

SPRG Wins Gold Award of Best PR Campaign – Food and Beverage At Marketing PR Awards 2020

(Asia, 28 August 2020) – **Strategic Public Relations Group** (“SPRG” or the “Group”) has garnered the Gold Award of the Best PR Campaign – Food and Beverage at the **Marketing PR Awards 2020**. “Colours by Europe” is a China-based generic food marketing campaign promoting food and beverages by CHAFAEA, the EU Commission's department of Consumers, Health, Agriculture and Food Executive Agency. SPRG worked closely with ICF Next, Belgium-based PROI partner who created the innovative “Colours by Europe” concept, promoted “Colours by Europe” by developing and executing a successful social media-focused strategy to take consumers on a gastronomic journey that reveals the centuries of tradition, experience, expertise and painstaking preparation behind the quality and delightful diversity of European food and beverages.



The award-winning “Colours by Europe” team from SPRG, ICF Next and EIBENS

To effectively unleash the power of social media, the SPRG team set up the “Enjoy! It’s from Europe”(EIFE) WeChat as the centre of the EU F&B social media world and key link to offline product promotions. EIFE’s Weibo was launched for in-depth EU F&B content while also establishing a strong presence for EIFE on the popular short-video platform Douyin. Through these three social media platforms consumers were

invited to discover the delicious world of EU F&B via a colourful, multi-faceted social media environment featuring high quality, appealing items, photos, graphics, and videos, as well as WeChat mini-programmes and addictive EU food-focused games. Traditional media were invited to offline EU F&B events and the campaign further expanded its reach and influence with media releases.

Shufen Tan, General Manager of SPRG Shanghai, said: "I am truly excited to receive this prestigious award, which is the greatest recognition of the collective efforts of our dedicated colleagues' and partners'. The building up of a large, vibrant and engaged social media community of European food lovers and helping transform in-store purchasers of EU F&B products into long-term EU F&B fans and even connoisseurs is the core asset this campaign has delivered. I am especially delighted that the 'Colours by Europe' campaign has helped to pave a solid foundation for sales growth of EU food & beverage products in China, the world's largest market."

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About Strategic Public Relations Group ("SPRG")

SPRG is one of the largest public relations networks in Asia Pacific and the largest public relations consultancy in Hong Kong.

It has more than 290 professionals working from 15 wholly-owned offices, as well as an associate company in Australia, all providing clients with integrated communication services. With affiliates around the world and PROI Worldwide partners, SPRG can help clients access 140 cities globally.

Since its founding in 1995, SPRG has proved to be an investor relations and financial communications specialist. It has also become a leader in IPO communications in Hong Kong, having completed over 470 new listing campaigns to date. Furthermore, SPRG has more than 170 listed company retainer clients and maintains a highly diversified portfolio of multinational and local financial institution clients. Indicative of SPRG's diverse yet exceptional corporate communications capabilities, it advises clients on public, investor, media and government relations, corporate and marketing communications, issues and crisis communication management, event management and digital marketing, as well as provides media and presentation skills training, design and content creation, and editorial support.

SPRG has garnered 390 prominent awards in the client campaign and agency categories, including "Network/Agency of the Year" titles from PProvoke, Campaign/PRWeek, Marketing magazine, The Stevie® and Communication Director; all serve as testament to SPRG's dedication to excellence.

For more information on SPRG and its services visit: www.sprg.asia

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