

**SPRG WINS THREE STEVIE® AWARDS
AT 2020 INTERNATIONAL BUSINESS AWARDSSM**

* * * *

RECEIVES PR AGENCY OF THE YEAR IN ASIA PACIFIC FOR THE SEVENTH CONSECUTIVE YEAR

(Asia, 1 December 2020) – **Strategic Public Relations Group** (“SPRG” or the “Group”) is pleased to announce that it has won three **Stevie® awards** at The 17th Annual International Business Awards (“IBAs”). The Group has bestowed **Gold Stevie®** in **Public Relations Agency of the Year in Asia, Australia and New Zealand**. The Group has also earned one Gold and one Silver Stevie® awards for its client-related campaigns.

SPRG is proud to receive the Public Relations Agency of the Year in Asia, Australia and New Zealand for the seventh consecutive year. Apart from having a stable and loyal workforce, but also longstanding clients, the judges were particularly impressed by SPRG’s commitment to reaching out to the community during the COVID-19 outbreak. SPRG raised US\$53,714.22 in in-kind donations in just 2 weeks, bought and pack daily necessities and masks and distributed to 5,822 beneficiaries through its NGO, Strategic CSR Network.

SPRG - Public Relations Agency of the Year in Asia, Australia and New Zealand



Communications or PR Campaign/Programme of the Year

- **Investor Relations**



Champion Real Estate Investment Trust
(stock code: 2778)

The Group was initially suffered from the lingering US-China trade war, then was impacted by social unrest in HK, and most recently, the outbreak of COVID-19.

Through a multifaceted financial communications programme, SPRG’s objective was thus to maintain its transparency and ensure investors’ confidence in the Trust’s CEO, Ada Wong, and her leadership and cooperation with the management team and investment community amid the challenging period. The campaign has successfully generated media attention and raised the profile of both the business and the leadership team.

- **Social Media Focused**



European Union - Colours by Europe Campaign

It is a China-based generic food marketing campaign promoting food and beverages from the European Union.

SPRG’s responsibilities centered on leveraging social media and traditional media. This work complemented that of another agency involved with implementing offline events, including retail and restaurant promotions, conducting EU food and beverage seminars for importers and distributors, as well as for e-commerce promotions.

At the 12-month mark, the campaign is on track to exceed all KPIs.

[Richard's photo]

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 15 wholly-owned offices, as well as an associate company in Australia, all providing clients with integrated communication services. With affiliates around the world and PRO Worldwide partners, SPRG can help clients access 140 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 over 470 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 390 prominent awards in the client campaign and agency categories, including “Network/Agency of the Year” titles from PProvoke, Campaign/PRWeek, Marketing magazine, The Stevie® and Communication Director; all serve as testament to SPRG’s dedication to excellence.

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

Enquiries

Strategic Public Relations Group

Eveline WAN

Tel: (852) 2864 4822

Email: eveline.wan@sprg.com.hk

Website: www.sprg.asia

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