

A week of success for Citigate Dewe Rogerson

Citigate Dewe Rogerson's campaigns are in the running for some major industry awards. Campaigns for Talk Talk and Lloydspharmacy are finalists in the PR Week Awards and in awards to celebrate the best in digital communications

[Citigate Dewe Rogerson](#) has been nominated for a [PR Week award](#) and two digital awards for its work with phone and broadband provider TalkTalk.

The agency has been shortlisted in the PR Week Awards' Technology category, as well as for Best Community Development and Best Use of Digital (Telecoms) in the [Digital Impact Awards](#), run by [Communicate magazine](#), and for Best Integrated Campaign at the [Digi Awards](#), run by [Corporate Comms](#) magazine.

All the nominations are for [TalkTalk's "Don't Disconnect Us"](#) campaign, which Citigate created and implemented. Don't Disconnect Us campaigned against the previous government's [Digital Economy Bill](#), which proposed severe penalties for alleged filesharing, including cutting off internet users without any proof that they had illegally downloaded music or video content.

The campaign motivated huge public opposition to the Bill, securing over 35,000 signatures to a [petition](#) on the No.10 Downing Street website and gaining support from celebrities including [Stephen Fry](#). A spoof music video we created "Home Taping is Killing Music" – with 80s look-alikes and a specially commissioned tune was released to highlight how the music industry has cried wolf before when it feels threatened by technological change. The video has been viewed over 70,000 times on YouTube

Commenting on the campaign, Charles Dunstone, Chairman, TalkTalk Group, said: "Don't Disconnect Us' had longevity, reinforced our customer champion credentials and helped us lead the filesharing debate. The campaign strategy and the execution were excellent."

"Sex Degrees of Separation" a campaign created to promote Lloydspharmacy's online sexual health testing service has already won the OTC Marketing Award for a non-medicine and a Sabre for best EMEA Consumer Health campaign. It is now a finalist for the PR Week award best healthcare: Ethical and OTC category.

Claire Connolly, Senior Press Officer for Lloydspharmacy said: "Sex Degrees of Separation was a breakthrough campaign for us because it showed how PR can drive sales as well as build brand equity. It was a terrific marriage of online and offline communication.

Both these campaigns demonstrate how a strategic approach combined with creativity can achieve measurable results business."

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