

Company: Strategic Public Relations Group
Company Description: 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 holistic communications services to local and international clients in Asia Pacific. SPRG has 250 professionals working from eight locations across the region.
Nomination Category: Corporate Communications, Investor Relations, & Public Relations Categories
Nomination Sub Category: Public Relations Agency of the Year in Asia, Australia and New Zealand
Nomination Title: SPRG: 30 Years of Excellence!



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated agency since 1 January 2023, OR written answers to the questions for this category? (Choose one):
- Written answers to the questions
2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated agency: its history and past performance (up to 200 words):

Total 194 words used.

SPRG proudly celebrates our 30th anniversary in 2025. Since our establishment, we have achieved several key goals. Initially, we aimed to grow into a leading consulting firm owned by Hongkongers. Starting as a financial PR boutique with just five team members, we have expanded into one of the largest integrated PR networks in the APAC region, employing 250 professionals across eight locations in APAC.

Our commitment to excellence is reflected in over 550 awards for client campaigns and agency achievements, including multiple "Network/Agency of the Year" honours. We ranked 82nd in the PRWeek Global Ranking and 129th in PProvoke's Global Agency Ranking, and we are the only Chinese agency listed in the 2025 Agency Elite Top 120 by PRNEWS.

We also strive to be a trusted partner providing comprehensive services. A 2024 survey revealed that over 82% of stakeholders associate SPRG with professionalism, with trust as the second most mentioned quality.

Importantly, we contribute positively to society. Over the past decade, we raised USD 1.5 million through the NGO platform found by SPRG for the underprivileged. We also established scholarships benefiting 38 students as of today, with many receiving opportunities for overseas internships.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the agency's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 209 words used.

Performance

- o Fee income reached USD 20 million in 2024
- o 250 retainer clients
- o Tapping FinTech, telehealth, new economy and biotech/biopharma sectors
- o New business won:
 - Norstella
 - Zespri
 - Adidas Golf
 - Malaysian Palm Oil Council (project)
 - Diginex (NASDAQ: DGNX) (6-month)
 - China Oilfield Services Limited
 - MMG Limited
 - Outbrain
 - SenseTime
 - Football Association of Singapore
 - FWD Singapore
 - L'Oreal Malaysia
 - Security Industry Development Corporation
 - Malaysia Retail Chain Association
 - Hong Kong Arts Centre
 - Link Sustainability Lab

Initiatives

- Initiated by SPRG, launched a Crisis Manual in English and native language with partners in 30 countries
- Consolidated expertise into five pillars:
 - o Public Relations
 - o Reputation and Crisis Management
 - o Social and Digital Marketing
 - o Creative and Content
 - o Research and Consulting
- Hired a Research Director from the University to expand the service offerings
- Rebrand our flagship for creative services and digital content creation - Strategic DigitalLab
- Acquires 100% stake of Financial & Corporate Relations Pty Limited

Awards

- o 49 (2023-2025); 550 in total
- o Stevie® Winner – PR Agency of the Year in Asia and APAC respectively 11 times
- o 82nd in PRWeek Global Agency Business Report 2023, the only HK-based agency listed
- o 129th in PProvoke's Global PR Report 2024 Top 250
- o Triple Crown Award for winning the HKIM Market Leadership Award three times
- o Richard Tsang, Founder and Chairman, was awarded the “Founder’s Award” by PROI Worldwide.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the agency's past performance (up to 250 words):

Total 237 words used.

- o SPRG focuses on the APAC markets, leveraging our competitive advantages while maintaining a global reach through a branch network spanning over 165 cities worldwide.
- o With 20 member companies, we have built long-standing relationships with clients since our inception.
- o Headquartered in HK, SPRG prioritises local leadership by hiring individuals who understand local sensitivities. We empower our teams rather than relying on senior management to oversee local offices, resulting in low turnover among mid-senior management—a rarity in the PR industry.
- o As an independent company, SPRG declares handsome bonuses to employees when KPIs are met.
- o Our senior management teams enjoy full autonomy in operating local agencies, with strong support from headquarters. Notably, many of our senior executives have been with SPRG for over 15 years.
- o Our recruitment process values experience and ability, regardless of gender, age, race, or political beliefs. Currently, 11 of our 14 managing directors and general managers are women
- o We welcome fresh graduates through job shadowing, internships, and mentorship programs, ensuring equal growth opportunities in an empowering environment.
- o Our initiatives like "Grow with SPRG" and "SPRG Dynamics" support continuous development.
- o Our commitment to community well-being has earned us the Caring Company 15+ Years Logo and the Happiness at Work logo for 10 consecutive years.
- o Additionally, we provide pro bono services to non-profits and have founded Strategic CSR Network Limited, generating over USD 1.5 million in donations and impacting over 54,600 individuals through 400 community events.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 2 words used.

[30thCocktail-video-Eng.mp4](#)

Attachments/Videos/Links:

[SPRG: 30 Years of Excellence!](#)