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PROI WORLDWIDE VICE CHAIR ASIA PACIFIC RECOGNIZED BY PRISM

Lena Soh-Ng, Founder-Partner of PROI-Huntington Communications in Singapore, receives PRISM Lifetime PR Achievement Award

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Lena Soh-Ng, Co-Chair of PROI Asia-Pacific and Founder-Partner of Huntington Communications receiving the PRISM Lifetime PR Achievement Award from IPRS President Mr Robert Conceicao. (Photo credit: IPRS)

NEW YORK – PROI Worldwide Co-Chair of PROI Asia-Pacific Lena Soh-Ng received the Lifetime PR Achievement Award from the Institute of Public Relations of Singapore (IPRS) at the 2017 IPRS PRISM Awards. She is Senior Partner and co-founder of PROI-Huntington Communications in Singapore and was IPRS President from 1993 to 1994, the first woman to be elected to the post. Currently, she is a member on the IPRS Accreditation Board.

Huntington also won two Excellence awards in the categories of Outstanding Overall Corporate Reputation Programme – Singapore and Best Corporate Social Responsibility Programme, for clients 3M Singapore and AkzoNobel respectively.

In the Outstanding Overall Corporate Reputation Programme – Singapore, Huntington’s winning entry - “3M Science. Applied to Life™” - is an integrated rebranding campaign which highlighted how 3M’s science impacts the world through a creative articulation of its span across many sectors. A multi-pronged strategy placed 3M at the centre of the science conversation, focusing on initiatives ranging from collaborations with leading science-based organizations to localizing the often un-relatable science messaging.

In the Best Corporate Social Responsibility Program category, Huntington’s entry focused on AkzoNobel’s CSR program to restore UNESCO World Heritage and Cultural sites in South-east Asia. This is in line with the Dutch company’s global Human Cities initiative to help the world’s urban areas deliver a stronger sense of community by improving, energizing and regenerating cities.

Ms. Soh-Ng said, “We are delighted that our work for 3M and AkzoNobel has been recognized at the IPRS PRISM Awards. These campaigns reflect how public relations can still play a major role in helping established brands raised their profile further. I’m very proud of our team’s creativity and innovation”. Under Soh-Ng’s direction, the company has won various PR awards and accolades in categories such as crisis management, corporate social responsibility, and rebranding campaigns.

About PROI Worldwide

PROI Worldwide, the world’s largest partnership of integrated independent communications agencies, was founded in Europe in 1970 and has offices in more than 110 cities in 50+ countries. With 75 agencies across five continents, PROI Worldwide is the 6th largest communications partnership in the world with more than 5,000 staff servicing 6,300+ clients worldwide and 2015 net fee income of US\$ 702+ million.