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SPRG

YEARBOOK 2022

*Looking
Forward to a
Promising
Future*
翘首以盼新局面

Looking forward to a promising 2023 翹首以盼2023

Three years on from the onset of the COVID-19 pandemic, its effects are still being felt around the globe. While none of us expected it to last this long, all of us have now adapted to our new normal – both in business and in our daily lives.

Throughout the year, we have continued to take a flexible and pragmatic approach to our work, which has enabled us to maintain the high standards of service our clients have come to expect from us. In addition, the benefit of having all of our Hong Kong offices under one roof has brought about a culture of collaboration with more intelligence sharing between practices.

The current external environment is undeniably volatile, but there are still opportunities for those who are well prepared and well positioned, and given our solid foundation and efforts over the years, we can count ourselves in this category, as can our clients.

I am grateful to have been able to start travelling again, reuniting with old friends and making new ones, having attended various conferences and meetings in Sydney, Bangkok, Dubrovnik, London, Washington DC and Taipei since mid-2022. It has been great to see signs of normalcy returning to the world.

Our efforts over the past year have paid off in many ways. We won 20 awards. We were also once again globally recognised by the Stevie Awards in the International Business Awards programme, in which SPRG was named PR Agency of the Year in Asia, Australia and New Zealand, and PR Agency of the Year in Asia(China, Japan and Korea) for the ninth consecutive year. We were also the only Hong Kong-based PR network to be selected for the prestigious Global Top 250 PR Agency Ranking 2022 by PRovoke and PR Week's Agency Business Report 2022 Rankings. On a personal note, I was delighted to be inducted into the Hong Kong Institute of Marketing's Distinguished Hall of Fame and will use this as further motivation to drive the Group forward.

In June, SPRG joined forces with the Future Communicators Foundation (FCF) to launch a four-year SPRG FCF Scholarship programme. We have committed to providing US\$10,000 in scholarships over the next four years aimed at developing communication skills around social justice, sustainability, and civil society. In addition, SPRG has a long-standing commitment to nurturing future PR professionals. On top of the HK\$1million SPRG Scholarship which provides overseas internship opportunities,

新冠肺炎在全球肆虐三年后,其余波尚未消弭,影响超乎意料。然而,无论在营商环境抑或日常生活,我们似乎已逐渐适应了新的常态。

在过去一年,我们贯彻灵活又务实的步调,继续为客户提供符合其预期的优秀服务。此外,我们将香港所有的办公室汇聚在总部的举措,为促进各分公司之间的合作文化和信息共享带来莫大裨益。

毋庸置疑,外在环境依然波动,但是机会还是会留给有准备、目标明确的人,正如我们集团多年建立的巩固根基和秉持业广惟勤的信念,厚积薄发,更待何时。

世界各地已经开始复常。我很高兴能重新踏上旅途,访旧友,遇新知。自2022年年中以来,我参加了在悉尼、曼谷、杜布罗夫尼克、伦敦、华盛顿和台北举行的各种会议。看到世界回归正常,着实喜由心生。

我们在过去一年努力不懈,收获也不少。更获得了20个奖项。我们再次获得了Stevie®国际企业大奖的认可,纵横公关集团已是第九年分别获颁亚洲、澳洲及新西兰,以及亚洲(中国、日本及韩国)的年度公关顾问殊荣。我们也是香港唯一入选PRovoke的2022年全球顶尖公关顾问250强和PRWeek的全球公关排名榜的公关顾问集团。我本人亦十分荣幸获香港市务学会嘉许并晋身风云人物名人堂,冀能借此进一步宣扬集团。

纵横公关集团联袂Future Communicators Foundation (FCF),在六月份正式启动为期四年的「SPRG FCF奖学金」计划。我们承诺在未来四年共提供一万美元的奖学金,旨在激励学生社会公义、可持续发展及文明社会等议题上精进传讯技巧。事实上,集团一向致力培养未来

my personal RTCL Scholarship helps students with their financial needs and rewards them for their active participation in community service. We are pleased to continue this tradition by providing communication students with new training and opportunities to support the development of the industry.

Our SCSR not-for-profit platform was established in late 2014 with the aim of helping underprivileged communities in Hong Kong. As a result, we have been able to help more than 41,000 beneficiaries since 2015, thanks to the continued support of our clients, colleagues and friends. While physical events were inevitably impacted by COVID-19, we successfully moved some events to the online realm. The team maintained flexibility in the face of significant fluctuations in COVID-19 cases at the time, allowing them to hold community events when the COVID-related rules were relaxed and also to develop new initiative. One such initiative involved using client donations to issue meal vouchers to those in need, working in partnership with NGOs to identify small independent restaurant in each of the three districts and distribute the vouchers to selected beneficiaries.

Finally, I would like to express my sincere gratitude to our colleagues, clients, and partners for their continued support. I would also like to welcome our new member company, Muse Consultancy Group Limited, a government relations consultancy specialising in healthcare, pharmaceutical and education, which will further strengthen our existing government relations and public affairs presence in Hong Kong. Last but not least, we have continued to practice adaptability and creativity throughout 2022, enabling us to step into 2023 on a solid footing. I am proud of all that we have achieved over the past 12 months and look forward to a promising year ahead.

的公关人才。除了SPRG奖学金所提供的百万港元以及让学生获得在海外的实习机会外,我个人成立的RTCL奖学金也为学生提供资助,并且用以奖励他们积极参与社区服务。我们很高兴能为传理系学生提供培训和支持,藉此薪火相传。

我们在2014年年底成立的非政府机构—纵横社会责任网络,旨在服务香港的弱势社群。在客户、同事和朋友的持续支持下,我们自2015年以来,已支援超过41,000名人士。许多实体活动受疫症波及而未能成事,但我们以线上形式也顺利完成不少善举。我们的团队也因应情况而制定方案并付诸行动。其中一项是和社福机构合作,在三个社区拣选小餐厅,并利用客户的捐款向其购买餐券,再赠予有需要人士凭券兑换热食。

最后,我衷心感谢我的同事、客户和合作伙伴一直以来的支持。我也衷心欢迎慧思顾问集团有限公司成为集团的新成员。慧思顾问主要为医疗保健、医药和教育等机构提供传讯服务,它的加入将进一步巩固我们在政府关系和公共事务范畴的优势。最后,我们将继往开来,把2022年所呈现的适应力和创造力淋漓尽致,稳步迈向2023年。我为过去12个月的成就感到自豪,并对新的一年翹首以望。



Richard Tsang
Chairman
主席曾立基
31/12/2022

The collage consists of 12 photographs arranged in a grid-like fashion. The top row features a large group photo of staff and students, a man in a tuxedo holding two Stevie Awards, and two women in business attire. The second row shows a group of students in school uniforms, a presentation of a plaque, and a group of students in school uniforms. The third row includes a presentation of a plaque, a group of students in school uniforms, and a presentation of a plaque. The bottom row features a presentation of a plaque, a group of students in school uniforms, and a presentation of a plaque. The images are interspersed with text overlays, including 'SPAG', 'Stevies2022', 'Digital Marketing and PR Talk', 'PROI APAC Conference', and 'MPRA Awards 2022'.



SHINE A SPOTLIGHT ON SPRG CLIENTS 高光时刻



SCSR Achievements at a Glance in 2022
2022 纵横社会责任网络成果

HKD

1.23M+

Total value of donations received
获赠物资总值

13

Corporate and individual donors
企业及个人捐赠者

32

Community events
社区活动

718.5

Service hours
社会服务时数

281

Volunteers on aggregate
合计义工人次

26

Partners
合作伙伴

9,955

Beneficiaries
受助人

Thank you for the corporate donors
感谢企业捐赠者支持

 ACESO

信銘生命科技集團有限公司
Acceso Life Science Group Limited
香港註冊公司編號: 474346 / 4813000000000000

 Asiaray

藍月亮

 大快活
Fairwood

快狗打车 GOGO X

 合興食油集團有限公司
HOP HING OIL GROUP LIMITED

 鴻福堂
HUNG FOOK TONG

 Sasa
making life beautiful

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

 SPRG
STRATEGIC CSR NETWORK
縱橫社會責任網絡



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集团成员

HONG KONG
香港

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纵横公共关系顾问集团
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Chairman 主席
Eveline Wan 温淑贤
Executive Director 执行董事

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纵横财经公关顾问有限公司
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Gloria Lam 林建盈
General Manager 总经理

Muse Consultancy Group Limited
慧思顾问集团有限公司
KK Yuen 袁建国
Senior Advisor 资深顾问

Strategic CSR Network Limited
纵横社会责任网络有限公司
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Anthony Tregoning
Chairman 主席

GLOBAL
NETWORK
环球网络



A cohesive global affiliation network covering 165+ cities
覆盖超过165个城市的全球公关联盟网络