

SPRG WINS EXCELLENCE IN HEALTH & BEAUTY MARKETING AWARD AT MARKETING EXCELLENCE AWARDS 2019

(Asia, 8 November 2019) – **Strategic Public Relations Group** (“SPRG” or the “Group”) received an award at the Marketing Excellence Awards 2019 Ceremony & Gala Dinner held in Hong Kong last night. The campaign “*Reignite Hope*” it developed for AstraZeneca, a global pharmaceutical and biopharmaceutical company won a silver award for Excellence in Health & Beauty Marketing, a testament to the Group’s professionalism in developing powerful campaigns that fully address clients’ needs.



Representatives of AstraZeneca and SPRG proudly receive the award on stage.

SPRG devised a communication campaign for AstraZeneca’s brand “Imfinzi” to create brand awareness among targeted audiences, educating them about the product and related treatment and also the merits of immunotherapy, the latest choice of treatment. The campaign used in complement online and offline channels and tactics including creating WhatsApp sticker, producing educational animation and organising exclusive patient events to reach targeted audiences of the brand. It was a success in gaining massive media exposure for the brand and informing the public about the benefits of immunotherapy.

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 320 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 140 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 455 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 over 380 prominent awards in the client campaign and agency categories, including “Network/Agency of the Year” titles from The Holmes Report, 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

Enquiries

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