

SPRG GARNERS 19 AWARDS IN ONE DAY

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RICHARD TSANG NAMED ASIA PACIFIC ENTREPRENEUR

SPRG WINS 18 ACCOLADES AT PR AWARDS 2016 INCLUDING THE TWO GRAND AWARDS

(Asia, 3 October 2016) – Strategic Public Relations Group (“SPRG” or the “Group”) has been honoured with 18 awards for client campaigns including the two grand awards, namely Best of Show – Agency and Best of Show – Brand, at Marketing Magazine’s PR Awards 2016 gala dinner. More excitement electrified the same evening as Enterprise Asia presented a Gold Trophy to Richard Tsang, Chairman of SPRG for his excellence in entrepreneurship, at the Asia Pacific Entrepreneurship Awards 2016.

Asia Pacific Entrepreneurship Awards 2016 (APEA)

The APEA recognises companies and governments for their entrepreneurial excellence, aimed at spurring greater innovation, fair practices and growth in entrepreneurship. This year marks the second time Richard has won this award since 2009. Among the 13 awardees of the evening, he was one of the three to be honoured with the Gold Trophy presented exclusively to former winners of the Asia Pacific Entrepreneurship Awards. Winning the same title twice is emphatic testimony to Richard’s outstanding entrepreneurship.



Richard Tsang, Chairman of SPRG has won the Asia Pacific Entrepreneurship Award again!




Marketing Magazine's PR Awards 2016

The PR Awards acknowledge the year's most outstanding communications initiatives and campaigns in the highly competitive and dynamic PR arena. The 18 accolades are again solid proof of SPRG's professionalism and strength in devising outstanding campaigns for its clients. With the best performance among all contesting agencies and brands that evening, SPRG and its client, Melco Crown Entertainment Limited have become the winners of Best of Show – Agency and Best of Show – Brand, respectively.



SPRG has garnered 18 awards including the two grand awards at Marketing Magazine's PR Awards 2016. Richard Tsang is holding his APEA and Best of Show trophies.

The recent awards given to SPRG include:

Client	Award
	Best of Show – Agency
	Silver – Best PR Campaign – Retail Bronze – Best Launch/Relaunch Bronze – Best PR Campaign – Media Relations Bronze – Best Promotional Campaign
	Gold – Best PR Campaign – China Gold – Best Reputation/Brand Management Campaign Silver – Best PR Campaign – Public Awareness Bronze – Campaign of the Year
	Gold – Campaign of the Year
	Best of Show – Brand Gold – Best Launch/Relaunch Gold – Best PR Campaign – Consumer Gold – Best PR Event Gold – Best Promotional Campaign Silver – Best PR Campaign – Lifestyle Bronze – Best PR Idea Bronze – Best Use of Content <i>(In partnership with FleishmanHillard)</i>

About Strategic Public Relations Group

Strategic Public Relations Group 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, public affairs and government relations, 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 PROI Worldwide, the world's largest independent affiliation partnership, 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 <ul style="list-style-type: none">- 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	PR Awards <ul style="list-style-type: none">- Best of Show – Agency (2016) Agency of the Year <ul style="list-style-type: none">- Most Outstanding Client/Agency Partnership (2016)- Best Crisis Management Team (2014)- Local Hero – Public Relations Agency of the Year (2010, 2011, 2012, 2013 & 2016)- Local Hero – Media Relations Agency of the Year (2010)
campaign <small>Asia Pacific</small>	Agency of the Year Awards <ul style="list-style-type: none">- Greater China Independent Agency of the Year – Silver (2012) Asia Pacific PR Awards <ul style="list-style-type: none">- Asia Pacific Network of the Year (2010)
TheHolmesReport	Asia Pacific SABRE Awards <ul style="list-style-type: none">- Asia Pacific Financial Consultancy of the Year (2011)- Hong Kong Consultancy of the Year (2009)
	Asian Excellence Award <ul style="list-style-type: none">- Best Financial PR Firm in Asia (2011, 2012, 2013, 2014, 2015 & 2016)
	Asia Responsible Entrepreneurship Awards <ul style="list-style-type: none">- Investment in People (2009 & 2016)- SME CSR (2016)

Campaigns that SPRG has devised for clients have won more than 100 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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