

Bigmouthmedia Wins Top Search Awards



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Press Release Summary: Bigmouthmedia has clinched two top Search prizes at the Revolution Awards, widely regarded as the Oscars of the UK's online industry

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Europe's largest independent [digital marketing](#) agency cleaned up in the categories for "**Best Financial Services Campaign**" and "**Best Search Campaign**" after leading a highly successful [search engine marketing](#) strategy for credit card giant **Barclaycard**.

The award wins have underlined the success of an [organic search marketing](#) strategy backed by strong PPC and affiliate campaigns capable of delivering remarkable results. **Bigmouthmedia** has consistently exceeded expectations, pushing down costs and generating enhanced levels of consumer understanding with an approach that has set new industry standards.

*"We're delighted to have won two **Revolution Awards**. Not only do the wins provide welcome recognition for a hard-working and talented team, but they also serve as vindication of our unique approach,"* said **Lyndsay Menzies, Managing Director of bigmouthmedia UK.**

"Given that the finance channel's top level generic terms are dominated by aggregators, our strategy circumvented the usual high level target keywords and focused on second tier phrases instead. That approach, combined with an innovative performance-related remuneration scheme, proved to be both successful and cost effective."

The brace of **Revolution Awards** falls in an exciting month for **bigmouthmedia**. Last week saw **CEO Steve Leach** named **Regional Director of the Year by the Institute of Directors in Scotland**, while later this month the company is also short listed for honours at both the **Fast Growth Business Awards** and the **UK Technology and Innovation Awards**.

About

bigmouthmedia

Founded in 1997, **bigmouthmedia** are leaders in digital marketing, with a team of over 200 staff across 13 offices in 10 countries on 3 continents the company maximizes return and exposure for major brands online through a variety of fully integrated digital marketing channels: [Search Engine Optimisation](#), PPC, Display Advertising, Affiliate Marketing, Social Networking, Brand Monitoring, Online PR and Web Analytics.

Bigmouthmedia services big-brand customers globally including: Adidas, Hilton, British Airways, Tesco, Aer Lingus, BP, Barclays, Castrol, Conrad International, Dorling Kindersley, Early Learning Centre, easyCar, Fasthosts, Jumeirah, Canon, Samsung, Starbucks, Top Man, Debenhams, Which?, Lacoste, Euler Hermes and Wall Street Institute.

Bigmouthmedia is a Deloitte Fast Growth winner and a 2007 FT Best Place to Work. 2007 saw the company celebrate its tenth anniversary and global CEO Steve Leach celebrated a unique hat-trick of major business awards; UK Entrepreneur of the Year title at the National Business Awards and National Business Awards for Scotland, as well as UK Entrepreneur of the Year at the prestigious CBI-backed Growing Business Awards.

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