

SPRG GARNERS 11 AWARDS IN FOUR DAYS

(Hong Kong, 30 October 2015) – **Strategic Public Relations Group** (“SPRG” or the “Group”) and its campaigns were honoured with 11 awards within four days from three organisers. Among the accolades received include four awards during the *Marketing Magazine’s PR Awards 2015* held in Hong Kong, and five Stevie® statuettes – four Gold and one Bronze – during **The 12th Annual International Business AwardsSM** held in Toronto, Canada. The Group received a further two honourable mentions during **The PRNew’s Platinum PR Awards** held in New York, USA.




Marketing Magazine’s PR Awards 2015 – Hong Kong


Acknowledging the most outstanding communications initiatives and campaigns in the Hong Kong market or for a regional/global market that includes Hong Kong, the awards celebrate the best public relations departments, partners and agencies in the region.

SPRG has again substantiated its No. 1 position in the IPO/IR communications market, as it made a clean sweep of all three awards in the **Best PR Campaign – Finance** category this year.



The winning teams from SPRG

Category / Award	Winner
Best PR Campaign – Finance	
Gold Award	 CFA Institute Joint campaign with industry peer
Silver Award	 劲华漫夏 华夏动漫集团 China Animation Characters Company Limited (HKEx: 1566)
Bronze Award	 AAG AAG Energy Holdings (HKEx: 2686)

Category / Award	Winner
Best PR Campaign – Lifestyle	
Silver Award	

Stevie Awards – International Business AwardsSM – International

More than 3,700 nominations from organisations of all sizes and in virtually every industry were submitted this year for consideration in a wide range of categories.

This is the third and second consecutive year that SPRG has been named **Public Relations Agency of the Year in Asia** and **Public Relations Agency of the Year in Asia Pacific**, respectively.



Richard Tsang, Chairman, and Eveline Wan, Senior Director – Asia, of SPRG with all five Stevie® statuettes



Category	Winner
Gold Stevie®	
Public Relations Agency of the Year in Asia Pacific	 Strategic Public Relations Group
Public Relations Agency of the Year in Asia	
Investor Relations	 Sinomax Group Ltd. (HKEx: 1418)
Media Relations – Asia	 Johor Bahru AB Theme Park Sdn Bhd, Malaysia
Bronze Stevie®	
Investor Relations	 HUNG FOOK TONG Hung Fook Tong Group Holdings Ltd. (HKEx: 1446)

PR News – Platinum PR Awards – International

PR News' Platinum PR Awards salute the year's most outstanding communications initiatives and programmes in the highly competitive and dynamic PR arena. This coveted awards programme sets the industry standard for excellence across all areas of PR.



Plaques from Platinum PR Awards

Category	Honourable Mention
Crisis Management	 HUNG FOOK TONG Hung Fook Tong Group Holdings Ltd. (HKEx: 1446)
Financial/Investor Relations	 NIRAKU GC HOLDINGS, INC. (HKEx: 1245)

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 members 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 network 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 SM - Public Relations Agency of the Year in Asia Pacific (2014 & 2015) - Public Relations Agency of the Year in Asia (2013, 2014 & 2015) - 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 - Greater China Independent Agency of the Year – Silver (2012) Asia Pacific PR Awards - Asia Pacific Network of the Year (2010)
TheHolmesReport	Asia Pacific SABRE Awards - Asia Pacific Financial Consultancy of the Year (2011) - Hong Kong Consultancy of the Year (2009)
	Asian Excellence Award - Best Financial PR Firm in Asia (2011, 2012, 2013, 2014 & 2015)

Campaigns that SPRG has devised for clients have won more than 55 awards from such distinguished publications and organisers as the **Bulldog Reporter**, *Marketing*, *Campaign*, *The Holmes Report*, *IPRA*, *PRNews*, *PublicAffairsAsia*, *Stevie Awards* and *Mer Comm*.

Enquiries

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