

**SPRG RECEIVES TWO INDUSTRY AWARDS
INCLUDING “GOLD AWARD OF EXCELLENCE IN PR”
FROM *MARKETING* MAGAZINE
AND
BRONZE AWARD FOR “BEST USE OF PR”
FROM PMAA DRAGONS OF ASIA**

(Hong Kong, 14 November 2014) – **Strategic Public Relations Group** (“SPRG” or the “Group”) is pleased to announce that the IPO communications campaign it devised for Magnum Entertainment Group Holdings Limited (“MAGNUM ENT”; HKEx: 2080) has earned **“Gold Award of Excellence in Public Relations”** at *Marketing* magazine’s **Marketing Excellence Awards 2014**, and **Bronze Award for “Best Use of Public Relations”** at the **PMAA Dragons of Asia 2014** awards ceremony. The accolades were in recognition of the Group’s excellence in developing a powerful PR campaign that fully addressed its client’s need.



▼ *SPRG team accepts “Gold Award of Excellence in Public Relations” from Marketing Magazine*



▼ *Bronze Award for “Best Use of Public Relations” – PMAA Dragons of Asia 2014*

MAGNUM ENT became the first clubbing venue operator to list in the region, and was over 3,500 times oversubscribed, representing the highest oversubscription rate for an IPO in Hong Kong. Ahead of the listing, **SPRG** developed “A Toast to Success”, a campaign for raising awareness of **MAGNUM ENT** among key influencers.

To stand out from other IPOs during the period, **SPRG** adopted a multi-angle approach to highlight its unique business nature and even invited journalists and investors to a special “private experience” at the company’s most popular establishment – **Magnum Club**.

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:

	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)
	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)
	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
 	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 are recognised by the **Bulldog Reporter, Marketing, Campaign, The Holmes Report, IPRA, PRNews, PublicAffairsAsia, Stevie Awards, Mer Comm.** etc.

Enquiries

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