

**SPRG CONCLUDES BANNER YEAR OF 2014
WINNING 24 INDUSTRY AWARDS**

(Asia-Pacific, 31 December 2014) – The year of 2014 has been another award-winning year for Strategic Public Relations Group (“SPRG” or the “Group”). The Group captured 24 prestigious regional and international industry awards resulting from its own achievements and efforts on behalf of its clients throughout the year.

Highlights of SPRG’s Agency-Specific Awards:

Award	Title
<p>The Stevie Awards – International Business Awards</p>  	<ul style="list-style-type: none"> - Gold Stevie® – Public Relations Agency of the Year in Asia, Australia and New Zealand - Silver Stevie® – Public Relations Agency of the Year in China, Japan and Korea
<p>Marketing Magazine – PR Awards Hong Kong</p> 	<ul style="list-style-type: none"> - Best Crisis Management Team
<p>Corporate Governance Asia – Asian Excellence Recognition Awards</p> 	<ul style="list-style-type: none"> - Best Financial PR Firm – Asia

Apart from the agency-specific awards, SPRG has also garnered 20 other awards from the communication campaigns which the Group formulated and executed for clients in Hong Kong, Singapore and Taiwan. Among the honoured programmes, **Magnum Entertainment Group Holdings Limited** (HKEx: 2080) was the biggest winner with six awards presented for its IPO and investor relations projects, followed by the corporate communication campaign for the **Singapore Kindness Movement** which has won four awards.

Richard Tsang, Chairman of SPRG, expressed his appreciation for the efforts of SPRG’s professionals and said, “I am pleased that we have finished the year in fine shape with all of these awards honouring SPRG’s teams for their continuous dedication and outstanding contributions to achieve the success we have enjoyed today. This industry recognition greatly encourages us to advance our service to our clients and our business to new heights. Since its inception in 1995, the Group has made significant strides forward in becoming one of Asia’s largest home-grown public relations agencies. All members in the Group look forward to celebrate the important milestone of our 20th anniversary in 2015!”

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:

	Stevie Awards – International Business Awards - 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 5th in Asia
	Asian Excellence Recognition Awards (2011, 2012, 2013 & 2014) - Best Financial PR Firm – Asia

Furthermore, 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 and Mer Comm.** etc.

Enquiries

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