

SPRG RECEIVES HKIM GRAND SLAM AWARD FOLLOWING FIFTH MARKET LEADERSHIP IN PUBLIC RELATIONS WIN

(Hong Kong, 31 August 2026) – **Strategic Public Relations Group** (“SPRG” or the “Group”) is pleased to announce that it has received two prestigious honours at the Hong Kong Institute of Marketing (“HKIM”) Market Leadership Awards 2025/26: its fifth “Market Leadership in Public Relations” award in recent years and, in recognition of this remarkable achievement, the prestigious “Grand Slam Award”. These accolades reaffirm SPRG’s sustained leadership in marketing communications and underscore the Group’s long-standing commitment to excellence, innovation and delivering meaningful impact across the public relations industry.



Organised by HKIM, the Market Leadership Awards is a highly anticipated annual event that recognises enterprises and individuals for their outstanding contributions to the marketing sector in Hong Kong and the Chinese Mainland. Winners are selected following a year-long assessment of their marketing expertise and leadership, including the effectiveness of marketing strategies, integrated branding initiatives, diversified communications campaigns, innovative media solutions, business integrity, social responsibility and broader market impact.

SPRG’s selection was based on its outstanding achievements and market leadership over the past year. These two accolades reflect the Group’s ability to combine strategic insight, creative excellence and integrated communications expertise to deliver impactful solutions for clients, while advancing the standards of the wider marketing and public relations profession.

Mr Richard Tsang, Founder and Chairman of SPRG, said: “We are truly honoured to receive the prestigious awards. This recognition reflects the commitment, creativity and expertise of our talented teams, whilst also highlighting the enduring trust placed in us by our clients and partners. We will continue to raise the bar for our industry, delivering ideas and solutions that help our clients build stronger connections with their audiences and contribute positively to society.”



About Strategic Public Relations Group (“SPRG”)

Established in 1995 as an investor relations specialist in Hong Kong, SPRG has grown to become an integrated PR group that prides itself on providing holistic communications services to local and international clients in APAC. SPRG has 230 professionals working from eight locations across the region. With affiliates around the world and PROI Worldwide partners, SPRG can help clients access over 165 cities globally. Visit www.sprg.asia for more information.

Enquiries

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