



“SMART COMMUNICATION IN TOUGH TIMES”

* * * * *

STRATEGIC PUBLIC RELATIONS SDN BHD MARKS ITS LAUNCH WITH A PANEL TALK

(Hong Kong, July 3, 2008) – **Strategic Public Relations Group** (“SPRG”), the largest Asian independent public relations network and Hong Kong’s largest public relations consultancy, celebrated the official inauguration of its latest Malaysian member company – Strategic Public Relations Sdn Bhd by hosting a launch party today together with a panel talk on “Smart Communication in Tough Times” in Malaysia.

The panel comprises **Richard TSANG**, Chairman and Managing Director of SPRG; **Minna SANERI**, General Manager at European Union – Malaysia Chamber of Commerce and Industry (“EUMCCI”); **Oon YEOH**, New Media Analyst; **Michelle-Ann IKING**, General Manager of Sales, Marketing and Corporate Communications at TuneHotels.com; and **Andrew CARMODY**, Regional Marketing Specialist and Co-founder of A² Partners Pte Ltd, a Singapore-based management and investment company.

The panelists shared with the audience strategies and insights in building high-trust brands regionally, marketing effectively using various channels, and the latest trends in new media strategies. The question in every marketer’s minds is how do you stretch your dollar in marketing and public relations when customers are trimming down on expenditure? People are also constantly bombarded by advertisements, how do you get your message across without busting your budget?

Research has shown that a company with high trust factor can command premium in their products and share price. SPRG’s TSANG said, “In times of economic uncertainties, maintaining brand confidence among customers and investors is important. Companies should continue to communicate regular, consistent and correct messages. Good communication is not about boasting or hiding bad news but about telling an interesting and authentic story in a constructive way.”

“Worldclass companies such as Nokia and IKEA originated from small countries in Europe. How did they build such successful brands overseas without having a large domestic market to support them? A component of brand building is about satisfying the aspirations of customers and building long-term relationship. Foreign companies need to establish trust, and prove that they stand for quality and want to be in business for the long haul,” said SANERI of EUMCCI.

TuneHotels.com is a homegrown company in Malaysia that has been successful in using public relations to create buzz in its regional expansion. On what their secret is, TuneHotels.com’s IKING, said, “Having a buzz-worthy product is key! And it must also be backed by products and services that actually make people’s lives better or easier in a meaningful way. Modern audiences are savvy consumers who will reject marketing spiels that do not deliver on promises.”

New media or using digital channels is gaining significant traction in Malaysia. What are the latest trends in new media and is it over-rated from a marketer's perspective? New media analyst, YEOH said, "Those who know how to ride the new media wave and leverage the opportunities it provides will benefit greatly. The challenge is in fully understanding what new media is all about - the dynamics and ethos. You can't make full use of something unless you grasp its essence well."

Meanwhile, Regional Marketing Specialist, CARMODY, said, "the smartest organisations that I have worked with treat marketing as an investment and not an expense. As any investment, marketing must be measurable. Its contribution will dictate the level of support it receives. In a recession, not abandoning marketing has been proven to be most effective for business," he said.

On the launch of Strategic Public Relations Sdn Bhd, TSANG said, "We are very excited about entering Malaysia. It is an important milestone for SPRG because the country is rapidly developing and we see many opportunities to share our expertise and serve this market. Malaysian clients who want to expand to Asia can also tap on our offices in Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan, and Singapore."

Stefanie BRAUKMANN, General Manager of Strategic Public Relations Sdn Bhd, said, "We have been working with clients in technology, oil & gas and non-profit sector since we started operations in Malaysia. We have a dedicated team to do corporate and financial communications, consumer and premium brand marketing, strategic counsel on brand-building, and CSR programmes."

"Stefanie is an experienced public relations practitioner and has the credentials, leadership experience and local knowledge to head the business here. We are committed to working closely with the Malaysian office to ensure it is a success," said TSANG.

About Strategic Public Relations Sdn Bhd

Strategic Public Relations Sdn Bhd, set up since January 2008, offers a range of communications services to local and multinational companies, organisations, institutions and non-government organisations. With SPRG's market leading performance in financial public relations and investor relations in the Asian region, the Malaysian office is also well suited to support Malaysia companies in their efforts to strengthen their presence in those markets.

About Strategic Public Relations Group (“SPRG”)

Established in 1995, Strategic Public Relations Group is the largest Asian independent public relations network and the largest public relations consultancy in Hong Kong. With over 240 professionals working from nine offices in Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan, Singapore and Malaysia, we provide clients, both local and international, with a comprehensive suite of world-class public relations services covering investor relations, corporate and marketing communications, consultancy and event management for IT, healthcare and pharmaceutical brands, sports and lifestyle service and product promotion, CSR communications, media relations, digital/social media, conference and event management, media and presentation skills training, issue and crisis management, editorial services and collateral production. With a global affiliation network, SPRG has access to over 100 major countries/cities around the world.

Enquiries

Strategic Public Relations Group

Eveline WAN

Tel : (852) 2864 4822
Fax : (852) 2114 4948 / (852) 2114 4978
Email : eveline.wan@sprg.com.hk
Website : www.sprg.com.hk

Strategic Public Relations Sdn Bhd

Noelle LIM

Tel : (603) 2380 5988
Fax : (603) 2380 5985
Email : noelle.lim@sprg.com.my
Website : www.sprgkl.wordpress.com

Member company : Hong Kong | Beijing | Shanghai | Guangzhou | Taiwan | Singapore | Malaysia

- end -