

SPRG Unveils New Identity for Strategic DigitaLab

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Empowering Brands with Comprehensive Creative and Digital Solutions

(Asia Pacific, 4 November 2024) –Strategic Public Relations Group (“SPRG” or the “Group”) today unveiled a refreshed identity for **Strategic DigitaLab (“SDL”)**, its dedicated creative services and digital content creation arm. SDL’s new identity reflects SPRG’s commitment to improving the integration of the Group’s creative and digital services and sharing capabilities across markets to ensure a more seamless and cohesive regional delivery.



“SDL will enhance SPRG’s offering by not only producing captivating stories, but also amplifying them across multiple platforms. This will enable our clients to effectively engage, inspire and educate their audiences through efficient and scalable content creation,” said **Richard Tsang, Founder and Chairman of SPRG**. “By sharing our creative and digital capabilities, we are positioning ourselves to stay ahead of the curve and deliver more dynamic, integrated campaigns that meet the changing needs of our clients across the region.”



SDL was established in 2016 to provide dynamic, multimedia-driven campaigns that span the full spectrum of digital and creative services, including branding, creative production, digital marketing, content development, social media communications and video production. It has produced numerous award-winning campaigns, investED, China Communications Construction, DBS, Enjoy, it's from Europe! Google, Snapchat, GE Health, Total Quality Food and Amway, just to name a few, which have positioned SPRG as leaders in innovative communications. SDL enables SPRG to maintain its trajectory by combining creative strengths of the offices with digital expertise.

2025 marks SPRG's 30th anniversary. SPRG has built its success and reputation on the provision of strategic counsel and crafting compelling narratives in APAC. Looking ahead, SPRG remains passionate about expanding its creative and digital resources to maintain a competitive edge and attract top talent across the region.

About Strategic DigitalLab ("SDL")

Strategic DigitalLab is the creative services and digital content creation arm of SPRG, Strategic Public Relations Group. SDL offers dynamic, multimedia-driven campaigns that span the full spectrum of creative services, including creative production, digital marketing, content development, social media communications and video production. For *Ideas that Click*, visit : <https://strategicdigitallab.com>.

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 20 offices across Asia Pacific, 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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