

SPRG Receives Three Awards and Accolades in the PR News Platinum Awards 2020

(Asia Pacific – 28 October 2020) – **Strategic Public Relations Group** (“SPRG” or the “Group”) has received three awards and accolades at the Platinum PR Awards 2020, organised by PR News. Among them, “Colours by Europe” campaign, a China-based generic food marketing campaign promoting food and beverages by CHAFEA (the EU Commission's department of Consumers, Health, Agriculture and Food Executive Agency), has been named Winner in the Best Use of Social Media, Multi-Platform category. This represents the 5th award that the campaign has earned during the year.



Apart from the abovementioned distinction, the IPO campaigns for QP Group (SEHK Stock Code: 1412) and Huijing Holdings Company Limited (SEHK Stock Code: 9968) have received Honourable Mentions in the Government and Regulator Relations / Investor Relations categories respectively.

PRNEWS Awards spotlight the people, organizations and brands challenging assumptions, pushing boundaries and embracing the seemingly impossible to create winning campaigns. PRNEWS Awards community is comprised of communicators and marketers from corporations, agencies and nonprofits worldwide.

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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 390 prominent awards in the client campaign and agency categories, including “Network/Agency of the Year” titles from PProvoke, 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

Strategic Public Relations Group

Eveline WAN

Tel: (852) 2864 4822 Fax: (852) 2114 4948

Email: eveline.wan@sprg.com.hk

Website: www.sprg.asia

Member Companies: Hong Kong | Beijing | Shanghai | Guangzhou | Taiwan | Singapore | Malaysia | Australia