

## **PERSOLKELLY APPOINTS SPRG SINGAPORE AS ITS PUBLIC RELATIONS AGENCY OF RECORD**

(Asia, 18 July 2022) – PERSOLKELLY, the leading HR solutions and recruitment company headquartered in Singapore, has appointed SPRG Singapore as its public relations agency of record.

SPRG is tasked to deliver strategic, creative communications to drive awareness, build brand credibility, and engage the recruitment community as PERSOLKELLY goes deeper and wider to provide solutions to employers and job seekers. Through its communication efforts, SPRG hopes to cement brand leadership for PERSOLKELLY in the HR solutions sector as a top of mind brand in the industry.

Established in 2016, PERSOLKELLY Singapore is one of the largest recruitment companies in Asia Pacific, and has provided comprehensive end-to-end workforce solutions across the region, which currently comprises permanent placements, temporary staffing, contract and payroll administration, HR advisory and regional talent solutions.

Since its inception, PERSOLKELLY has placed over 59,000 positions across the region and works together with 98% of Fortune 100™ companies for their workforce solution needs. Today, PERSOLKELLY operates more than 45 offices across 13 markets including Australia, China, Hong Kong, India, Indonesia, Korea, Malaysia, New Zealand, Philippines, Singapore, Taiwan, Thailand, and Vietnam.

“SPRG Singapore has displayed a clear understanding of our industry and business model through their communications plan. They impressed us with their extensive knowledge in strategic communications and corporate communications through their past experiences in strengthening the positioning of other companies. We are confident that they will be able to help PERSOLKELLY's vision and mission to reach a wider population,” said See Yang Foo, Managing Director and Country Head of PERSOLKELLY.

Edwin Yeo, General Manager, SPRG Singapore, said, “Following the pandemic, we are seeing significant changes in the recruitment scene, with both mass retrenchments and talent crunch. We are excited to work together with an organisation like PERSOLKELLY, who helps companies overcome their manpower and talent challenges.”

This comes fresh off the back of Oddle appointing SPRG Singapore as their B2B PR agency. In addition to SPRG's Singapore office, SPRG Malaysia handles PERSOLKELLY's regional social media content development as well as digital and creative work such as videos and websites for the group.

### **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.

Fueled 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](http://www.sprg.asia) for more information.

### **Enquiries**

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