

25/09/08

BA retains Bigmouthmedia as search agency

British Airways has announced that bigmouthmedia will continue in its role as the airline's search agency.

After six years working alongside Europe's largest independent digital marketing agency, British Airways cited bigmouthmedia's industry-leading expertise as a critical factor in the deal. Renewing a successful partnership that began in 2002, British Airways confirmed that bigmouthmedia will help plan, implement and manage its paid and organic search strategies.

Working together with the airline's digital marketing team to drive their SEO and PPC strategies, the agency will be responsible for developing and executing the company's paid search campaigns across the UK market.

Bigmouthmedia's current contract was due to expire at the end of September 2008 and as part of the airline's standard procurement policy, a re-pitch was launched at the beginning of August 2008.

"We are delighted to have retained the BA search business through competitive tender. The process has been a great opportunity for bigmouthmedia to showcase our long term strategy for BA. We are obviously very excited about rolling this out over the next couple of years and continuing to have a strong relationship with the British Airways team," said Lyndsay Menzies, Managing Director at bigmouthmedia UK.

Chris Davies, British Airways' digital marketing manager, added: "Search optimisation activity is an excellent way of driving brand awareness and revenue. We have selected bigmouth due to their strategic approach and excellent pedigree and experience in the travel industry."

www.bigmouthmedia.com

Notes to Editor:

About bigmouthmedia

Founded in 1997, **bigmouthmedia** is Europe's largest independent digital marketing agency. With a team of over 200 staff across 13 offices in 10 countries on 3 continents, the company maximises exposure for major brands online through a variety of fully integrated digital marketing channels: Search (PPC and SEO), Online Media Planning, Affiliate Marketing, Social Networking, Brand Monitoring, Online PR and Web Analytics.

Leading the digital marketing strategies of a third of the UK's most trusted brands, **bigmouthmedia** services over 300 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.

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