



SPRG RECOGNISED FOR INNOVATION AT 2025 ASIA-PACIFIC STEVIE AWARDS

(Hong Kong, 13 May 2025) – **Strategic Public Relations Group** (“SPRG” or the “Group”) is proud to announce its latest success at the 12th annual Asia-Pacific Stevie Awards, winning a Gold Stevie Award and a Silver Stevie Award in recognition of its innovative PR campaigns devised for clients at the presentation ceremony held today in Seoul, South Korea.

SPRG was honoured with the **Gold Stevie Award for Innovation in Investor Relations** for its campaign *Triumphant Investor Journey: Building Confidence, Driving Growth* in partnership with a global technology company. The campaign focused on engaging influential voices within the financial community while maximising media exposure to ensure a broad understanding and approval of the company’s strategic initiatives. By effectively communicating the benefits of the collaboration and bond issuance, SPRG helped the technology company to gain the trust of an overwhelming majority of investors.

The Group also received the **Silver Stevie Award for Innovation in the Use of Events** for its campaign *Drama Queen: An Immersive Cultural Renaissance with a Digital Twist*, for Kwai Chai Hong (Kuala Lumpur Chinatown). This groundbreaking initiative seamlessly blended tradition with technology, demonstrating how cultural heritage can be revitalised through innovation. By integrating live performances of Chinese dramas, augmented reality (AR), storytelling, influencer engagement, and user-generated content, the campaign breathed new life into heritage appreciation for the modern audience.

Winning these prestigious accolades not only underscores SPRG’s expertise and strengthens its industry leadership, but also demonstrates the Group’s commitment to innovation in crafting outstanding solutions tailored to its clients’ needs. Ms Eveline Wan, Executive Director of SPRG, who accepted the statuettes on behalf of SPRG Hong Kong and Malaysia, remarked: “This recognition is a testament to our commitment to delivering excellence to our clients. Winning these awards is

particularly meaningful this year as we celebrate SPRG's 30th anniversary. Looking ahead, we will continue to drive innovation while maintaining our unwavering professionalism."



Ms Eveline Wan accepted the Gold Stevie Award for Innovation in Investor Relations and the Silver Stevie Award for Innovation in the Use of Events.

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 exceptional services to local and international clients in Asia Pacific. SPRG has 250 professionals working from eight locations across APAC, providing clients with holistic communications services. 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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