

**SPRG RECEIVES "LOCAL HERO – PUBLIC RELATIONS AGENCY OF THE YEAR"
HONOUR FROM *MARKETING* MAGAZINE FOR FOURTH CONSECUTIVE YEAR**

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SINGAPORE OFFICE RANKS AMONG TOP 10 PR AGENCIES IN THE REPUBLIC

(Asia Pacific, 30 May 2013) – **Strategic Public Relations Group** (“SPRG” or the “Group”) is honoured to garner the **Local Hero – Public Relations Agency of the Year** title during *Marketing* magazine’s Agency of the Year Awards 2013 prize presentation ceremony, held last night in Hong Kong. This marks the fourth year in a row that SPRG has received the accolade, underscoring its professionalism in delivering superior PR services to clients as well as prominence in the industry. SPRG Singapore was also ranked among the **Top 10 PR Agencies of the Year** in the republic by the same organiser.



**Local Hero
PR Agency of the Year**

HONG KONG

SPRG is an integrated public relations group specialising in IPO/investor relations and financial communications. The Group maintained its No.1 position in the Hong Kong IPO market in 2012 by completing 14 new listing communications programmes. On the business front, SPRG achieved a retainer client retention rate of 83% – 31 clients have maintained ties with SPRG exceeding 10 years and over 100 clients have been with the Group for more than 5 years – suggesting a high level of satisfaction. SPRG’s success relies on a seasoned and stable workforce of 150 professionals in Hong Kong.

SPRG was also a finalist in The MARKies’ **Best Idea – Public/Media Relations** category. The communications campaign, “**Connecting the People of Russia and Hong Kong**” that SPRG developed for United Company RUSAL Plc. (HKEx: 486; “UC RUSAL”), included a series of events, such as the “Russia in Your Eyes” photo contest and photo exhibition; internet promotion through the “Friends of Russia” Facebook page; and the joint education and research programme with HKUST. By offering information through various channels, both Russia and UC RUSAL enjoyed widespread recognition from the Hong Kong public and the local media. More importantly, ties between the people of Russia and Hong Kong have been continuously strengthened.

SINGAPORE

SPRG Singapore created quite a sensation at the corresponding awards in the republic. Known for their creative ideas, SPRG Singapore was named one of the **Top 10 PR Agencies of the Year** by *Marketing* magazine, based on the preferences of client-side marketers. Within the eight years since its establishment, the office has grown into a sizeable PR agency in the republic, offering diversified services, and becoming a leader in consumer and entertainment communication strategies.

The communications campaign, **Sentosa Spooktacular** that SPRG Singapore developed for Sentosa's Halloween event, became a finalist in The MARKies' **Best Idea – Public/Media Relations** category. The campaign included the creation of a satirical not-for-profit organisation called "Ghosts Were People Too" ("GWPT"), videos of "ghost sightings", uploads on YouTube and the GWPT Facebook page. The two-month campaign turned out to be a clear success, as all five nights of the Halloween event were sold out.

Richard Tsang, Chairman of SPRG, remarked, "We are truly grateful to have received the **Local Hero – Public Relations Agency of the Year** title from *Marketing* magazine since 2010, and I am pleased to see the tremendous growth of our Singapore office which is also recognised by the local market. Both achievements pay tribute to our exceptional teams and loyal clients. SPRG will continue to deliver professional PR services to our diverse clientele and respond immediately to market forces by capitalising on our solid foundation and track record, as well as the support of our business partners. This is consistent with our overall mission of being the 'preferred PR partner' to our clients."

With concerted effort from every member of the Group combined with the trust of its clients, SPRG received a total 27 awards and honours in 2012.

About Marketing magazine's Agency of the Year Awards

Marketing magazine's Agency of the Year awards is regarded as the region's leading barometer of agency performance and the only awards in the world that is wholly judged by client marketers. It honours agencies with outstanding performance in the industry, judging by their business performance, project performance, staff stability, and leadership and vision. MARKies awards, inaugurated in 2011, is an award to recognise the work across the entire industry. Positioned by the organiser, agencies taking away the signature cube trophies from the Agency of the Year gala awards can rightly call themselves "client preferred" agencies.

About Strategic Public Relations Group

Strategic Public Relations Group (SPRG) 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 and an investor relations and financial communications specialist. With 290 professionals working from nine offices in Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan, Singapore and Malaysia, the Group delivers tailored solutions in investor relations, corporate and marketing communications, event consultancy and management, product promotion, CSR communications, new digital media marketing, B2B communications, conference organisation, media skills and presentation training, issues and crisis management, editorial support and production. SPRG clients include prominent members of the automobile, IT, travel and hospitality, healthcare and pharmaceutical, sports and lifestyle industries.

Through its own and global affiliation network, SPRG can help clients access 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"> - Local Hero of the Public Relations Agency of the Year (2010, 2011, 2012 and 2013) - Best PR Campaign – Media Relations (2011) (Client: United Company RUSAL Plc.) - Local Hero of the Media Relations Agency of the Year (2010) <p>Marketing magazine's Marketing Excellence Awards 2012</p> <ul style="list-style-type: none"> - Gold Award – Excellence in Public Relations (Client: Fairwood Holdings Ltd.) - Bronze Award – Excellence in Public Relations (Client: United Company RUSAL Plc.)
	<p>Campaign Greater China Agency of the Year 2012</p> <ul style="list-style-type: none"> - Greater China Independent Agency of the Year (Silver) <p>Campaign Asia Pacific PR Awards 2011</p> <ul style="list-style-type: none"> - Financial Communications Campaign of The Year <ul style="list-style-type: none"> • Winner (Client: Tang Palace (China) Holdings Limited) • Certificate of Excellence (Client: Active Group Holdings Limited) - Corporate Branding Campaign of The Year <ul style="list-style-type: none"> • Certificate of Excellence (Client: 3D-GOLD Jewellery (HK) Limited) <p>Campaign Asia Pacific PR Awards 2010</p> <ul style="list-style-type: none"> - Asia Pacific Network of The Year - Financial Communications Campaign of The Year <ul style="list-style-type: none"> • Winner (Client: United Company RUSAL Plc.)
	<p>Asia Pacific SABRE Awards 2011</p> <ul style="list-style-type: none"> - Asia Pacific Financial Consultancy of the Year - Winner – Financial Communications (Client: SBI Holdings, Inc.) - Winner – Corporate Image (Client: 3D-GOLD Jewellery (HK) Limited) <p>The Holmes Report Top 250 Global Rankings 2011</p> <ul style="list-style-type: none"> - Ranked 64 – the ONLY Hong Kong-based PR network on the list <p>The Holmes Report Asia Consultancy Report Card 2009</p> <ul style="list-style-type: none"> - Hong Kong Consultancy of the Year
	<p>P&G Taiwan</p> <ul style="list-style-type: none"> - Best Integrated Marketing Case in PR Campaign (2010 & 2011)

Enquiries

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