



# Institute of Public Relations of Singapore

(Since 1970)

## MEDIA RELEASE

*Bell Pottinger wins overall top PR award*

*Mr Laurence Lien, Chairman, Lien Foundation and Co-Founder and CEO Asia Philanthropy Circle is awarded Outstanding PR Champion*

**Singapore, 2 March 2017** – At the Institute Public Relations of Singapore (IPRS) PRISM Awards 2017 held on 1 March, Bell Pottinger was crowned the Overall Outstanding PR Consultancy, and Mr Laurence Lien was awarded as Outstanding PR Champion.

A total of 41 individuals and corporations were honoured for their outstanding contributions to the PR profession and for the best in PR efforts at the PRISM Awards 2017 Gala Presentation Night that was held at the Grand Copthorne Waterfront Hotel. The event was attended by about 300 PR practitioners, well-wishers and partners of the IPRS and Communication undergraduates. This was the 14<sup>th</sup> in the series of PRISM Awards since its inception in 1987.

The PRISM Awards 2017 reviewed the best in PR efforts over 26 categories for the period January 2015 to December 2016. Commenting on the nominations, Mr Stephen Forshaw, Past President of IPRS and Chair of the Panel of Judges, said, *“It is heartening to note from the number of entries and the quality of the nominations that the PRISM Awards continue to be relevant to the PR industry in Singapore. The uniqueness of the PRISM Awards is that individuals and corporations are judged and recognised by their industry peers, because IPRS is the only industry-run body in the public relations profession in Singapore.”*

Mr Mark Worthington, Managing Director, Singapore, Bell Pottinger, said: *“Being named Overall Outstanding PR Consultancy by IPRS is fantastic recognition for everything the whole Bell Pottinger team is achieving - across Corporate and Financial Communications, as well as Public Affairs. Our success is only possible because our clients trust us to advise on their most complex communications challenges and we are grateful for everyone’s*



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*continued support.”*

Of his Outstanding PR Champion Award, Mr Laurence Lien, said: *"I am humbled to receive this award. But I do happily accept it on behalf on many professionals and volunteers who have worked with me to give voice to the voiceless and to promote more civic ownership and action. Many PR professionals are active in helping to use PR to highlight social causes; I would like to encourage them to do even more."*

*"in an age where credibility and the truth is often under threat, it is important for PR professionals to come together to demonstrate what the PR profession stands for. The PRISM Awards is a testimony to the high standards that the PR industry strives for. It also recognises those who have contributed to the advancement of PR in Singapore,"* said Mr Robert Conceicao, President, IPRS Council 2015/2017.

Among the Award recipients were:

## **Individual Awards**

- Mr Laurence Lien, Chairman, Lien Foundation, Co-Founder, CEO, Asia Philanthropy Circle [*Outstanding PR Champion*]
- Ms Lena-Soh Ng, Senior Partner, Huntington Communications [*Lifetime PR Achievement Award*]
- Ms Chong Ee Rong, Group Managing Director, Ogilvy & Mather Singapore [*Outstanding PR Professional*]

## **Consultancy Awards**

- Ogilvy Public Relations Singapore – Client: Traffic Police [*Best PR Campaign of the Year*]
- Bell Pottinger [*Overall Outstanding PR Consultancy*]
- IN.FOM [*PR Consultancy of the Year – Singapore*]
- PINPOINT PR Pte. Ltd. [*Best New Local PR Consultancy*]



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## Excellence Awards

- Huntington Communications – Client: 3M Singapore [*Outstanding Overall Corporate Reputation Programme – Singapore*]
- Weber Shandwick – Client: Mastercard Asia Pacific [*Outstanding Overall Corporate Reputation Programme – International*]
- Bell Pottinger– Client: SMRT Corporation Ltd [*Best Investor Relations*]
- Ministry of Manpower [*Best Public Sector Campaign*]
- SAP Asia Pacific, Japan [*Outstanding Internal Communications Programme*]
- Huntington Communications – Client: AkzoNobel [*Best Corporate Social Responsibility Programme*]
- SMRT Corporation Ltd [*Best Social or Digital Media Campaign*]
- Grab [*Best Integrated Marketing Campaign*]
- Ogilvy Public Relations Singapore – Client: Guinness [*Best B2C Campaign – Singapore*]
- SP Group [*Best In-House PR Team*]

The full list of PRISM Awards 2017 recipients can be found at [www.iprs.org.sg/prism-awards-2017](http://www.iprs.org.sg/prism-awards-2017).

Refer to **Annex A** for two captioned photographs showing Bell Pottinger, winner of the “Overall Outstanding PR Consultancy” award and Laurence Lien, recipient for the “Outstanding PR Champion” award.

- The End -

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## Annex A



Left to right: Bell Pottinger Singapore: Clarence Fu, Partner, Puneet Singh, Partner, Chelsea Phua, Associate Partner, Marco Gilmour, Senior Consultant, Ang Shih-Huei, CEO, Asia and Mark Worthington, Managing Director, Singapore.



Left to right: Mr Laurence Lien, Chairman, Lien Foundation, Co-founder, CEO, Asia Philanthropy Circle and Mr Robert Conceicao, President, IPRS.