</sup></p> <ul style="list-style-type: none"> <li>- <b>Public Relations Agency of the Year in Asia Pacific (2014, 2015 &amp; 2016)</b></li> <li>- <b>Public Relations Agency of the Year in Asia (2013, 2014, 2015 &amp; 2016)</b></li> <li>- <b>Grand Stevie® Award (2013)</b></li> </ul>
<p><b>MARKETING</b></p>	<p>PR Awards</p> <ul style="list-style-type: none"> <li>- <b>Best of Show – Agency (2016)</b></li> </ul> <p>Agency of the Year</p> <ul style="list-style-type: none"> <li>- <b>Most Outstanding Client/Agency Partnership (2016)</b></li> <li>- <b>Best Crisis Management Team (2014)</b></li> <li>- <b>Local Hero – Public Relations Agency of the Year (2010, 2011, 2012, 2013 &amp; 2016)</b></li> </ul>
<p><b>campaign</b> <small>Pure Pacific</small></p>	<p>Agency of the Year Awards</p> <ul style="list-style-type: none"> <li>- <b>Greater China Independent Agency of the Year – Silver (2012)</b></li> </ul> <p>Asia Pacific PR Awards</p> <ul style="list-style-type: none"> <li>- <b>Asia Pacific Network of the Year (2010)</b></li> </ul>
<p>TheHolmesReport</p>	<p>Asia Pacific SABRE Awards</p> <ul style="list-style-type: none"> <li>- <b>Asia Pacific Financial Consultancy of the Year (2011)</b></li> <li>- <b>Hong Kong Consultancy of the Year (2009)</b></li> </ul>
	<p>Asian Excellence Award</p> <ul style="list-style-type: none"> <li>- <b>Best Financial PR Firm in Asia (2011, 2012, 2013, 2014, 2015 &amp; 2016)</b></li> </ul>
	<p>Asia Responsible Entrepreneurship Awards</p> <ul style="list-style-type: none"> <li>- <b>Investment in People (2009 &amp; 2016 )</b></li> <li>- <b>SME CSR (2016)</b></li> </ul>

Campaigns that SPRG has devised for clients have won more than 110 awards from such distinguished publications and organisers as the **Bulldog Reporter**, **Marketing**, **Campaign**, **The Holmes Report**, **IPRA**, **PRNews**, **PublicAffairsAsia**, **Stevie Awards** and **Mer Comm**.

### Enquiries

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