

Company: PRecious Communications, Singapore

Company Description: Precious Communications is an integrated communications agency that has rapidly grown from its headquarters in Singapore to become a significant player across Southeast Asia. The firm offers a comprehensive suite of services, including public relations, social media, digital marketing, content creation, and corporate branding.

Nomination Category: Company / Organization Categories

Nomination Sub Category: Company of the Year - Advertising, Marketing, & Public Relations - Medium-size

Nomination Title: PRecious Communications

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 organization 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.

PRecious Communications has rapidly grown from a boutique PR firm into Southeast Asia's leading integrated communications agency, spanning six core markets and expanding into Australia. Since 2023, we have achieved 20% organic revenue growth, [REDACTED FOR PUBLICATION] and maintained a 70% client retention rate, underpinned by our proprietary Adaptive Communications and ONE PRecious operating model frameworks.

Our innovative service offerings, including the launch of PRecious IMPACT and AI-enhanced strategies, enable us to deliver measurable business outcomes across diverse sectors. Recognized through multiple industry awards, our campaigns combine creativity with strategic impact.

With a strong people-first culture certified by Great Place to Work, PRecious fosters high staff retention and client continuity. Beyond business success, we actively contribute to the region's communications ecosystem through thought leadership, mentorship, and capacity building. This submission details how we lead and shape the future of communications in Southeast Asia

3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

Total 178 words used.

PRecious Communications has evolved from a boutique PR firm into Southeast Asia's most integrated independent communications agency in just over a decade. Operating across six core Southeast Asian markets (Singapore, Malaysia, Indonesia, Thailand, Vietnam, Philippines) with expansion into Australia, PRecious serves global brands, regional scale-ups, and emerging innovators through its proprietary frameworks: Adaptive Communications and the ONE PRecious operating model.

The agency's track record demonstrates consistent growth and impact, having served over 500 startups (including 25+ unicorns) alongside regional and global MNCs. PRecious has built its reputation on transforming communications from a support function into a strategic business lever that delivers measurable outcomes: market entry, investor trust, leadership positioning, and stakeholder influence.

Prior to 2023, the agency established itself as a regional player with deep expertise across B2B technology, consumer brands, and innovation sectors. Its people-first culture, recognized through Great Place to Work certification, has enabled high talent retention (70%+) and client continuity. This foundation of strategic thinking, regional scale, and entrepreneurial talent has positioned PRecious as a forward-moving agency that doesn't just adapt to change—it leads it.

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

Total 217 words used.

Since 2023, PRecious Communications has achieved remarkable business growth while expanding its strategic capabilities and regional influence. Key achievements include:

Business Performance:

- ~20% organic revenue growth, [REDACTED FOR PUBLICATION]
- [REDACTED FOR PUBLICATION]
- 70% client retention rate with multi-year, multi-market renewals
- Expanded operations across six core SEA markets with campaigns running in 9+ countries

Strategic Innovation:

- Launched PRecious IMPACT (2024), a specialized unit combining content strategy, digital marketing, and social media execution to bridge PR and performance marketing
- Enhanced the proprietary Adaptive Communications methodology with AI-assisted insight generation and real-time campaign adaptation
- Restructured for cross-market capability with regional hub teams in Philippines and Vietnam delivering multi-country campaigns

Industry Recognition:

- Multiple award wins across B2B, consumer, and integrated categories, including PRCA APAC Awards 2024 for B2B and Multi-Country Campaign excellence
- Great Place to Work certification (2024) with 95%+ agreement on workplace safety, equity, and transparency
- Thought leadership presence through Forbes Councils publications, PR Asia speaking engagements, and Lars Voedisch's leadership podcast

Regional Leadership:

- Doubled revenue in Philippines (2024), establishing it as a regional campaign hub
- Appointed new country leadership in Indonesia to drive market-specific growth
- Introduced cross-border mobility programs, facilitating the first staff transfers between regional offices
- Extended industry contribution through mentorship programs, startup workshops, and strategic partnerships with organizations like Fintech Association of Malaysia

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 organization's past performance (up to 250 words):

Total 242 words used.

PRecious Communications' achievements stand out as uniquely significant in an industry where many agencies struggle with commoditization, talent retention, and strategic relevance.

Outperforming Industry Growth: While the PR industry in Asia-Pacific averaged 3-5% growth in 2023-2024, PRecious achieved ~20% organic revenue growth [REDACTED FOR PUBLICATION]. This performance is particularly remarkable during a period of economic uncertainty and client budget scrutiny that has challenged many competitors.

Regional Scale with Local Relevance: Unlike global networks that often prioritize standardization over local nuance, or local agencies with limited cross-border capabilities, PRecious has successfully built an integrated regional model that delivers both scale and cultural relevance. The agency's ability to execute seamlessly across six Southeast Asian markets—with strategic counsel in Singapore, content from Manila, and media outreach in Jakarta—represents a competitive advantage few independent agencies can match.

Strategic Evolution Beyond Traditional PR: While many agencies remain focused on media relations, PRecious has transformed into a strategic partner that integrates communications into business strategy. The launch of PRecious IMPACT and enhancement of the Adaptive Communications methodology demonstrate how the agency has evolved from tactical execution to C-suite advisory—helping clients use communications as a growth driver, not just a visibility tool.

People-First Culture Driving Performance: In an industry notorious for high turnover, PRecious' 70%+ staff retention rate significantly outpaces competitors. This continuity translates directly to client retention, institutional knowledge, and consistent delivery across markets—proving that culture isn't separate from performance but fundamental to it.

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 241 words used.

Our submission comprises one attachment divided into seven sections. Together, these sections form a compelling, well-supported nomination showcasing PRecious Communications' growth, innovation, and impact in Advertising, Marketing, & Public Relations.

Achievement against Objectives (Section 1) outlines our evolution into a strategic communications partner, detailing proprietary frameworks (Adaptive Communications, ONE PRecious), 20% organic growth, [REDACTED FOR PUBLICATION] 70% client retention, and presence across six markets plus Australia, demonstrating the shift from tactical PR to strategic business impact.

Innovation & Thought Leadership (Section 2) highlights service innovations like PRecious IMPACT and AI-enhanced methodologies, alongside CEO publications, podcasts, and events, proving our forward-thinking approach and influence on regional communications.

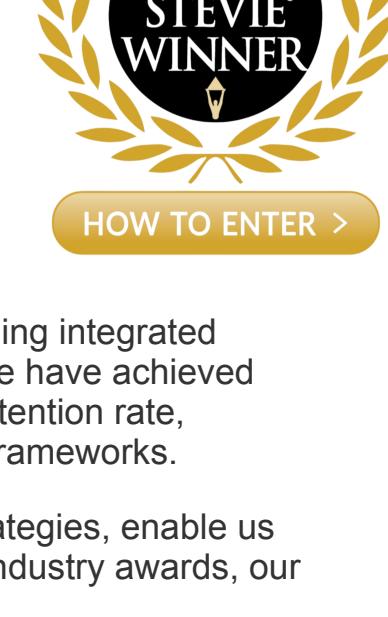
Business Performance (Section 3) presents key financial metrics, client retention, regional expansion, and profiles major clients, validating sustainable growth and market leadership supported by talent investments.

Client Retention and Relationships (Section 4) details long-term, multi-market client partnerships, retention strategies, and renewal tenures, showing our consistent delivery of strategic counsel beyond execution.

Culture & Talent Management (Section 5) focuses on inclusive hiring, gender equity, well-being initiatives, career mobility, and a 70%+ retention rate, linking culture directly to client continuity and agency success.

The Work and Recognition (Section 6) evidences award-winning campaigns across B2B, consumer, and integrated categories, with outcomes and multiple industry accolades confirming creative and strategic excellence.

Industry Contribution (Section 7) evidences mentorship, community engagement, thought leadership, regional capacity building, and strategic partnerships, underscoring our ethical leadership and role in advancing Southeast Asia's communications ecosystem.



Attachments/Videos/Links:

[PRecious Communications](#)

[REDACTED FOR PUBLICATION]