STRATEGIC PUBLIC RELATIONS GROUP
縱橫公共關係顧問集團

SPRG WINS GOLD AWARD OF HEALTH & WELLNESS COMMUNICATIONS CAMPAIGN OF THE YEAR AT PR AWARDS ASIA PACIFIC 2026

(Hong Kong, 11 June 2026) – **Strategic Public Relations Group** ("SPRG" or the "Group") is pleased to announce that the communications campaign it developed for Zespri International (Taiwan) has won the **Gold Award – Health & Wellness Communications Campaign of the Year** at **PRWeek's PR Awards Asia Pacific 2026**.

Presented at the award ceremony held in Hong Kong last night, the accolade once again attests to the Group's professionalism and proven ability to deliver exceptional PR services that create value for its clients.

Zespri International (Taiwan): Breakfast +1: Closing Taiwan's Last-Mile Nutrition Gap

In Taiwan, fast-paced lifestyles have contributed to widening nutrition gaps, with low fruit intake, fibre-related digestive issues, and rising obesity and prediabetes risks affecting both children and adults. Against this backdrop, Zespri sought to go beyond brand awareness and encourage healthier daily eating habits by promoting the simple addition of one kiwifruit to breakfast.

Through the "Breakfast + One Kiwifruit" campaign, SPRG helped position kiwifruit as an accessible, health-focused choice for everyday nutrition. The campaign built a "Health Golden Triangle" that connected medical endorsement, convenience retail activation and gamified school education, effectively engaging consumers across multiple everyday touchpoints.

By removing cognitive and behavioural barriers, the campaign made healthier breakfast choices easier, more accessible and more habit-forming. Its success demonstrated the power of health and wellness communications to address real nutrition challenges while strengthening brand preference, consumer loyalty and long-term brand equity.



Lily Chang, Senior Deputy General Manager of SPRG Taipei (left), and Emi Chen, Marketing Manager of Zespri International (Taiwan), proudly accept the Gold award.

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.

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