



Citigate Dewe Rogerson wins SABRE award

Citigate Dewe Rogerson is delighted to have been awarded the prestigious SABRE award for best EMEA Consumer Health public relations campaign for *Sex Degrees of Separation* devised for Lloydspharmacy.

The SABRE awards are given for work that exemplifies *Superior Achievement in Branding and Reputation*.

To win an award campaigns have to demonstrate the following values:

- A strategic approach to public relations, as indicated in the research and planning stage of the campaign
- Breakthrough thinking, as indicated by the ability to come up with innovative and ingenious solutions to communications challenges
- Integrity, as indicated by a programme that adheres to the highest ethical standards
- Effectiveness, as indicated by results that match the objectives of the program, and demonstrate how the programme helped an organisation achieve both its communications and business goals.

“Winning a SABRE award is a great accolade as the values it champions are the very ones that lie at the heart of all the work we do for our clients. To be recognised by ones’ peers is always an honour and this is the second year running that we have won a Sabre for our work Lloydspharmacy. We are fortunate to have a client who recognises the business benefit of public relations”, said Steve Marinker, head of CDR’s Consumer Practice.

The successful CDR Lloydspharmacy team is led by Steve Marinker with invaluable support from head of digital, Phil Szomszor, Alex Bell, Belinda English, Jodi Lewis, Katie Pugh and Holly Clark.