

SPRG EARNS DOUBLE BRONZE AT 2024 ASIA-PACIFIC STEVIE AWARDS

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(Hong Kong, 24 May 2024) – Strategic Public Relations Group Limited (“SPRG” or the “Group”) is proud to announce that it has been awarded two Bronze Stevie® statuettes at the eleventh annual Asia-Pacific Stevie Awards. These accolades recognise the exceptional marketing campaigns developed by SPRG for clients Securities Commission Malaysia and LG Electronics HK Ltd.

Winning two medals in the Awards for Innovation in Marketing categories is a proud achievement that underlines SPRG’s unwavering commitment to excellence. This recognition celebrates the hard work and innovative spirit of the SPRG team in delivering exceptional services and outstanding results for its clients.

Securities Commission Malaysia

investED, a capacity building programme of the Securities Commission Malaysia, aims to attract young talent to the capital markets industry, where nearly 50% of professionals are aged 50 or over. The programme collaborates with the government and universities to offer a three-year graduate programme, creating job opportunities for 600 graduates and providing structured certification courses for 2,400 more.

SPRG's marketing campaign used social media and relatable content to showcase the industry and its career opportunities from a Gen Z perspective, engaging both students and their influencers. investED has set a new benchmark in talent development and successfully rejuvenated the sector with fresh talent.

LG Electronics HK Ltd

LG Hong Kong set itself an ambitious goal for 2023 - to redefine its image from a supplier of household electronics to a provider of sophisticated, lifestyle-elevating products. Recognising the challenge of overcoming its perceived lack of association with premium living, LG has embarked on a comprehensive rebranding campaign centred on the theme "LG: REINVENT". This multi-faceted strategy includes positioning OLED TVs as digital art canvases, integrating NFTs to engage Gen Z, forging collaborations with luxury brands to exemplify premium lifestyles, and projecting a youthful, dynamic visual identity - all underpinned by strategic media outreach and impactful social campaigns that have successfully elevated LG's unique value proposition, driven website traffic and delivered impressive business results.

Moving forward, SPRG remains steadfast in its pursuit of even greater accomplishments. By maintaining a focus on adaptability and creativity, the agency is poised to reach new milestones and continue to exceed the expectations of its valued partners.



About Strategic Public Relations Group (“SPRG”)

Established in 1995 as an investor relations specialist in Hong Kong, SPRG has grown since and is today an integrated PR group that prides exceptional services to local and international clients in Asia Pacific. SPRG has 250+ professionals working from 18 offices across Asia Pacific, providing clients with holistic communication services. With affiliates around the world and PROI Worldwide partners, SPRG can help clients access over 165 cities globally. Visit www.sprg.asia for more information.

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