

Cdiscount selects bigmouthmedia to run search campaign

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Cdiscount, the French online retailer which opens for business in the UK this month, selected bigmouthmedia, Europe's largest digital marketing agency, to run its search engine optimisation (SEO) campaign following a competitive pitch.

Cdiscount is launching with a range of aggressive offers it claims undercut the competition by up to 50% and the company intends to challenge the dominance of the British market's biggest e-commerce brands.

"The credit crunch has created a real opportunity for online retailers. Value for money is what really matters to consumers right now, and our launch campaign will be led by a series of very strong offers designed to challenge the established UK players on price, service and quality," said Arfan Sabir, Online Marketing Manager at Cdiscount UK.

"Bigmouthmedia's international reputation, together with their proven track record in the retail space, made them the natural choice of partner for the crucial opening phase of our launch in the UK."

Three times bigger than Amazon in its native France, Cdiscount has a ten year European sales history with a product range spanning fashion, furniture, home entertainment, electronics, gaming, computing and IT, sport and more.

"We're delighted to be working with Cdiscount at this critical stage of their development. If anything, the current economic climate has given fresh impetus to the online retail sector, and this promises to be an exciting campaign," said Finlay Clark, Senior Retail Strategist at bigmouthmedia (http://www.bigmouthmedia.com/about_bigmouthmedia/overview/) UK.

About Cdiscount:

Cdiscount is the one stop multi-specialist discount superstore selling top quality brands up to 50% cheaper than the rest (Retail Week June 2008). The Cdiscount range includes fashion, furniture, home entertainment, electronics, gaming, computing and IT, sport and leisure, quality wines and much more. The company prides itself on quality, product range, price, service, delivery, after sales support and offers customers interest free finance options on orders over £75.

Cdiscount was established in 1998 and is part of the Casino Group. With more than 10,000 stores, the Casino group is one of the largest global retail and distribution organisations. As a group, it consists of companies such as Géant, Casino Supermarkets, Casino Cafeteria, Monoprix and Franprix/Leaderprice.

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: PPC and Search engine optimisation (<http://www.bigmouthmedia.com/>), Online Media Planning, Affiliate marketing

(http://www.bigmouthmedia.com/products_services/affiliate-marketing/), Social Networking, Brand Monitoring, Online PR and Web Analytics. Bigmouthmedia also provides up to date daily digital marketing news (http://www.bigmouthmedia.com/news_information/industry_news/) to ensure clients are fully informed and aware of all industry developments.

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