

## SPRG WINS TWO AWARDS AT THE CHINA AWARDS FOR EXCELLENCE IN PUBLIC RELATIONS

(Hong Kong, 1 December 2017) – The Beijing arm of **Strategic Public Relations Group** (“**SPRG**” or the “**Group**”) SPRG Beijing has won two awards at the **13<sup>th</sup> China Awards for Excellence in Public Relations** hosted by **China International Public Relations Association** – Golden Award in the Public Service Communications category and Silver Award in the Brand Communications category – for the public relations campaign it devised for **Krankin Thru China (KTC)** and **Google** respectively

KTC’s “Three People Changing 3,000 Lives – Cycling for the Disabled (「3 個人改變 3,000 傷友生活軌跡」的公益之旅)” campaign won the Gold Award in the Public Service Communications category. Since day one when KTC was founded in 2013, it has been dedicated to bringing adaptive sports to China, as well as encouraging the disabled to lead a more active and healthier life. In 2017, SPRG Beijing worked closely with the KTC team to make the handcycling “Yunnan-Beijing Dream Ride” a reality. The three members on the KTC cycling team completed their trip overcoming many challenges, attracted huge attention and were greeted by many appreciative disabled communities on their journey. Their hope was to inspire the disabled, encouraging them not to give up and not be afraid to go back into the society and achieve their dream. That message reached about 3,000 disabled who saw the determined cyclists on their trip.



The Silver Award winning programme “Google’s Man vs. Computer Chess Face-offs Mark the Dawn of the Age of AI (Google 兩次人機圍棋大戰開啟 AI 元年)” was not only a successful enterprise brand communication effort, but boasted also social value. In the past year and a half, SPRG Beijing formulated and implemented integrated communication strategies for Google’s two Men vs. Computer Chess matches in Korea and China. Using multi-media interactive communication tactics, SPRG helped Google draw the limelight onto AlphaGo, effectively aroused public attention to and understanding of AI and encouraged thinking about the future of the AI industry. The campaign helped raise public awareness of the Google brand and strengthen the brand’s influence.



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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:

	<p>Stevie® Awards – International Business Awards<sup>SM</sup></p> <ul style="list-style-type: none"> <li>- <b>Public Relations Agency of the Year in Asia Pacific (2014, 2015, 2016 &amp; 2017)</b></li> <li>- <b>Public Relations Agency of the Year in Asia (2013, 2014, 2015, 2016 &amp; 2017)</b></li> <li>- <b>Grand Stevie® Award (2013)</b></li> </ul>
<p><b>MARKETING</b></p>	<p>PR Awards</p> <ul style="list-style-type: none"> <li>- <b>Best of Show – Agency (2016)</b></li> <li>- <b>Best Crisis Management Team (2014)</b></li> </ul> <p>Agency of the Year</p> <ul style="list-style-type: none"> <li>- <b>Most Outstanding Client/Agency Partnership (2016)</b></li> <li>- <b>Local Hero – Public Relations Agency of the Year (2010, 2011, 2012, 2013 &amp; 2016)</b></li> <li>- <b>Local Hero – Media Relations Agency of the Year (2010)</b></li> </ul>
<p><b>campaign</b></p>	<p>Agency of the Year Awards</p> <ul style="list-style-type: none"> <li>- <b>Greater China Independent Agency of the Year – Silver (2012)</b></li> </ul> <p>Asia Pacific PR Awards</p> <ul style="list-style-type: none"> <li>- <b>Asia Pacific Network of the Year (2010)</b></li> </ul>
	<p>Asia Pacific SABRE Awards</p> <ul style="list-style-type: none"> <li>- <b>Asia Pacific Corporate Consultancy of the Year (2017)</b></li> <li>- <b>Asia Pacific Financial Consultancy of the Year (2011)</b></li> <li>- <b>Hong Kong Consultancy of the Year (2009)</b></li> </ul>
	<p>Asian Excellence Award</p> <ul style="list-style-type: none"> <li>- <b>Best Financial PR Firm in Asia (2011, 2012, 2013, 2014, 2015, 2016 &amp; 2017)</b></li> </ul>
<p><b>COMMUNICATION DIRECTOR</b></p> <p><small>THE MAGAZINE FOR CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS</small></p>	<p>Asia Pacific Communications Awards</p> <ul style="list-style-type: none"> <li>- <b>Agency of the Year (2017)</b></li> </ul> <p>Asia Pacific Excellence Award</p> <ul style="list-style-type: none"> <li>- <b>Agency of the Year (2016)</b></li> </ul>
	<p>Asia Responsible Entrepreneurship Awards</p> <ul style="list-style-type: none"> <li>- <b>Investment in People (2009 &amp; 2016)</b></li> <li>- <b>SME CSR (2016)</b></li> </ul>

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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