Nomination: 17636

PRecious Communications - A decade of growth in Southeast Asia

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| **Category** |
| C01 - C12 Award for Innovation in Communications / PR > C10. Most Innovative Public Relations Agency of the Year |

| **Submission Format** |
| An Essay of up to 625 Words |
PRecious Communications

Agency management/structure

Coinciding with its 10th anniversary in 2022, PRecious Communications has grown to a 80-strong team across APAC, attracting new homegrown and international talent, enhancing its capabilities with new hirings in the 4 core practices and supporting business units:

PRecious Edge (tech companies)
PRecious INC (corporate/sustainability)
PRecious Life (brands/lifestyle)
PRecious Sparks (startups/investment firms)

In 2022, PRecious further consolidated integrated offerings in new business units around content and social/digital, launching the Content Strategy & Insights group to boost thought leadership content that creates measurable results for clients.

PRecious now has a strong presence in international markets, beyond Singapore–Indonesia, Malaysia, Thailand, Vietnam, the Philippines, and Australia, as well as partners in other markets.

Closing 2022 on a high note, revenue exceeded SGD 7.1 million, a 40.4% YoY annual growth in APAC (as of end-Dec 2022). [CONFIDENTIAL]

Media Relations

Palo Alto Networks: Decoding Cybersecurity
PRecious supported Palo Alto Networks in decoding the technical nature of cybersecurity while promoting the need to create awareness on its importance at a grassroots level.

This was done via a 2022 regional campaign that included The State of Cybersecurity in ASEAN – A research-driven marketing communications campaign that set out to understand current business practices on cybersecurity and how they could be improved through a commissioned survey.

The campaign also highlighted Palo Alto Networks’ Cyber A.C.E.S. (Activities in Cybersecurity Education for Students) program that aims to demystify cybersecurity through interactive learning for kids between the ages of 5 and 15.

The campaign garnered 75%+ of its coverage in tier 1 media across ASEAN leveraging the research report and engaged CIOs, CEOs and IT decision makers.

SwedCham’s 100 perspectives/ #candid launch

PRecious also helped propagate diversity and inclusion by supporting campaigns including SwedCham’s 100 perspectives/ #candid launch (Nov 2021). The campaign, held during the Year of the Woman in Singapore, spotlighted the DoubleUp pledge and shared a collection of insights from successful men, to drive better transparency around gender equality, and encourage more to support #DoubleUp (more men participating in caregiving roles so women can have equal footing in the workplace).

The two-month campaign generated >20 clips, including The Straits Times and Channel News Asia, with coverage highlighting the double paid paternity leave pledge of nine Swedish companies in SG, including H&M, AstraZeneca & Electrolux. Since the launch, 16 additional companies have joined DoubleUp.

Social Media and Events
Green Lab: Infinite Eco-possibilities

In 2022, Print Lab–SG’s largest print agency–created Green Lab, SEA's first ever one-stop eco-solution brand supplying biodegradable and eco-friendly packaging. PRecious was then tasked to create buzz through strategic executions culminating in the launch event in May.

To create awareness prior to the launch, PRecious created a series of LinkedIn posts on both the brand’s and Muralikrishnan Rangan (Print Lab CEO) accounts.

The posts focused on the products made at the facility such as CASSA180, a bag made entirely from industrial cassava roots that is 100% biodegradable and compostable–packaging options used by companies like McDonalds, Grab, and FoodPanda.

The launch was attended by the major dailies in SG with Tharman Shanmugaratnam, Senior Minister and Coordinating Minister for Social Policies serving as guest of honor, lending more weight and newsworthiness to the event.


A total of 16 pieces of coverage globally, regionally, as well as locally in key tier 1 outlets were recorded– a resounding coup for Green Lab and PRecious Communications.

For this category please provide

An essay of up to 625 words describing the nominated innovative achievements in communications or public relations since July 1 2020, OR a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files, works samples, and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Do You Have Supporting Files You Would Like to Upload?

No

Do You Have Website URLs you would like to link to

Yes

URL 1

www.preciouscomms.com (http://www.preciouscomms.com)
By your submission of this entry to The Stevie Awards you verify that you have read and agree to abide by the regulations, terms and conditions of the competition (http://asia.stevieawards.com/rules-and-terms-conditions-competition).

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