

SPRG WINS TWO AWARDS AT GOLD STANDARD AWARDS 2020

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“COLOURS BY EUROPE” CAMPAIGN EARNS SIX AWARDS DURING YEAR

(Asia, 8 December 2020) – **Strategic Public Relations Group** (“SPRG” or the “Group”) is pleased to announce that it has won two awards at Gold Standard Awards 2020, organised by PublicAffairsAsia. With the win in the Social Media Communications category, the “Colours by Europe” campaign, which is a China-based generic food marketing campaign for promoting food and beverages by CHAFEA (the EU Commission’s department of Consumers, Health, Agriculture and Food Executive Agency) has amassed a total of six awards from various awards held in 2020! Moreover, the digital marketing campaign for Enabling Festival 2019 has won in the NGO Engagement category.



The Group created the “Enjoy! It’s from Europe” (EIFE) WeChat account as the centre of the EU F&B social media world and key link to offline product promotions. EIFE’s Weibo account was launched for in-depth EU F&B content, while also establishing a strong presence for EIFE on the popular short-video platform Douyin. At the 12-month mark, the “Colours by Europe” campaign is on track to exceed all KPIs. The number of followers on WeChat has increased from 2,000 to 40,000; the newly established Weibo account has a following of 52,000 and has enjoyed 19,000,000 views; and the Douyin account, which was also newly established, has attracted a following of 40,000 people.



Enable Asia, the organiser of Enabling Festival 2019, is a Singapore social enterprise that strives to raise public awareness of dementia, as well as enable those with dementia – including their caregivers, to lead fruitful lives. Enabling Festival 2019 was a three-day offline event that adopted a multidisciplinary approach towards promoting the arts, design, music, theatre, dance, photography and technology. As the digital marketing agency of the campaign, the Group devised a successful

promotion strategy that attracted tremendous attention from the traditional and digital media. Both the footfall to the event and number of participants to the programme exceeded initial targets. Moreover, the client's expectations for engaging persons with dementia and caregivers were also exceeded in terms of their involvement in the Festival, nearly doubling the original target!

This year is the 12th year that PublicAffairsAsia has organised the Gold Standard Awards. Participants were judged by nearly 100 of the industry's leading practitioners, with the ultimate objective of recognising "Gold Standard" achievements across the Asia Pacific and the Middle East.

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About Strategic Public Relations Group ("SPRG")

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

It has more than 290 professionals working from 15 wholly-owned offices, as well as an associate company in Australia, all providing clients with integrated communication services. With affiliates around the world and PROI Worldwide partners, SPRG can help clients access 165 cities globally.

Since its founding in 1995, SPRG has proved to be an investor relations and financial communications specialist. It has also become a leader in IPO communications in Hong Kong, having completed over 470 new listing campaigns to date. Furthermore, SPRG has more than 170 listed company retainer clients and maintains a highly diversified portfolio of multinational and local financial institution clients. Indicative of SPRG's diverse yet exceptional corporate communications capabilities, it advises clients on public, investor, media and government relations, corporate and marketing communications, issues and crisis communication management, event management and digital marketing, as well as provides media and presentation skills training, design and content creation, and editorial support.

SPRG has garnered 420 prominent awards in the client campaign and agency categories, including "Network/Agency of the Year" titles from PRovoke, Campaign/PRWeek, Marketing magazine, The Stevie® and Communication Director; all serve as testament to SPRG's dedication to excellence.

For more information on SPRG and its services visit: www.sprg.asia

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