

SPRG TRIUMPHS WITH DUAL AWARD WINS AT THE MARKET LEADERSHIP AWARDS 2023/24

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(Hong Kong, 3 May 2024) – Strategic Public Relations Group Limited (“SPRG” or the “Group”) is honoured with “Market Leadership in Public Relations” and the “Triple Crown Award” at the Market Leadership Awards 2023/24 organised by Hong Kong Institute of Marketing (HKIM).

Now in its eighth year, the HKIM Market Leadership Awards evaluates enterprises nominees based on four key aspects, including their demonstrated growth within their respective market sector, ability to enhance customer engagement, significant elevation of brand profile, and establishment of new benchmarks for excellence within the industry. After a meticulous judging process, SPRG stood out amongst numerous contenders in the judging process and it is honoured to receive the Market Leadership Award.

At the same occasion, SPRG was also named a winner of the Triple Crown Award, a trophy presented to companies that have secured the HKIM Market Leadership Award three times - SPRG’s initial win was in 2020, followed by another win in 2023.



“We received double delight by winning both the HKIM Market Leadership in Public Relations and the Triple Crown Award, said Richard Tsang, Founder and Chairman of SPRG, “I would like to express my gratitude to the panel of judges for recognising our accomplishment and extend our appreciation to peers for continuing raising the bars in our industry, driving our creativity and innovative spirit. At SPRG, we are committed to pushing boundaries, and as a result, we remain the most preferred partner to our clients.”

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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.

Enquiries

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