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## **The Hoffman Agency and Google Win Big at Asia-Pacific PR Awards**

*HA Taiwan's iGoogle event chosen as Technology Campaign of the Year  
while HA Hong Kong receives Certificate of Excellence for Google Maps launch*

HONG KONG, CHINA (November 26, 2008) — High-tech public relations firm The Hoffman Agency won two of the top prizes at the Asia-Pacific PR Awards for its work for online search company Google.

The Agency received the Technology Campaign of the Year award for its “Customizing Users’ Online Experience” campaign for the Taiwan launch of iGoogle. It was also awarded a Certificate of Excellence for its “Redefining Online Mapping in Hong Kong” campaign for another Google project: the launch of Google Maps Hong Kong.

Both award-winning campaigns implemented a mix of PR tools that consisted of media outreach and direct user involvement. Aside from organizing press conferences, HA actively pursued Taiwan and Hong Kong’s blogging community, targeting the Programmer Club — Taiwan’s most popular and credible online forum for local developers — and Hong Kong’s Google Guru, a 118-strong online community of Google users and enthusiasts. As a result, Google was able to successfully introduce its products to Taiwan’s and Hong Kong’s internet users.

The iGoogle campaign, which included a contest to invite local talent to develop personalization tools and gadgets for iGoogle, resulted in 190 entries — the highest number of gadgets contributed by any country. On the other hand, the Google Maps Hong Kong launch received a lot of positive, on-message coverage from both the media (broadcast, print and online) and bloggers, and significantly increased the awareness of Google Maps among local web users.

“We are very delighted to have won the awards and to be recognized for the hard work and creativity our teams have put in these campaigns,” said Chris Tang, Managing Director, Asia Pacific, The Hoffman Agency. “Our strategy of incorporating both media and Web 2.0 elements to our campaigns was what made them really effective in delivering Google’s message to its users in Hong Kong and Taiwan. But we wouldn’t have been successful in executing these campaigns without Google’s support and willingness to embrace new PR approaches. We’re very lucky to have Google as our partner.”

# The Hoffman Agency

HONG KONG

Organized by Media Magazine, the Asia-Pacific PR Awards recognizes the very best public relations practitioners in the region.

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## **About The Hoffman Agency**

The Hoffman Agency ([www.hoffman.com](http://www.hoffman.com)) helps technology, telecommunications and consumer electronics companies communicate compelling messages across the globe. Thanks to a unique global infrastructure and culture, The Hoffman Agency takes a collaborative approach to implementing multi-country programs. Its operation extends across Asia Pacific, Europe and the U.S.

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