

SPRG GARNERS GOLD MARKIES AWARD

(Hong Kong, 19 April 2018) – **Strategic Public Relations Group** (“SPRG” or the “Group”) has been presented with a gold award for the campaign that it developed for Lee Tung Avenue Management Company. SPRG received the honour during **Marketing Magazine’s The MARKies Awards 2018**, held in Hong Kong earlier this evening. The aforementioned campaign, titled “Full Moon, The Fire Dragon and Count Dracula’s Full Moon Parties” won gold in the Best Idea – Public Relations category.

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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:

	Stevie® Awards – International Business Awards SM - Public Relations Agency of the Year in Asia Pacific (2014, 2015, 2016 & 2017) - Public Relations Agency of the Year in Asia (2013, 2014, 2015, 2016 & 2017) - Grand Stevie® Award (2013)
MARKETING	PR Awards - Best of Show – Agency (2016) - Best Crisis Management Team (2014) Agency of the Year - 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)
campaign	Agency of the Year Awards - Greater China Independent Agency of the Year – Silver (2012) Asia Pacific PR Awards - Asia Pacific Network of the Year (2010)
	Asia Pacific SABRE Awards - Asia Pacific Corporate Consultancy of the Year (2017) - Asia Pacific Financial Consultancy of the Year (2011) - Hong Kong Consultancy of the Year (2009)

	Asian Excellence Award - Best Financial PR Firm in Asia (2011, 2012, 2013, 2014, 2015, 2016 & 2017)
	Asia Pacific Communications Awards - Agency of the Year (2017) Asia Pacific Excellence Award - Agency of the Year (2016)
	Asia Responsible Entrepreneurship Awards - Investment in People (2009 & 2016) - SME CSR (2016)

Campaigns that SPRG has devised for clients have won more than 130 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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