

**SPRG RECEIVES TWO PROMINENT AWARDS  
DURING MARKETING'S AGENCY OF THE YEAR AWARDS 2016**

**LOCAL HERO – PR AGENCY OF THE YEAR  
GOLD WINNER – MOST OUTSTANDING CLIENT/AGENCY PARTNERSHIP**

(Hong Kong, 3 June 2016) – **Strategic Public Relations Group** (“SPRG” or the “Group”) was awarded with two distinctions during **Marketing’s Agency of the Year Awards 2016** held in Hong Kong last night. The Group was named Local Hero – Public Relations Agency of the Year, while the campaign worked with its client, Melco International Development Limited (“Melco”) garnered Gold in the Most Outstanding Client/Agency Partnership category.

**Local Hero – PR Agency of the Year**

In the past year, SPRG has developed many outstanding campaigns, as well as won 125 new clients while retaining a wide range of existing clients. The Group achieved double-digit growth in both turnover and profit. SPRG has stable and experienced management team and it made eight key hires last year. With 141 staff, SPRG provides an exchange programme for its staff which lasts for up to three months and employees can apply to gain experience at one of the SPRG’s overseas offices.



SPRG is named Local Hero – Public Relations Agency of the Year

### **Gold Award – Most Outstanding Client/Agency Partnership**

Melco International Development Limited is one of the many long-term clients that SPRG has been working with – our collaboration has started since 2005. Melco is the pioneer in Macau’s gaming industry and has its thought leadership in providing diversified and first-of-its-kind non-gaming offerings at its resort properties. Over the many years, SPRG has assisted Melco in various milestone events and strategic public relations campaigns. Today, Macau is no longer a gaming hub, but also a multidimensional tourist destination. And Melco has also become a world leader in the leisure and entertainment sector with operations in Macau, the Philippines, Cambodia, and Russia.



SPRG wins the Gold Award in the Most Outstanding Client/Agency Partnership category of Marketing’s Agency of the Year Awards 2016

## **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:

	Stevie® Awards – International Business Awards <sup>SM</sup> <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>
<b>MARKETING</b>	Agency of the Year <ul style="list-style-type: none"><li>- <b>Most Outstanding Client/Agency Partnership (2016)</b></li><li>- <b>Best Crisis Management Team (2014)</b></li><li>- <b>Local Hero – Public Relations Agency of the Year (2010, 2011, 2012, 2013 &amp; 2016)</b></li><li>- <b>Local Hero – Media Relations Agency of the Year (2010)</b></li></ul>
<b>campaign</b> <small>Asia-Pacific</small>	Agency of the Year Awards <ul style="list-style-type: none"><li>- <b>Greater China Independent Agency of the Year – Silver (2012)</b></li></ul> Asia Pacific PR Awards <ul style="list-style-type: none"><li>- <b>Asia Pacific Network of the Year (2010)</b></li></ul>
TheHolmesReport	Asia Pacific SABRE Awards <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>
	Asian Excellence Award <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 70 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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