

SPRG Wins Best Use of Integrated Media Award at Marketing MARKies Awards 2021

(Asia, 26 March 2021) – **Strategic Public Relations Group** (“SPRG” or the “Group”) has garnered the Best Use of Integrated Media Award at The MARKies Award 2021 organised by the Marketing Magazine. The campaign, named “The FABulous launch” and developed for client, First Aid Beauty, demonstrated the team’s ability to create content employed in different media channels and which achieved great results across multiple platforms.



Last year’s outbreak of COVID-19 has rocked the whole world and the local retail industry was among the most affected sectors, including the highly-competitive skin-care segment which suffered a sharp drop in sales. “The FABulous launch” marketing campaign aims to continuously raise awareness of the brand of First Aid Beauty, which entered the Hong Kong market only in 2019, as well as educate young consumers about mask-sensitive skin amid the pandemic and engage consumers through various online and offline channels.

By creating interesting, emotional, interactive and educational articles, social media content and videos, the Group effectively steered the campaign that gained 150 million exposures between December 2019 and November 2020. The campaign successfully turned challenges from the pandemic into opportunities, helping the brand to become one of the most important skin-care products for millennials and an essential must-have for the Generation Z.

- End-

About Strategic Public Relations Group (“SPRG”)

SPRG is one of the largest public relations networks in Asia Pacific and the largest public relations consultancy in Hong Kong.

It has more than 290 professionals working from 18 offices, including an associate company in Australia, all providing regional and international clients with integrated communication services. With affiliates around the world and PROI Worldwide partners, SPRG can help clients access over 165 cities globally.

Since its founding in 1995, SPRG has proved to be an investor relations and financial communications specialist. It has also become a leader in IPO communications in Hong Kong, having completed nearly 480 new listing campaigns to date. Furthermore, SPRG has more than 170 listed company retainer clients and maintains a highly diversified portfolio of multinational and local financial institution clients. Indicative of SPRG’s diverse yet exceptional corporate communications capabilities, it advises clients on public, investor, media and government relations, corporate and marketing communications, issues and crisis communication management, event management and digital marketing, as well as provides media and presentation skills training, design and content creation, and editorial support.

SPRG has garnered over 440 prominent awards in the client campaign and agency categories, including “Network/Agency of the Year” titles from PRovoke, Campaign/PRWeek, Marketing magazine, The Stevie® and Communication Director. SPRG is the only HK-based PR network to be ranked by PRovoke and PRWeek in their top-100 list.

For more information on SPRG and its services visit: www.sprg.asia

Enquiries

Strategic Public Relations Group

Eveline WAN

Tel: (852) 2864 4822 Fax: (852) 2114 4948

Email: eveline.wan@sprg.com.hk

Website: www.sprg.asia

Member Companies: Hong Kong | Beijing | Shanghai | Guangzhou | Taiwan | Singapore | Malaysia | Australia