

**SPRG WINS GOLD AND BRONZE AWARDS AT 14TH CHINA AWARDS FOR EXCELLENCE IN PUBLIC RELATIONS**

(China, 16 November 2018) – **Strategic Public Relations Group** (“SPRG” or the “Group”) is honoured to announce that SPRG Beijing has won two awards at the **14th China Golden Awards for Excellence in Public Relations**, organised by **China International Public Relations Association** – a **Gold award** in the **Charity Communications** category for its “Google – Searching for the Next Great Go Talent” campaign and a **Bronze award** in the **Internet, AI and Public Relations** category for its “Google – Guess My Drawing” mini-programme.



*Representatives of SPRG Beijing happily hold awards from the 14th China Golden Awards for Excellence in Public Relations.*

After successfully hosting two AlphaGo tournaments, Google was determined to further promote the Go culture, including by promoting the board game in the community, and exploring the development possibilities of Go game in the future. Consequently, SPRG Beijing worked closely with Google and Nie Weiping Go School implementing the “Searching for the Next Great Go Talent” campaign. The campaign commenced with the hosting of tournaments and the establishment of a scholarship to promote Go culture among teenagers across the country, principally aimed at drawing teenagers to the glamour of Go. Indicative of the campaign’s effectiveness, more than 6,000 teenagers and their families gained a deeper understanding of the Go culture, and were aware of the “Go Era” following the AlphaGo tournaments.

With regard to the “Guess My Drawing” mini-programme, it was aimed at increasing public participation in a game launched by Google on WeChat. The game highlighted the company’s artificial intelligence (AI) development, thereby boosting public understanding of this technology. Compared with traditional teaching methods, the game enabled the public to know more about AI by making it becomes their friend, and thereby have relevance to their daily lives. The campaign successfully created a buzz on the internet, and achieved a number of pre-determined goals including increasing interaction between users and AI, and disseminating the various attributes of Google AI to the public, helping bridge the gap between users and AI.

## **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 310 professionals working from 15 offices in Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan, Singapore and Malaysia, the Group 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 in accessing over 140 cities around the world.

Agency-specific awards earned by SPRG include the following:

	<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 (2014, 2015, 2016, 2017 &amp; 2018)</b></li> <li>- <b>Public Relations Agency of the Year in Asia (2013, 2014, 2015, 2016, 2017 &amp; 2018)</b></li> <li>- <b>Grand Stevie® Award (2013)</b></li> </ul>
<p><b>MARKETING</b></p>	<p>PR Awards</p> <ul style="list-style-type: none"> <li>- <b>Best of Show – Agency (2016)</b></li> <li>- <b>Best Crisis Management Team (2014)</b></li> </ul> <p>Agency of the Year</p> <ul style="list-style-type: none"> <li>- <b>Most Outstanding Client/Agency Partnership (2016)</b></li> <li>- <b>Local Hero – Public Relations Agency of the Year (2010, 2011, 2012, 2013 &amp; 2016)</b></li> <li>- <b>Local Hero – Media Relations Agency of the Year (2010)</b></li> </ul>
<p><b>campaign</b> <small>Asia-Pacific</small></p>	<p>Agency of the Year Awards</p> <ul style="list-style-type: none"> <li>- <b>Greater China Independent Agency of the Year – Silver (2012)</b></li> </ul> <p>Asia Pacific PR Awards</p> <ul style="list-style-type: none"> <li>- <b>Asia Pacific Network of the Year (2010)</b></li> </ul>
	<p>Asia Pacific SABRE Awards</p> <ul style="list-style-type: none"> <li>- <b>Asia Pacific Corporate Consultancy of the Year (2017)</b></li> <li>- <b>Asia Pacific Financial Consultancy of the Year (2011)</b></li> <li>- <b>Hong Kong Consultancy of the Year (2009)</b></li> </ul>
	<p>Asian Excellence Award</p> <ul style="list-style-type: none"> <li>- <b>Best Financial PR Firm in Asia (2011, 2012, 2013, 2014, 2015, 2016, 2017 &amp; 2018)</b></li> </ul>
<p><b>COMMUNICATION DIRECTOR</b> <small>THE MAGAZINE FOR CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS</small></p>	<p>Asia Pacific Communications Awards</p> <ul style="list-style-type: none"> <li>- <b>Agency of the Year (2017)</b></li> </ul> <p>Asia Pacific Excellence Award</p> <ul style="list-style-type: none"> <li>- <b>Agency of the Year (2016)</b></li> </ul>
	<p>Asia Responsible Entrepreneurship Awards</p> <ul style="list-style-type: none"> <li>- <b>Investment in People (2009 &amp; 2016)</b></li> <li>- <b>SME CSR (2016)</b></li> </ul>

Campaigns that SPRG has devised for clients have won more than 160 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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