

**SPRG WINS NINE STEVIE® AWARDS
INCLUDING THREE GOLD STATUETTES
AT 2013 INTERNATIONAL BUSINESS AWARDSSM**

(Hong Kong, 16 August 2013) – **Strategic Public Relations Group** (“SPRG” or the “Group”) is pleased to announce that it has won **nine Stevie® awards** at the **2013 International Business AwardsSM**. In a competition with over 3,300 nominations from more than 50 nations and territories, SPRG is one of the few agencies to garner such a large number of awards during the occasion. These accolades reflect the Group’s ability to deliver exceptional PR services to clients, including campaigns that are creative, innovative and insightful.

Gold Stevie® Winner – Public Relations Agency of the Year in Asia (China, Japan & Korea)



**Public Relations
Agency of the Year in Asia**

Being the only winner in the Asia category, SPRG truly stood out as a specialist in public relations, investor relations and financial communications, as well as a trusted corporate and marketing communications leader. The Group recorded excellent results on the business front in 2012: completing 14 new listings; remaining top of the IPO communications market; effectively expanding its portfolio of corporate and marketing clients, which range from local brands to MNCs; and serving over 150 retainer clients in Hong Kong. The Group’s success can be attributed to a stable, 150 strong workforce – achieving a retention rate of over 80% – despite high turnover and aggressive headhunting in Hong Kong.

The communications campaigns SPRG devised for its clients also won Stevie® awards on eight occasions.

Award	Category
	<p>Communications or PR Campaign/Programme of the Year – Events & Observances – Asia United Company RUSAL Plc.: Connecting the People of Russia and Hong Kong</p>
	<p>Communications or PR Campaign/Programme of the Year – Investor Relations Tsui Wah Holdings Limited: A Taste of Success</p>
	<p>Communications or PR Campaign/Programme of the Year – Marketing – Consumer Products – Asia Procter and Gamble (Taiwan): Head and Shoulders To be Shi-li-Pai</p>

Award	Category
	Communications or PR Campaign/Programme of the Year – Events & Observances – Asia Sentosa Leisure Management Pte Ltd: Sentosa Spooktacular 2012
	Communications or PR Campaign/Programme of the Year – Investor Relations DYNAM JAPAN HOLDINGS Co., Ltd.: Setting Sights on the World Stage
	Communications or PR Campaign/Programme of the Year – Issues Management Samling Global Limited: A Win-win Proposition
	Communications or PR Campaign/Programme of the Year – Marketing – Consumer Products – Asia Sentosa Leisure Management Pte Ltd: Sentosa Spooktacular 2012
	Communications or PR Campaign/Programme of the Year – Public Service – All Other Regions HOPE Foundation for Cancer Care: Running for HOPE

About the Stevie Awards

Stevie Awards are conferred in five programmes: The International Business Awards, The American Business Awards, the Asia-Pacific Stevie Awards, the Stevie Awards for Women in Business, and the Stevie Awards for Sales & Customer Service. Honouring organisations of all types and sizes and the people behind them, the Stevies recognise outstanding performances in the workplace worldwide. Learn more about the Stevie Awards at www.StevieAwards.com.

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 players of the automobile, IT, travel and hospitality, healthcare and pharmaceutical, sports, lifestyle, and entertainment industries.

Through its own and affiliation with a global public relations network, SPRG can assist clients access over 100 cities around the world.

Agency-specific awards earned by SPRG since 2009 include the following:

	<p>2013 International Business AwardsSM</p> <ul style="list-style-type: none"> - Gold Stevie[®] Winner – Public Relations Agency of the Year in Asia
	<p>Agency of the Year</p> <ul style="list-style-type: none"> - Local Hero of the Public Relations Agency of the Year (2010, 2011, 2012 & 2013) - Local Hero of the Media Relations Agency of the Year (2010)
	<p>Agency of the Year Awards 2012</p> <ul style="list-style-type: none"> - Silver – Greater China Independent Agency of the Year
	<p>Asia Pacific PR Awards</p> <ul style="list-style-type: none"> - Asia Pacific Network of The Year (2010)
	<p>Asia Pacific SABRE Awards</p> <ul style="list-style-type: none"> - Asia Pacific Financial Consultancy of the Year (2011) <p>Top 250 Global Rankings – The only HK-based network</p> <ul style="list-style-type: none"> - Ranked 59 in 2012 <p>Asia Pacific Market Profile Global Rankings – The only HK-based network</p> <ul style="list-style-type: none"> - Ranked among the Top 5 in 2011 <p>The Holmes Report Asia Consultancy Report Card 2009</p> <ul style="list-style-type: none"> - Hong Kong Consultancy of the Year
	<p>Asian Excellence Recognition Awards 2012</p> <ul style="list-style-type: none"> - Best Financial PR Firm (Asia)
	<p>P&G Taiwan</p> <ul style="list-style-type: none"> - Best Integrated Marketing Case in PR Campaign (2010 & 2011)

Furthermore, SPRG has devised 30 award-winning campaigns for clients, which are recognised by the *Marketing magazine*, *Campaign*, *The Holmes Report*, *PRNews*, *PublicAffairsAsia*, *Stevie[®] Awards* and *Mer Comm*. etc.

Enquiries

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