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**Coverage**  
England and Wales

**Theme**  
2011 Census

## Four lands 2011 Census PR contract

Leading agency Four Communications is to work on a contract to deliver national PR support to the 2011 Census.

The appointment follows a four-way pitch managed by the Central Office of Information (COI). Four Communications has been contracted to support 2011 Census communications to May 2012.

Targeted PR activity will be beneficial in raising awareness about the 2011 Census among the general public and encouraging people to complete and return their census questionnaires.

Alongside the nation-wide PR campaign, Four will apply their expertise in developing activities aimed at encouraging participation among young adults aged 15 to 34-years-old, with a focus on university students.

The agency will also be responsible for creating a stakeholder website and will be involved in publicising the census rehearsal in selected areas in October 2009.

One of the main uses of census data is to help calculate the funding that local authorities are allocated from central government – so it's vital that the general public are engaged in the 2011 Census and understand how to complete and return their census questionnaire on Census Day on 27 March 2011.

2011 Census Head of Marketing Oliver Doerle said: "It's fantastic to be working with Four Communications. They have a first class reputation and their creative talent and comprehensive knowledge of UK audiences will be fundamental in helping us to raise public awareness of the 2011 Census."

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Nan Williams, Four's chief executive, commented: "We are thrilled to work on promoting the 2011 Census with the ONS and COI.

"The Census is an important landmark in the UK every ten years and it is vital that everyone understands the benefits of filling in their questionnaire."

## BACKGROUND NOTES

1. A census is a survey of all people and households in the country. It provides essential information from national to neighbourhood level for government, business, and the community.
2. The 2011 Census will take place on 27 March 2011. The census occurs every 10 years and involves everyone in England and Wales filling in a questionnaire about themselves and where they live.
3. The ONS is responsible for gathering and interpreting all the data from the census and turning it into helpful information, as well as using it to estimate the number of people and households in each area across England and Wales.
4. The census is confidential and safeguarded by law.
5. **National Statistics** are produced to high professional standards set out in the Code of Practice for official statistics. They undergo regular quality assurance reviews to ensure that they meet customer needs. They are produced free from any political interference. © Crown copyright 2009

## ABOUT FOUR COMMUNICATIONS

1. Four Communications was founded in 2001 and is one of the UK's leading independent full-service agencies.
2. Four's previous consumer awareness campaigns include the launch of chip and PIN. The company has a wealth of youth marketing experience through work with clients such as Sony PlayStation.
3. Headquartered in Leicester Square, London, Four also has offices in Liverpool, Abu Dhabi and Dubai.
4. Four is a fully integrated agency spanning public relations, public affairs and sponsorship and has its own in-house creative teams delivering digital, design, web, corporate publishing, events, marketing and media planning and buying.