

**SPRG RECEIVES EIGHT HONOURS FROM MARKETING MAGAZINE  
IN THE PAST TWO MONTHS  
INCLUDING BEST CRISIS MANAGEMENT TEAM AWARD**

(Asia Pacific, 27 November 2014) – **Strategic Public Relations Group** (“SPRG” or the “Group”) is honoured to receive eight awards from Marketing Magazine in Hong Kong and Singapore in the past two months.

In Hong Kong, SPRG garnered five awards from the inaugural Marketing Magazine’s **PR Awards 2014 Hong Kong** (“PR Awards”), including the **Best Crisis Management Team**, the sole award presented in this category, as well as one **Gold Award** at **Marketing Excellence Awards 2014 Hong Kong** (“MEA”).

In Singapore, the Group also earned the **Gold Award** at Marketing Magazine’s **Marketing Excellence Awards 2014 Singapore** (“MEA”) and a **Bronze Award** at the **Marketing Events Awards (Asia) 2014**.

The total of eight distinctive trophies earned highlights the Group’s professionalism in providing superior services to its clients, as well as SPRG’s prominence in the PR industry.



**Richard Tsang, Chairman of SPRG**, remarked, “We are extremely grateful for being named ‘Best Crisis Management Team’, and earn four out of the six financial/IR campaign-related awards presented during last night’s Marketing Magazine PR Awards. Such achievements highlight the excellence of our teams. SPRG will continue to deliver professional PR services and prompt response to our clients’ needs, as well as support our many business partners. This is consistent with our overall mission to be the ‘preferred PR partner’ to our clients.”

SPRG Hong Kong	PR Awards 2014 Hong Kong
	<p>SPRG earns the title of <b>Best Crisis Management Team</b> – further proof of its teams’ professionalism.</p> <p>When there is a need for crisis management, the teams provide immediate response, which includes formulating suitable PR strategies and plans that help to successfully change market perceptions and clear misunderstandings. Consequently, the impact of the crisis is minimised and trust can be rebuilt between the client and stakeholders.</p>

	<p><b>International Housewares Retail Company Limited (“IH Retail”) – IPO project</b> is crowned <b>Gold Winner of Best IPO Strategy</b>.</p> <p>SPRG developed a multifaceted financial communications programme for <b>IH Retail</b> (HKEx: 1373). The programme strategically promoted the co-founders of IH Retail as local self-made entrepreneurs, and drew parallels between IH Retail’s rise in prominence with that of Hong Kong’s own climb to success, thus generating goodwill. SPRG also emphasised IH Retail’s “value-for-money” products, which are sourced from around the world, as a means of enabling investors and the media to distinguish the company from its rivals.</p> <p>IH Retail was successfully listed on HKEx, receiving overwhelmingly positive market response and outperforming other newly listed companies that were launched during the same period.</p>
	<p><b>Hung Fook Tong Group Holdings Limited (“Hung Fook Tong”) – IPO project</b> is awarded <b>Bronze Winner of Best Investor Relations Campaign</b>.</p> <p>SPRG developed a comprehensive investor relations programme specifically tailored for Hung Fook Tong’s (HKEx: 1446) IPO exercise – strategically repositioning Hung Fook Tong as a modern wellness concept food and beverage brand. Emphasis was also placed on its less publicly known No. 1 market position via a full range of marketing materials and in-store decorations.</p> <p>The effective communications programme for Hung Fook Tong reaped extraordinary results, as evident by its No. 1 ranking in terms of share price performance on first trading day – topping 21 new listings within a one-month period – and an oversubscription of almost 350 folds.</p>
<p><b>SPRG Hong Kong</b></p>	<p><b>PR Awards 2014 Hong Kong</b> <b>Marketing Excellence Awards 2014 Hong Kong</b></p>
	<p><b>Magnum Entertainment Group Holdings Limited (“MAGNUM ENT”) – IPO project</b> is honoured with the following awards:</p> <ul style="list-style-type: none"> <li>- <b>Gold Winner of Best Investor Relations Campaign (PR Awards)</b></li> <li>- <b>Bronze Winner of Best IPO Strategy (PR Awards)</b></li> <li>- <b>Gold Winner of Excellence in Public Relations (MEA)</b></li> </ul> <p>“A Toast to Success” is the financial campaign that SPRG developed for <b>MAGNUM ENT</b> (HKEx: 2080) to assist the company in its crucial primary listing and fund raising exercise in Hong Kong. Through carefully executed campaigns, SPRG created a high-end, luxurious image of <b>MAGNUM ENT</b>, highlighting its role as an industry leader that is heading the premium market segment.</p> <p>The campaign attracted a public tranche subscription of over 3,500 times, which represented a new record for an IPO in Hong Kong, as well as achieved widespread media exposure. In addition, <b>MAGNUM ENT</b> realised another milestone; becoming the first clubbing entertainment operator to list in Hong Kong.</p>
<p><b>SPRG Singapore</b></p>	<p><b>Marketing Excellence Awards 2014 Singapore</b></p>
	<p>The campaign developed for “<b>Great Eastern Women’s Run</b>” wins <b>Gold Award of Excellence in Sponsorship Activation</b>.</p> <p>“<b>Great Eastern Women’s Run</b>” is Asia’s largest women-only half marathon race, sponsored by <b>Great Eastern Life Assurance</b>. SPRG Singapore has been helping organise this campaign, featuring a series of fringe activities, since the run’s inception in 2012. The latest campaign was a clear success, attracting some 15,000 runners.</p>

SPRG Taiwan	Marketing Events Awards (Asia) 2014
	<p>SPRG Taiwan has been serving “<b>Ronald McDonald House Charities</b>” (the “Charities”) for more than five years. Its latest communications campaign to raise awareness of “<b>The Expansion of Ronald McDonald House</b>” has received the <b>Bronze</b> title for <b>Best Event for a Targeted Community</b>.</p> <p>The Taiwan office not only helped raise public awareness of the Charities and encourage support and donations, but it also assisted in conducting communication activities that actively engaged the community and various parties. This resulted in unprecedented public consciousness, culminating in the largest amount of donations ever generated by the Charities.</p>

**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 300 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 affiliation with a global public relations network, SPRG can assist clients access over 110 cities around the world.

Agency-specific awards earned by SPRG include the following:

	<p>Agency of the Year</p> <ul style="list-style-type: none"> <li>- <b>Local Hero – Public Relations Agency of the Year</b> (2010, 2011, 2012 &amp; 2013)</li> <li>- <b>Local Hero – Media Relations Agency of the Year</b> (2010)</li> </ul>
	<p>Stevie® Awards – International Business Awards<sup>SM</sup></p> <ul style="list-style-type: none"> <li>- <b>Public Relations Agency of the Year in Asia Pacific</b> (2014)</li> <li>- <b>Public Relations Agency of the Year in Asia</b> (2013 &amp; 2014)</li> <li>- <b>Grand Stevie Award</b> (2013)</li> </ul>
	<p>Agency of the Year Awards 2012</p> <ul style="list-style-type: none"> <li>- <b>Greater China Independent Agency of the Year (Silver)</b></li> </ul> <p>Asia Pacific PR Awards 2010</p> <ul style="list-style-type: none"> <li>- <b>Asia Pacific Network of the Year</b></li> </ul>
    	<p>Asia Pacific SABRE Awards</p> <ul style="list-style-type: none"> <li>- <b>Asia Pacific Financial Consultancy of the Year</b> (2011)</li> <li>- <b>Hong Kong Consultancy of the Year</b> (2009)</li> </ul> <p>Top 250 Global Rankings 2014 – The only HK-based network</p> <ul style="list-style-type: none"> <li>- <b>Ranked 74th</b></li> <li>- <b>Ranked 5th in Asia</b></li> </ul> <p>Asian Excellence Recognition Awards</p> <ul style="list-style-type: none"> <li>- <b>Best Financial PR Firm in Asia</b> (2011, 2012, 2013 &amp; 2014)</li> </ul> <p>P&amp;G Taiwan</p> <ul style="list-style-type: none"> <li>- <b>Best Integrated Marketing Case in PR Campaign</b> (2010 &amp; 2011)</li> </ul>

SPRG has devised over 50 award-winning campaigns for clients, which are recognised by the **Bulldog Reporter, Marketing Campaign, The Holmes Report, IPRA, PRNews, PublicAffairsAsia, Stevie Awards, Mer Comm.** etc.

**Enquiries**

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