

# Bigmouthmedia turns on the style

Submitted by: pr-sending-enterprises

Tuesday, 1 April 2008

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In a move that further strengthens the agency's ties to the fashion industry; bigmouthmedia has been selected to partner top clothing retailer Wallis' stroll up the online catwalk.

Another feather in the cap for bigmouthmedia's specialist fashion team, the win means that Europe's largest independent digital marketing agency now works alongside six of retail giant Arcadia Group's most influential brands.

With Burton, Dorothy Perkins, Miss Selfridge, Topman and Topshop already on the company's client roster, this latest signing confirms its success in the key fashion vertical. With Wallis now on board, bigmouthmedia (<http://www.bigmouthmedia.com/>) has underlined the success of its relationship with the UK's largest privately owned clothing retailer, representing more than 2,500 outlets worldwide and seven of the high street's best-known fashion brands.

Providing its six Arcadia Group clients with a mixture of PPC ([http://www.bigmouthmedia.com/products\\_services/pay\\_per\\_click\\_management/](http://www.bigmouthmedia.com/products_services/pay_per_click_management/)) and Search Engine Optimisation ([http://www.bigmouthmedia.com/products\\_services/search\\_engine\\_optimisation/](http://www.bigmouthmedia.com/products_services/search_engine_optimisation/)) services, bigmouthmedia's specialist fashion Retail Vertical works only with clients within the clothing business, applying expert, industry-specific knowledge of the sector's online trends and seasonal patterns to boost public awareness of the group's successful online outlets.

"We feel passionately about the UK fashion industry. Cool Britannia is now at the forefront of global style and it is a delight to be associated with such exciting brands," said Lyndsay Menzies, Managing Director of bigmouthmedia UK.

"The win also confirms that investing in a specialist fashion vertical has been a commitment worth making. It has enabled us to build a wealth of sector-specific understanding and expertise that is delivering continued value to our clients."

A spokesman for Wallis added: "We are thrilled to be working with bigmouthmedia again. Both companies are leaders in our own industries and have proved to be a perfect match in the past, so we are anticipating continued success as our online development moves forward."

Notes to Editor:

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 (PPC and SEO ([http://www.bigmouthmedia.com/products\\_services/search\\_engine\\_optimisation/](http://www.bigmouthmedia.com/products_services/search_engine_optimisation/))), 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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