

Company: MSL China

Company Description: MSL China is a business-driven communications partner and a trusted advisor to all business functions. MSL China is focused on delivering INTEGRATED, creative programs through data-based INSIGHTS, and driven by making a real IMPACT on business through strategic communications in the digital age.

Nomination Category: Corporate Communications, Investor Relations, & Public Relations Categories

Nomination Sub Category: Public Relations Agency of the Year in Asia (China, Japan and Korea)

Nomination Title: MSL China: A Testament to Resilience and Innovation

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.

Please refer to attached MSL 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 193 words used.

Amidst a backdrop of global economic resilience and a domestic slowdown that led to reduced marketing budgets, MSL repositions itself from a conventional PR firm to a business-driven communications partner with three key business directions:

- **GO LONG:** transitioning to retainer-based relationships for long-term client partnerships;
- **GO WIDE:** broadening services to B2B communications and financial/IPO services;
- **GO DEEP:** developing sustainable marketing solutions that deliver long-term benefits.

To facilitate these goals, over 60% of the staff received intensive social and influencer marketing training within the year. Additionally, MSL introduced a proprietary, transformative influencer marketing tool and formed specialized teams focused on ESG and financial communications. These strategies resulted in double-digit growth for the fourth consecutive year, a new bid win rate exceeding 60%, exceptional client retention, a significant reduction in staff turnover, and the achievement of **25** communication awards, including the prestigious International Business Awards® last year.

Recognitions

- **2025 & 2024 Gold Asia-Pacific Stevie® Winner** - Most Innovative Public Relations Agency of the Year
- **2024 Bronze & 2023 Silver IBA® Winner** - Public Relations Agency of the Year in Asia
- **2024 Silver & 2023 Bronze Campaign Asia-Pacific Winner** - China PR Agency of the Year

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 245 words used.

1. **Business Performance**
- **Double-Digit Business Growth of the Industry Average:** Despite this industry-wide deceleration, MSL China is poised to achieve an exceptional [REDACTED FOR PUBLICATION] revenue growth. MSL is on track for its **fourth** consecutive year of **double-digit** business growth after COVID, with our growth rate projected to be at least **10%** above the industry average.
- **An Impressive [REDACTED FOR PUBLICATION] New Wins Achieved in 2024**
- **48.51% of these wins are based on retainers**, demonstrates MSL's successful expansion and strategic foresight in fostering new sectors/markets.

1. **Talent Development and Vitality**

- The average age of our employees is **28.2**, and **20%** of our staff come from non-PR backgrounds, enriching our team with fresh perspectives vital for new businesses.
- Employee engagement rate: **88%**.

- Our training framework includes 3 modules and 11 sections, such as the AICF Practical Training and MSL Sustainability Training Series, serving over 60% of our staff with **3,626** training hours, which is the most extensive in-house training in China's PR industry today. All manager-level participants in our next-generation leadership programs, and **42.3%** of the participants achieved promotion or pay raise.

1. **Contribution to the PR Industry**

- MSL Branded Offerings: We focus on strengthening team cohesion, particularly resonating with Gen Z and enhancing our appeal as an ideal employer.

- Promoting Female Leadership: 63.4% of our mid-to-senior management positions are held by women, showcasing our dedication to advancing women's leadership.

- 3 senior leaders served as jurors for the Effie 2024 in collaboration with the World Economic Forum.

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 248 words used.**New Agency Expansion with Specialized Subsidiaries**

- **New Brand in Influencer Marketing - Publicis Influence:** connects brands to audiences by deploying and optimizing creator-driven social campaigns, surging to a [REDACTED FOR PUBLICATION] growth in 2024.

- **New Practice in ESG Marketing – MSL Sustainability:** crafts cutting-edge strategies that redefine ESG communications for corporations with quantitative and high-quality strategic insights and results evaluation systems.

New Technology – The Transformative End-to-End Influencer Marketing Tool

Fluency, a database with 250 million global influencers and over 50,000 different filters to screen creators on international social media, epitomizes advanced technology and MSL's profound expertise in influencer identification, campaign management, and business-centric measurement and amplification.

New Caliber Development with Strategic Hiring & Insights on Diversity

- In addition to recruiting PR consultants and equipping them with financial knowledge, MSL selectively recruit professionals and commit to a two-year intensive program to enhance their marketing communications skills.

- The Women's Forum Barometer, Asia Pacific, was developed and launched by MSL APAC to provide a comprehensive overview and understanding of gender disparities across the region.

Sustaining Success:

Our outstanding performance is further evidenced by remarkable revenue growth, with increases [REDACTED FOR PUBLICATION] for Budweiser, among our top ten clients.

- [REDACTED FOR PUBLICATION]

- Satisfaction rate: **88.75%**.

Enhancing Culture and Talent Development

- **5% Talent Expansion & 62.9% Gen Z Professionals:** a supportive and dynamic workplace through strategically implemented talent, organizational, and cultural initiatives.

- [REDACTED FOR PUBLICATION]

- **48%** of mid-to-senior management roles and **62.9%** of current P&L leaders are homegrown.

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):

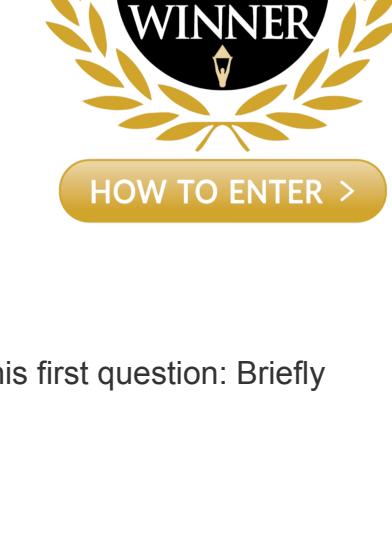
Total 28 words used.

Please see the attachment for MSL supporting documents in pdf and 3 case videos:

1. SEPHORA Beauty Community Event

2. Budweiser Media Academy

3. Boehringer Ingelheim Pets Flight

**Attachments/Videos/Links:**

[MSL China: A Testament to Resilience and Innovation](#)

[REDACTED FOR PUBLICATION]