

SPRG GARNERS 10 AWARDS IN THREE DAYS

(Hong Kong, 17 October 2022) – Strategic Public Relations Group (“SPRG” or the “Group”) and its campaigns were honoured with 10 awards in three days from two organisers. Among the accolades received are eight Stevie® statuettes – two Gold, three Silver and three Bronze – from The 19th Annual International Business Awards®, held in London, and two awards from PRNews’ Platinum PR Awards, which was held in New York.

Stevie Awards – International Business AwardsSM

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 ninth time that SPRG has been named PR Agency of the Year in Asia, Australia and New Zealand, and PR Agency of the Year in Asia. On the client front, the Group clinched six awards in four different categories, with the Beijing and Shanghai offices making a clean sweep of all titles in the Food & Beverage category.



Agency		
PR Agency of the Year in Asia, Australia and New Zealand	Gold	SPRG
PR Agency of the Year in Asia (China, Japan and Korea)	Silver	
Campaign		
Communications or PR Campaign of the Year		
<i>Food and Beverage</i>	Gold	“Enjoy! It’s from Europe”
	Silver	Java Fruit
	Bronze	“Enjoy! It’s from Europe”
<i>Social Media Focused</i>	Silver	“Enjoy! It’s from Europe”
<i>Integration of Traditional and New Media</i>	Bronze	Java Fruit
<i>Financial Services & IR</i>	Bronze	Tam Jai International (HKEX stock code: 2217)

PRNews – Platinum PR Awards

PRNews' 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.

Category	Winner
Financial/Investor Relations	Tam Jai International (HKEX stock code: 2217)
	Honourable Mention
Content Marketing	“Enjoy! It’s from Europe”

Richard Tsang, Chairman of SPRG said, “All of these accolades are valuable recognition of SPRG’s ability to capitalise on diverse opportunities and to think outside of the box. Moreover, I would like to thank our clients for believing in us, which has always been the greatest motivator and spurs us on to go the extra mile to deliver seamless services that leverage all of our capabilities. This success, of course, is also thanks to our colleagues. We are truly blessed and thankful to have a pool of professionals who are dedicated, resourceful and passionate about serving clients, even amid the pandemic.”

About Strategic Public Relations Group (“SPRG”)

Founded in 1995, SPRG is one of the largest public relations networks in Asia-Pacific and the largest public relations consultancy in Hong Kong.

Fuelled by a workforce of 250 professionals from 18 offices across the region and complemented by PROI Worldwide partners and other affiliates, SPRG provides one-stop, integrated communications services to clients in over 165 cities globally.

SPRG leads the Hong Kong IPO market and has proven its expertise in investor relations and financial communications since its inception. Underscoring SPRG’s diverse yet exceptional corporate communications capabilities, it advises clients on public, investor, media and government relations, marketing and digital communications as well as issues and crisis communication management.

SPRG is a prolific award-winning agency, not only garnering multiple “Network/Agency of the Year” accolades by authoritative publications and prominent organisations. In addition, it is the only Hong Kong-based PR network to be ranked by PProvoke and PRWeek on their global top-tier lists. Visit www.sprg.asia for more information.

Enquiries

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