

Nomination: 19674

MSL China: A Testament to Resilience and Innovation

Page: General Information

Name of Organization / Company

MSL China

Logo

Download File (https://asiastevieawards.secure-platform.com/file/30174/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjozMDE3NCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImlnbMSL_Logo.png)

Web Site Address

<https://mslgroup.com/> (<https://mslgroup.com/>)

Page: Entry Information

Entry Title

MSL China: A Testament to Resilience and Innovation

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

Essay

As the 2024 Asia-Pacific Gold Stevie Winner, MSL China has continued to evolve and demonstrated significant achievements. At the end of 2023, amidst a backdrop of global economic resilience and a domestic slowdown that led to reduced marketing budgets, MSL China has positioned itself as a business-driven communications partner and achieved double-digit business growth for the 4th consecutive year, by innovating on following business directions:

1. GO LONG: Gaining Stability through Growing Retainer Accounts

- Transitioned from a project-based business portfolio to a retainer-based model.
- Provided long-term solutions that enhance brand positioning and foster client retention.
- Generated organic growth and reduced the frequency of competitive re-pitching.

>> 60+% winning rate. Nearly 50% of [REDACTED] new wins raising the portion of the retainer-based business to 50+% of the total revenue.

>> 90+% client retention, 60% of top 10 clients with 3+ years long-term partnership.

2. GO WIDE: Strategic Expansion in New Client Sectors

- Built a robust reputation in the FMCG and retail sectors.
- Established a new corporate communication team with a solid financial background.

>> Expanded into Auto, Food, Travel & Tourism sectors; achieved double-digital growth on pre-IPO / IPO business.

3. GO DEEP: Deepening Service

- Provided unmatched value in the most impactful areas of social media marketing: Branded Influencer Marketing, ESG Communications, and PR-led Integrated Marketing Communications.

- >> Established an influence marketing brand in China, the social-first market, which records 30+% business growth in 2 consecutive years.

4. GO BROAD: Cultivating A Business-Oriented Mindset Among Our People

- Offered employees specialized training programs and data analysis tools, to broaden business understanding with the essential acumen.

>> 60% of employees completed 3,000+ hours of original training, most received a promotion or salary raise, contributing to a record-high staff satisfaction rate (88%) and a turnover rate (28%) below the industry average.

Innovation

1. New Service: Catalyzing Market Dominance through Specialized Subsidiaries

- Established a specialist brand (Influencer Marketing) and a practice (ESG Marketing) within 2 years, each dedicated to a specific sector with projected sustainable growth over the next decade.
- Shared thought leadership articles and ESG reports to drive business leads.

2. New Technology: The Transformative End-to-End Global Influencer Marketing Tool

- MSL Fluency, a database with 250 million global influencers and 50,000+ filters to screen creators on international social media, to measure and amplify the success of KOL/KOC activations and ensure unmatched ROI for clients.

Talent Inspiration

MSL believes the crucial connection between employee satisfaction and organizational success.

- Talent Expansion: 5%
- Gen Z Professionals: 52%
- Promotion or Salary Increase: 43.6%
- Diversity (non-PR background): 15%
- Homegrown Talents: 45.3% of mid-to-senior management, 62.9% of current P&L leaders.
- Women leaders: 86.4%

114

[REDACTED FOR PUBLICATION]

[REDACTED FOR PUBLICATION]

Recent Recognition

- Provoke Media Asia-Pacific PR Consultancies of the Year 2024 Winner
- Asia-Pacific Stevie Awards 2024 Gold / 2023 Silver
- International Business Awards 2023 Silver
- Campaign Agency of the Year 2023 Bronze

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 2022, **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?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

File 1

File 2

No File Uploaded

File 3

No File Uploaded

File 4

No File Uploaded

File 5

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File 6

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File 7

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File 8

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File 9

No File Uploaded

File 10

No File Uploaded

Do You Have Website URLs you would like to link to

Yes

URL 1

URL 3

[Redacted]

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[Redacted]

URL 6

URL 7

URL 8

URL 9

URL 10

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Terms and Conditions

I Agree