

Team Cookie Wins SABRE Awards Grand Prize in Tech Software & Services, Proving Global Tech PR Expertise

Follows APAC PR Awards Double Win With World's Largest PR Awards Recognition Joint Win with AIM-Intelligence, Korea's AI Safety Leader, Extends Streak

SF, CA, UNITED STATES, August 24, 2026 /EINPresswire.com/ -- [Team Cookie](#), a PR consultancy specializing in tech startups, announced today that it has won the Grand Prize in the Technology: Software & Services category at the SABRE Awards, the world's largest public relations awards program. The win follows a double victory at the Asia-Pacific PR Awards held in Hong Kong in June, where Team Cookie was recognized for Twelve Labs' B2B campaign and AIM-Intelligence's public awareness project.



Team Cookie's Tae-min Ryu, Lead (left), and Ki-tae Lim, Vice President (right), receive the trophy for the Technology category at the SABRE Awards ceremony held on August 18 at The Westin Singapore.

The 2026 Asia-Pacific SABRE Awards, hosted by global PR and marketing publication PProvoke Media, are the largest PR awards program in the world, recognizing outstanding PR firms, projects, and practitioners across Asia-Pacific, North America, Europe, and Africa. This year's Asia-Pacific edition drew more than 2,000 submissions, with winners selected by a panel of roughly 60 judges from global corporations, advertising agencies, and PR firms across categories including brand, reputation, marketing communications, and digital and social media.

Team Cookie was named the sole winner in the Technology: Software & Services category at the SABRE Awards Asia-Pacific ceremony, held on August 18 at The Westin Singapore. Finalists in the category included five companies, among them global collaboration software company Notion. The award is particularly significant as it recognizes a PR success story built with partner AIM-Intelligence, an AI safety company.

Team Cookie previously won First Place in the Small Consultancy of the Year category at Campaign Asia-Pacific's global PR awards in 2024, followed by a Silver award in the Public Awareness category and a PR Agency CEO of the Year recognition in 2025. This year, the firm added a double win in the B2B Campaign and Public Awareness categories, along with the SABRE Awards win in Technology, extending its track record of recognition on the global stage.

Founded in 2022 by CEO [Tae-joon Ryu](#) and Vice President Ki-tae Lim, Team Cookie is a consultancy focused on tech startups, operating across South Korea, the United States, and Singapore. The firm supports companies from the seed stage through domestic IPOs and Nasdaq listings, working across sectors including physical AI, robotics, Neo-clouds, and AI semiconductor fabless companies, as well as leading global K-beauty brands, creator solutions, healthcare, retail commerce platforms, and venture capital firms.

"It's an honor to win at the world's largest PR awards program, built on the expertise we've developed working with tech partners over the years," said [Tae-min Ryu](#), A team lead at Team Cookie. "This recognition is especially meaningful because it puts a global spotlight on our work with AIM-Intelligence, a partner leading on AI safety — a critical issue on the global stage. We will continue doing everything we can to help our partners achieve outstanding results, guided by our mission to elevate the value of innovative companies through storytelling."

About Team Cookie

Team Cookie is a PR consultancy dedicated to tech startups, founded in 2022. With teams across South Korea, the United States, and Singapore, Team Cookie partners with companies from seed stage through IPO and Nasdaq listing, across sectors ranging from physical AI and robotics to K-beauty, healthcare, and venture capital.

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