

SPRG RECEIVES GOLD AWARD IN BEST USE OF SOCIAL MEDIA AT THE MARKETING EVENTS AWARDS 2016

(Hong Kong, 25 July 2016) – Strategic Public Relations Group (“SPRG” or the “Group”) announced that the campaign it devised for Google China received the Gold Award – Best Use of Social Media at the Marketing Events Awards 2016 (“MEA”) organised by Marketing Magazine. The accolade recognises the Group’s professionalism in providing its clients with superior PR services, demonstrating in particular its skills in tapping the extraordinary power of the social media.

The Group’s Beijing office has been working with Google China for over eight years. Earlier this year, the team was tasked with promoting the Google DeepMind Challenge Match: Lee Sedol vs. AlphaGo. Lee Sedol is a world champion Go player while AlphaGo is an artificial intelligence (“AI”) Go programme developed by Google DeepMind.

The task was challenging for a few reasons. The first being the match was not held in China which made gaining exposure for it in the country difficult. Secondly, machines eventually controlling mankind has been a cause of public apprehension, and thirdly, AI is not an easy topic for the general public to understand and appreciate. To accomplish its task, on top of traditional media, the Group tailored a wide range of media tools to use on the most popular social media platforms in China - SINA Weibo and Tencent WeChat. It had key opinion leaders drove online discussions on well defined topics, which also contributed to the success of the campaign.

The interest in and overwhelmingly positive responses to the match in both the traditional and social media proved that the campaign was a success. Google’s leadership in AI and, as a technology leader, its continuous strive for innovations to the benefit of people around the world have been reinforced in the public eye, especially among young people who are its main target.



About The Marketing Events Awards 2016

The Marketing Events Awards recognises and honours the very best of Asia’s event marketing, management and planning industry. It is THE event for event marketers and planners, giving praise to creative excellence, strategic marketing, and operational precision. The awards are judged by senior marketers across North Asia and Marketing magazine’s editorial board.

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, public affairs and government relations, 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 PROI Worldwide, the world's largest independent affiliation partnership, 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 SM <ul style="list-style-type: none">- Public Relations Agency of the Year in Asia Pacific (2014 & 2015)- Public Relations Agency of the Year in Asia (2013, 2014 & 2015)- Grand Stevie® Award (2013)
MARKETING	Agency of the Year <ul style="list-style-type: none">- Most Outstanding Client/Agency Partnership (2016)- Best Crisis Management Team (2014)- Local Hero – Public Relations Agency of the Year (2010, 2011, 2012, 2013 & 2016)- Local Hero – Media Relations Agency of the Year (2010)
campaign <small>Asia-Pacific</small>	Agency of the Year Awards <ul style="list-style-type: none">- Greater China Independent Agency of the Year – Silver (2012) Asia Pacific PR Awards <ul style="list-style-type: none">- Asia Pacific Network of the Year (2010)
TheHolmesReport	Asia Pacific SABRE Awards <ul style="list-style-type: none">- Asia Pacific Financial Consultancy of the Year (2011)- Hong Kong Consultancy of the Year (2009)
	Asian Excellence Award <ul style="list-style-type: none">- Best Financial PR Firm in Asia (2011, 2012, 2013, 2014, 2015 & 2016)
	Asia Responsible Entrepreneurship Awards <ul style="list-style-type: none">- Investment in People (2009 & 2016)- SME CSR (2016)

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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