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SPAG strengthens position as a leader in APAC Healthcare start-up communications

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Wins multiple startup accounts in Q1 2021 emerging as the partner of choice for leading start-ups like ABM Respiratory Care, ZaZaZu, and ZumVet



Singapore-headquartered public relations and communications firm, SPAG, announced its achievements in the start-up sector with the closure of 2021 Q1.

The company reported wins of leading players such as ZaZaZu (a sexual wellness startup), PET telehealth company Zumvet, and medical device company ABM Respiratory Care, to name a few. In November 2020, SPAG, in partnership with KPMG, APACMed, PRCA, and e27, released its pioneering start-up communications report, 'Igniting Start-ups with Investor Insights', highlighting the road-map for start-up communications needs.

Following its business expansion strategies and start-up offerings in APAC, SPAG strengthens its position as a leader in start-up communications. The vertical aims to provide strategic counsel and help establish the brand, presence, and credibility for start-ups that may be at different stages of evolution.

"We are proud to be a key driver in supporting the innovation scene and boosting start-ups' growth. The markets are evolving, and many-a-times, the challenges faced by this agile industry are real. Since each start-up company may have different business needs, we craft campaigns that are driven by research-based insights and our deep understanding of the industry," said Priyanka Bajpai, Regional Head, SPAG.

"With 198 unicorns in 2021, Asia is home to a burgeoning start-up scene. Start-ups are important drivers of economic growth, particularly in current times, as the world recovers from debilitating impacts from the pandemic. We endeavor to be true enablers for the start-up ecosystem, thereby facilitating the regional and global economic growth," adds Aman Gupta, Co-founder & Managing Partner, SPAG

SPAG has also played a significant role in communicating the right information and develop a strong brand presence for a MedTech start-up company like ABM Respiratory Care. "SPAG has been an excellent communications partner for us in the region as we build and strengthen our narrative towards remote respiratory care and continue advancing the healthcare

industry," said Vinay Joshi, CEO, ABM Respiratory Care.

ZaZaZu CEO and founder Jingjin Liu echoes the value of focused and effective communication that is mapped against the business' target audiences. "Flexible and adaptable, SPAG comes with a methodical counsel and strategic team support that ties both business and delicate nuances of the industry together."

"SPAG is an agency that could help us drive increased awareness of our platform and grow our brand reputation in Asia. SPAG has helped us achieve this and we're confident that they are the right partners that will grow with us across the region," said Athena Lee, Co-founder & CEO of Zumvet.

SPAG has also led communication campaigns for Ferne Health last year where it spearheaded a market entry strategy for Ferne Health's online platform focused on home-based sexual health screening services.