

About SPRD

SPRD is a new age Public Relations and Communications consultancy backed by ideators, wordsmiths and design junkies who are constantly thinking out of the box to ideate, strategize and execute.

Stories | PR | Digital

Passionate & energetic is how we embody our 'red'. It's also how you will find our team to be and if you want to work with us, you should know that we believe in getting the job done.

Our logo [quite literally] is made up of the letters S.P.R.D in 'Morse-code'. Why? Because it's probably the only true code, developed as early as the 1830s, that to date, is a universal way to communicate key messages across the globe.

How Are We Unique?



What We Do?



Reputation & Crisis Management

We work hard to understand what you need. You'll even find us debating. That's because we know what you don't need. With skillful expertise and some out-of-the-box ideas, we are all about long-term success, strong media relations and returns on media investments all while managing crises during your #OMG moments, should the need arise.



Thought Leadership & Advocacy

We respect wisdom and believe that conversant voices and brand stories, like yours, deserve to be heard, spread and followed to build advocacy and a healthy perception of your brand.

Imagine insights translated into a strategy that builds trust, growth and drives innovation and new opportunities. This is your Kung-Fu. We just make it stronger.



Communications & Influencer Marketing

Whether its communicating new employee initiatives, value propositions and policies, to finding the right influencer for brand authenticity and amplification, you can count on us to spread the vibe. From targeted meet-ups to internal and stakeholder communications across formats, be sure to speak to us for something fresh that works for you.



Social Media Management & SEO

Digital is one of the most effective mediums to interact with your target audience. From designing and sustaining social media campaigns to strategic campaign planning and search engine optimization to boost organic growth, our insight to digital first approach is what sets us apart. #Ping for positivity.



Content Strategy & Storytelling

When it comes to #storytelling, creating relevant content is like a contagious viral fever. With every tweet, comment & case study adding to your story, how and what you share is probably as important as breathing. From digital videos and micro-sites to content banks, our in-house experienced teams are constantly drumming up ideas, even as we speak.



ORM & Digital Influence

Why think about escaping a situation when you know how to thrive in it? From understanding influencers, social listening & media tracking to building effective response management metrics that remain active round the clock, speak to us for something that works for you.

We Work With



Advertising

Thought Leadership | Media Internal Communications Social Media Management



Media

ORM | Media Coverage Content Internal Communication



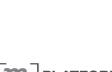
Real Estate

Media Thought Leadership Content



FMCG

Social Media Management Content | Design



Media

Content | Design



Entertainment

Content



Information Technology

Content | Thought Leadership Social Media Management Internal Communications



Education

Content | Media Coverage Design | Social Media Management Thought Leadership



Management Consulting

Thought Leadership Content | Media Social Media Mandate

Awards



Team SPRD won the Young Public Relations Consultancy of the Year Award at the 10th edition of the India PR & Corporate Communications Awards (IPRCCA) by Exchange4Media.



We were also conferred with the Crystal Award for the Best Use of Content by the Public Relations Council of India at the 14th edition of the PRCI Global Communication Conclave.

Let's Talk

For ideas on how to make Public Relations work for you or to address specific requirements for your organization,

reach out to us at

hello@sprd.co.in
or
Call +91 84339 93639.