

SPRG WINS TWO GOLD AND ONE BRONZE AWARDS AT MARKETING PR AWARDS 2018

(Hong Kong, 31 August 2018) – **Strategic Public Relations Group** (“SPRG” or the “Group”) has received two gold and one bronze awards at **Marketing Magazine’s PR Awards 2018 Awards Presentation Ceremony**. The campaign “*Full Moon and The Fire Dragon and Vampires Gathering Under The Moon*”, developed by SPRG for Lee Tung Avenue Management Company, won two Gold awards – “Best Engagement – Mass Community” and “Campaign of the Year”, whereas “*The Nostalgic Hong Kong New Year Market@Telford*” it tailored for MTR Corporation bagged the Bronze award for “Best PR Campaign – Consumer”. Delighted with winning the awards, SPRG vows to at the best of its professional ability keep developing more powerful PR and marketing campaigns that meet clients’ needs in the future.



Representatives of Lee Tung Avenue Management Company (above) and MTR Corporation (below) receive the awards on stage.



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 310 professionals working from 15 offices in Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan, Singapore and Malaysia, the Group 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 in accessing over 140 cities around the world.

Agency-specific awards earned by SPRG include the following:

	<p>Stevie® Awards – International Business AwardsSM</p> <ul style="list-style-type: none"> - Public Relations Agency of the Year in Asia Pacific (2014, 2015, 2016, 2017 & 2018) - Public Relations Agency of the Year in Asia (2013, 2014, 2015, 2016, 2017 & 2018) - Grand Stevie® Award (2013)
<p>MARKETING</p>	<p>PR Awards</p> <ul style="list-style-type: none"> - Best of Show – Agency (2016) - Best Crisis Management Team (2014) <p>Agency of the Year</p> <ul style="list-style-type: none"> - Most Outstanding Client/Agency Partnership (2016) - Local Hero – Public Relations Agency of the Year (2010, 2011, 2012, 2013 & 2016) - Local Hero – Media Relations Agency of the Year (2010)
	<p>Agency of the Year Awards</p> <ul style="list-style-type: none"> - Greater China Independent Agency of the Year – Silver (2012) <p>Asia Pacific PR Awards</p> <ul style="list-style-type: none"> - Asia Pacific Network of the Year (2010)
	<p>Asia Pacific SABRE Awards</p> <ul style="list-style-type: none"> - Asia Pacific Corporate Consultancy of the Year (2017) - Asia Pacific Financial Consultancy of the Year (2011) - Hong Kong Consultancy of the Year (2009)
	<p>Asian Excellence Award</p> <ul style="list-style-type: none"> - Best Financial PR Firm in Asia (2011, 2012, 2013, 2014, 2015, 2016 & 2017)
	<p>Asia Pacific Communications Awards</p> <ul style="list-style-type: none"> - Agency of the Year (2017) <p>Asia Pacific Excellence Award</p> <ul style="list-style-type: none"> - Agency of the Year (2016)
	<p>Asia Responsible Entrepreneurship Awards</p> <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 150 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

Strategic Public Relations Group

Eveline WAN

Tel: (852) 2864 4822

Fax: (852) 2114 4948

Email: eveline.wan@sprg.com.hk

Website: www.sprg.asia

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

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