

**SPRG IS NAMED “THE MOST NOTABLE SOCIAL NETWORK MARKETING AGENCY”  
BY 2016-17 GOLDEN BEE AWARDS**

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**BEIJING OFFICE WINS GOLD AWARD WITH  
GOOGLE CHINA ALPHAGO COMMUNICATION CAMPAIGN**

(Asia, 4 November 2016) – **Strategic Public Relations Group** (“SPRG” or the “Group”) has received a **Gold Award** in the **Best Interactive Campaign** category of Evolution 2016 – The 5th Social Network Marketing Conference cum Golden Bee Awards. The honour was bestowed on its Beijing office, which developed the *Google DeepMind Challenge Match: Lee Sedol vs AlphaGO* communications campaign for Google China. During the same occasion, SPRG Beijing was further presented with the **Gold Award** in the **2016-2017 The Most Notable Social Network Marketing Agency** category for its outstanding performance in the said category.

Organised by some of China’s most illustrious social network marketing members such as the publication *Advertisers*, and with support from Business School Communication University of China which was involved in industry exchanges and judging activities, Evolution 2016 – The 5th Social Network Marketing Conference cum Golden Bee Awards recognises exceptional social network marketing programmes from across the nation. This year’s competition attracted 326 companies and 1,263 nominations.



**About Strategic Public Relations Group**

Strategic Public Relations Group 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:

	<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, 2015 &amp; 2016)</b></li> <li>- <b>Public Relations Agency of the Year in Asia (2013, 2014, 2015 &amp; 2016)</b></li> <li>- <b>Grand Stevie® Award (2013)</b></li> </ul>
<p><b>MARKETING</b></p>	<p>PR Awards</p> <ul style="list-style-type: none"> <li>- <b>Best of Show – Agency (2016)</b></li> </ul> <p>Agency of the Year</p> <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> </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, 2015 &amp; 2016)</b></li> </ul>
	<p>Asia Responsible Entrepreneurship Awards</p> <ul style="list-style-type: none"> <li>- <b>Investment in People (2009 &amp; 2016)</b></li> <li>- <b>SME CSR (2016)</b></li> </ul>

Campaigns that SPRG has devised for clients have won more than 110 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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