

**SPRG GARNERS SIX STEVIE® AWARDS
 AND BEST EVENT FOR A TARGETED COMMUNITY – BRONZE
 AT MARKETING EVENTS AWARDS 2014**

(Asia, 13 October 2014) – **Strategic Public Relations Group** (“SPRG” or the “Group”) is pleased to have received six Stevie® awards from the **2014 International Business Awards**SM which was held in Paris last Friday. On the same day, the **Best Event for a Targeted Community - Bronze** title was bestowed on SPRG during **Marketing Events Awards 2014**, organised by *Marketing* magazine in Singapore. These accolades further enhanced the Groups’ standing internationally and regionally; underscoring its professionalism in the PR and communications spheres, as well as inventiveness in creating outstanding campaigns for its clients.




2014 International Business AwardsSM



This year’s awards attracted over 3,500 nominations from more than 60 nations and territories. SPRG was the **only agency named PR Agency of the Year for both the Asia Pacific and Asia.**

Following is a summary of the awards received by SPRG under the **Communications and PR Campaign/Programme of the Year** categories:

Award	Category
Agency-specific Awards	
	Public Relations Agency of the Year (Asia, Australia and New Zealand)
	Public Relations Agency of the Year in Asia (China, Japan and Korea)
Campaign Awards	
	Investor Relations Client: International Housewares Retail Company Limited

Award	Category
Campaign Awards	
	Investor Relations Client: Magnum Entertainment Group Holdings Limited
	Issues Management Client: Magnum Entertainment Group Holdings Limited
	Public Service – Asia Client: Singapore Kindness Movement

Marketing Events Awards 2014



The Marketing Events Awards (“MEA”) recognise and honour the very best from Asia’s event marketing, management and planning industry. The communications campaign **SPRG Taiwan** devised for **Ronald McDonald House Charities, Taiwan** (“RMHC”) during their recent expansion, garnered **Bronze** in the **Best Event for a Targeted Community** category of MEA 2014.

SPRG Taiwan has served RMHC for more than five years, entrusted with enhancing public understanding of the not-for-profit organisation and encouraging public support and donations. It has also assisted RMHC in conducting communications activities that actively engage the community and various parties. In 2013, to cope with the rising demand for free accommodations from children requiring medical treatment away from home, RMHC moved to new and larger premises located in the Da’an District. However, prior to its opening, RMHC was under a cloud of controversy: the local communities resented the opening of RMH in their neighbourhood and expressed concerns about the possible transmission of diseases.

In order to dispel doubts, SPRG Taiwan formulated various strategies for issues management during a 4-month period, including media relations and a public education campaign. All of these efforts not only enabled the media and the Da’an residents to appreciate the efforts made by RMHC, but also led to the dissemination of positive messages regarding RMHC to the general public, resulting in greater goodwill. Among other accomplishments included the following:

- People came to realise that most of RMH’s residents are children diagnosed with cancer, hence their fear of transmittable diseases was unfounded
- In a questionnaire, **99%** of interviewees **commented positively about RMH** and agreed that they had a **better understanding of the mission and operation of the charity**

- The hours that volunteers put in **doubled** when compared to the same period in 2012
- Both RMHC’s brand awareness and brand recognition reached a **record high of 66% and 59%** respectively
- **Over 70,000** individuals visited RMHC’s official campaign website and **10,000** people shared their experiences on Facebook
- Information and positive messages relating to the campaign reached approximately **510,000** people

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About Strategic Public Relations Group

Strategic Public Relations Group (SPRG) 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 290 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, 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 players 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 and affiliations with a global public relations network, SPRG can assist clients with gaining access to over 110 cities around the world.

Agency-specific awards earned by SPRG include the following:

	Stevie® Awards – International Business Awards SM - Public Relations Agency of the Year in Asia Pacific (2014) - Public Relations Agency of the Year in Asia (2013 & 2014) - Grand Stevie® Award (2013)
MARKETING	Agency of the Year - Local Hero – Public Relations Agency of the Year (2010, 2011, 2012 & 2013) - Local Hero – Media Relations Agency of the Year (2010)
campaign <small>Asia Pacific</small>	Agency of the Year Awards 2012 - Greater China Independent Agency of the Year (Silver) Asia Pacific PR Awards 2010 - Asia Pacific Network of the Year
TheHolmesReport	Asia Pacific SABRE Awards - Asia Pacific Financial Consultancy of the Year (2011) - Hong Kong Consultancy of the Year (2009) Top 250 Global Rankings 2014 – The only HK-based network - Ranked 74th - Ranked 4th in Asia
	Asian Excellence Recognition Awards - Best Financial PR Firm in Asia (2011, 2012, 2013 & 2014)
	P&G Taiwan - Best Integrated Marketing Case in PR Campaign (2010 & 2011)

SPRG has devised over 40 award-winning campaigns for clients, which have been recognised by the **Bulldog Reporter**, **Marketing**, **Campaign**, **The Holmes Report**, **IPRA**, **PRNews**, **PublicAffairsAsia**, **Stevie Awards**, **Mer Comm**. etc.