

SPRG CAPTURES 11 INTERNATIONAL AWARDS IN THE SPAN OF ONE MONTH

(Hong Kong, 24 October 2013) – **Strategic Public Relations Group** (“SPRG” or the “Group”) has been bestowed with the **Winner – Consumer PR for an Existing Product** accolade from **Golden World Awards 2013** (“GWA”) for a project that its Singapore office handled. The Group also collected 10 Stevie trophies from the Communications or PR Campaign / Programme of the Year category during the **2013 International Business Awards** (“IBA”) gala dinner in Barcelona, Spain. The awards included the **Gold Stevie – Public Relations Agency of the Year in Asia (China, Japan and Korea)**. In so doing, the Group became one of the top five **Grand Stevie Award** winners.

SPRG helped promote the “Spooktacular 2012” Halloween event for **Sentosa Leisure Management Pte Ltd**, which included the creation of a virtual non-profit-making organisation called “Ghosts Were People Too”. The two-month communications campaign was a clear success, as all five nights of the Halloween event were sold out, and was subsequently named **Winner – Consumer PR for an Existing Product** at GWA.



(Right to left) Mr Michael Gallagher, President of Stevie Awards, poses with Mr Richard Tsang and Ms Eveline Wan, SPRG Chairman and Senior Director – Asia, respectively, following award presentation.

Gold Stevie – Events & Observances (Asia)

The campaign devised by SPRG for **United Company RUSAL Plc** (HKEx: 486), entitled “Connecting the People of Russia and Hong Kong”, included the “Russia in Your Eyes” photo contest and other memorable activities. The project successfully raised the profile of the company and Russia among Hong Kong people and the investment community.

Gold Stevie – Investor Relations

“A Taste of Success” is a communications campaign developed by SPRG for **Tsui Wah Holdings Limited** (HKEx: 1314). Along with successfully listing in Hong Kong, the offer price of the client’s shares was set at the top-end, and several months after the IPO, the share price actually doubled.

Silver Stevie – Marketing – Consumer Products (Asia)

SPRG assisted **Head & Shoulders** in promoting the “To be MVP. To be Shi-li-Pai” (Definition: Shi-li-Pai = Genuine Strength) campaign, with the objective of helping recapture market share and reinforce the company’s prominence in the Taiwan market. Members of the Taiwan Super Basketball League were recruited to help attract the interest of male customers.

Bronze Stevie – Events & Observances (Asia) and

Bronze Stevie – Marketing – Consumer Products (Asia)

Apart from receiving an accolade at GWA, the “Spooktacular 2012” Halloween event SPRG developed for **Sentosa Leisure Management Pte Ltd** also won two awards at IBA.

Bronze Stevie – Investor Relations

SPRG devised the “Setting Sights on the World Stage” communications programme for the primary listing and fund raising exercise of **DYNAM JAPAN HOLDINGS Co., Ltd.** (“DYNAM”; HKEx: 6889). DYNAM became the first Japanese pachinko operator to list in Hong Kong, raising HK\$1.6 billion despite a weak global economic climate and generally poor investment sentiment.

Bronze Stevie – Issues Management

Through the “Privatisation – A Win-win Proposition” initiative, SPRG helped **Samling Global Limited** to privatise. Both the Court Meeting and Special General Meeting were conducted smoothly, with all resolutions proposed by the management approved by shareholders, thus opening the way for the company’s privatisation.

Bronze Stevie – Public Service (All Other Regions)

SPRG helped promote awareness of the “Running for HOPE” campaign for **HOPE Foundation for Cancer Care** (“HOPE”). The campaign called on all Taiwanese men to remind family and friends to receive regular Pap testing. A symbolic ultramarathon employed to raise public consciousness even gained full support and participation from President Ma Ying-jeou, who specially opened the Presidential Palace to runners – marking the first time ever that the public was granted access.

Mr Richard Tsang, Chairman of SPRG, remarked, “We are truly grateful for receiving the awards and recognition at the **GWA** and **IBA**. The Group has been increasing its participation in local, regional and international industry awards, and so far the fruits of our efforts are almost 20 accolades in 2013 and counting. Through such strong showings, we trust that not only the Group, but also our client campaigns will gain the international recognition that they deserve.”

About the Golden World Awards

The Golden World Awards for Excellence offer world-wide recognition and acclaim to world-class public relations programmes. The 2013 competition, conducted by the International Public Relations Association (“IPRA”), is open to local, regional, national or international public relations programmes carried out or completed in 2012/2013.

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.

Competition was particularly keen in 2013, with over 3,300 nominations from more than 50 nations and territories submitted to the International Business Awards.

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, banking and finance, 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 110 cities around the world.

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

	<p>International Business Awards 2013</p> <ul style="list-style-type: none"> - Gold Stevie Winner – Public Relations Agency of the Year in Asia - Grand Stevie Award
	<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)

	Agency of the Year Awards 2012 - Silver – Greater China Independent Agency of the Year
	Asia Pacific SABRE Awards 2011 - Asia Pacific Financial Consultancy of the Year Top 250 Global Rankings 2013 – The only HK-based network - Ranked 66 - Ranked 4 in Asia The Holmes Report Asia Consultancy Report Card 2009 - Hong Kong Consultancy of the Year
	Asia Pacific PR Awards 2010 - Asia Pacific Network of The Year
	Asian Excellence Recognition Awards 2012 - Best Financial PR Firm – Asia
	P&G Taiwan - Best Integrated Marketing Case in PR Campaign (2010 & 2011)

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

Enquiries

Strategic Public Relations Group

Evelyn IP

Tel : (852) 2114 4931

Fax : (852) 2114 4948

Email : evelyn.ip@sprg.com.hk

Website : www.sprg.asia

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

- End -