

Best PR Company



Winner **Johnson King** for Sophos FaceBook campaign



The spectacular growth of Facebook during 2007 was accompanied by growing concern that users were leaving themselves open to fraudsters by unwittingly divulging personal information.

To help raise awareness Sophos employed the services of Johnson King to develop a media programme that would position Sophos as a leading voice on the responsible use of social-networking sites.

The agency developed a Facebook profile page for a plastic frog named Freddi Staur (an anagram of "ID fraudster") to see how many randomly "poked" users would hand over sensitive information to a complete stranger.

The results showed that 41 per cent of users responded, giving out phone numbers, email addresses, current locations and employment details. Johnson King compiled and analysed the data, and delivered

the story to the UK media to coincide with the publication of Sophos's best-practice guide to using Facebook.

The campaign proved one of the most high-profile data security stories of the year, achieving more than 300 print/online cuts and 30 pieces of broadcast coverage to date, including slots on BBC Breakfast, Sky News, and Channel 4 News. It was also picked up by the *Financial Times*, *The Times*, *The Independent*, *The Daily Telegraph* and *The Wall Street Journal*.

The *FT's* IT correspondent told *PRWeek*: "The story used media interest in Facebook to create a new twist on the old story of identity theft and privacy concerns."

Finalists

Carrot Communications
 for Network Box
Peter Rennison Public Relations (PRPR)
 for nCipher
Racepoint Group UK
 for Broca Communications
Weber Shandwick Technology
 for MessageLabs