

## **SPRG TAIWAN RECEIVES DISTINGUISHED AWARD FOR CORPORATE COMMUNICATIONS**

(Taiwan, 31 May 2012) – SPRG Taiwan is honoured to receive the **Distinguished Award for Corporate Communications**, from **Mr Wu Den-yih, Vice President of the Republic of China**, at the 8th **Distinguished Public Relations Awards** presentation ceremony, organised by the Foundation of Public Relations. SPRG was bestowed the award for the communications programme it developed for P&G Taiwan’s annual CSR campaign, **Six Minutes Protect a Life**.

The Distinguished Public Relations Awards is a biannual event, organised by the Foundation of Public Relations, aimed at promoting development of the PR industry in Taiwan; raising public awareness of the importance of PR in today’s business world; and enhancing the status of PR in Taiwan, through a fair and open awards scheme. This year, the organiser received almost 100 entries for the seven categories of the awards, and came up with 16 finalists.

The Six Minutes Protect a Life CSR campaign is a corporate initiative launched in 1995 by P&G to show its commitment to the betterment of public health in Taiwan. It aims at encouraging women on the island to take part in breast cancer and cervical cancer screenings regularly.



Mr Wu Den-yih presents the Distinguished Award for Corporate Communications trophy to Ms Nancy Huang, General Manager of SPRG Taiwan.

SPRG has managed Six Minutes Protect a Life since 2006, and devised various activities to gain more media exposure and raise public awareness. For last year’s campaign, themed “It’s never too late to say I love you”, a fun fair and media conference were organised, the latter involving the world premiere of a documentary about four gynaecologic cancer patients, which was directed by Taiwanese celebrity, Ms Lin Chi-ling. Social media endorsements and cooperation with YouTube Taiwan involving one week free advertising on the site’s front page were also realised.





Mr Wu Den-yih remarked that the Taiwan Government should value the importance of PR and appreciate its full potential. He will further study the winning cases and share them with various government departments as a means of advancing their own PR capabilities.

## About Strategic Public Relations Group

Established in 1995, Strategic Public Relations Group is one of the largest public relations networks in Asia and the largest public relations consultancy in Hong Kong.

SPRG is an integrated public relations group with major focus on investor relations and financial communications. With 280 professionals working from nine offices in Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan, Singapore and Malaysia, the Group provides clients with a comprehensive suite of world-class public relations services covering investor relations, corporate and marketing communications, consultancy and event management for automobile, IT, travel and hospitality, healthcare and pharmaceutical, luxury, sports and lifestyle service and product promotion, CSR communications, new digital media marketing, B2B communications, conference organisation and event marketing, media skills and presentation training, issues and crisis management, media relations, editorial support and translation and production. With a global affiliation network, SPRG has access to over 100 cities around the world.

SPRG has earned the following accolades since 2009:

	<p>Marketing magazine's Agency of the Year</p> <ul style="list-style-type: none"> <li>- <b>Local Hero of the Public Relations Agency of the Year (2010, 2011, 2012)</b></li> <li>- <b>Best PR Campaign – Media Relations (2011) (Client: United Company RUSAL Plc.)</b></li> <li>- <b>Local Hero of the Media Relations Agency of the Year (2010)</b></li> </ul>
	<p>Campaign Asia Pacific PR Awards 2011</p> <ul style="list-style-type: none"> <li>- <b>Financial Communications Campaign of The Year</b> <ul style="list-style-type: none"> <li>• <b>Winner (Client: Tang Palace (China) Holdings Limited)</b></li> <li>• <b>Certificate of Excellence (Client: Active Group Holdings Limited)</b></li> </ul> </li> <li>- <b>Corporate Branding Campaign of The Year</b> <ul style="list-style-type: none"> <li>• <b>Certificate of Excellence (Client: 3D-GOLD Jewellery (HK) Limited)</b></li> </ul> </li> </ul> <p>Campaign Asia Pacific PR Awards 2010</p> <ul style="list-style-type: none"> <li>- <b>Asia Pacific Network of The Year</b></li> <li>- <b>Financial Communications Campaign of The Year</b> <ul style="list-style-type: none"> <li>• <b>Winner (Client: United Company RUSAL Plc.)</b></li> </ul> </li> </ul>
	<p>Asia Pacific SABRE Awards 2011</p> <ul style="list-style-type: none"> <li>- <b>Asia Pacific Financial Consultancy of the Year</b></li> <li>- <b>Winner – Financial Communications (Client: SBI Holdings, Inc.)</b></li> <li>- <b>Winner – Corporate Image (Client: 3D-GOLD Jewellery (HK) Limited)</b></li> </ul> <p>The Holmes Report Top 250 Global Rankings 2011</p> <ul style="list-style-type: none"> <li>- <b>Ranked 64 – the ONLY Hong Kong-based PR network on the list</b></li> </ul> <p>The Holmes Report Asia Consultancy Report Card 2009</p> <ul style="list-style-type: none"> <li>- <b>Hong Kong Consultancy of the Year</b></li> </ul>
	<p>P&amp;G Taiwan</p> <ul style="list-style-type: none"> <li>- <b>Best Integrated Marketing Case in PR Campaign (2010 &amp; 2011)</b></li> </ul>

### Enquiries

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