

## SPRG GARNERS SEVEN AWARDS IN TWO DAYS



(Hong Kong, 25 April 2016) – **Strategic Public Relations Group** (“SPRG” or the “Group”) was honoured with seven awards for campaigns developed for its clients, and all within two days from two separate organisers. Two of the awards were received during **Marketing Magazine’s The MARKies Awards 2016** held in Hong Kong last Friday. Five Stevie® statuettes – two Gold and three Bronze – will subsequently be presented to SPRG during **The Asia-Pacific Stevie® Awards 2016** in Sydney on 27 May.

### Marketing Magazine’s The MARKies Awards 2016 – Hong Kong

The MARKies recognises the most innovative, creative and effective campaigns or projects spanning Hong Kong’s entire marketing services industry. From unique one-offs to long-term campaigns and programmes, the MARKies gives agencies in Hong Kong the opportunity to showcase unique and deserving work of brilliance. This year, it received almost 600 submissions – a record for the Hong Kong awards.







*The winning teams from SPRG with their partners and clients.*

Award	Client
<b>Best Idea – Public Relations (SPRG and FleishmanHillard)</b>	
Gold	 <b>Melco Crown Entertainment</b> 新濠博亞娛樂 Melco Crown Entertainment Limited
<b>Best Idea – Events (SPRG and Fimmick)</b>	
Bronze	 Heineken Hong Kong – Tiger Beer

### **Asia-Pacific Stevie® Awards – Asia-Pacific**

The Asia-Pacific Stevie Awards are the only business awards programme to recognise innovation in the workplace in all 22 nations of the Asia-Pacific region. The Stevie Awards are widely considered to be the world's premier business awards, conferring recognition for achievement in programmes such as The International Business Awards for more than a decade. More than 600 nominations from organisations across the Asia-Pacific region were considered this year.

<b>Category</b>	<b>Client</b>
<b>Gold Stevie®</b>	
Award for Innovation in Community Relations or Public Service Communications	 SPRG STRATEGIC CSR NETWORK Care · Connect · Contribute
Award for Innovation in Investor Relations	 <b>SINOMAX</b> Sinomax Group Ltd. (HKEx: 1418)
<b>Bronze Stevie®</b>	
Award for Innovation in Investor Relations	 Regina Miracle Regina Miracle International (Holdings) Limited (HKEx: 2199)
Award for Innovation in Media Relations	 A+E NETWORKS   ASIA HISTORY Lifetime fyi crime + investigation
Award for Innovation in the Use of Celebrities or Public Figures	

### **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 300 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, banking and finance, IT, travel and hospitality, healthcare and pharmaceutical, lifestyle, entertainment, and sports industries, as well as government bodies and associations.

Through its own network 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 include the following:

	<p>Stevie® Awards – International Business Awards<sup>SM</sup></p> <ul style="list-style-type: none"> <li>- <b>Public Relations Agency of the Year in Asia Pacific (2014 &amp; 2015)</b></li> <li>- <b>Public Relations Agency of the Year in Asia (2013, 2014 &amp; 2015)</b></li> <li>- <b>Grand Stevie® Award (2013)</b></li> </ul>
<p><b>MARKETING</b></p>	<p>Agency of the Year</p> <ul style="list-style-type: none"> <li>- <b>Local Hero – Public Relations Agency of the Year (2010, 2011, 2012 &amp; 2013)</b></li> <li>- <b>Local Hero – Media Relations Agency of the Year (2010)</b></li> </ul>
<p><b>campaign</b> <small>Asia-Pacific</small></p>	<p>Agency of the Year Awards</p> <ul style="list-style-type: none"> <li>- <b>Greater China Independent Agency of the Year – Silver (2012)</b></li> </ul> <p>Asia Pacific PR Awards</p> <ul style="list-style-type: none"> <li>- <b>Asia Pacific Network of the Year (2010)</b></li> </ul>
<p>TheHolmesReport</p>	<p>Asia Pacific SABRE Awards</p> <ul style="list-style-type: none"> <li>- <b>Asia Pacific Financial Consultancy of the Year (2011)</b></li> <li>- <b>Hong Kong Consultancy of the Year (2009)</b></li> </ul>
	<p>Asian Excellence Award</p> <ul style="list-style-type: none"> <li>- <b>Best Financial PR Firm in Asia (2011, 2012, 2013, 2014 &amp; 2015)</b></li> </ul>

Campaigns that SPRG has devised for clients have won more than 68 awards from such distinguished publications and organisers as the **Bulldog Reporter**, *Marketing*, *Campaign*, *The Holmes Report*, *IPRA*, *PRNews*, *PublicAffairsAsia*, *Stevie Awards* and *Mer Comm*.

Enquiries

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