

Bigmouthmedia wins Norway's premier award for digital marketing

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Bigmouthmedia's Norwegian team has won the 2009 Gulltaggen Award for best search strategy of the year.

Unveiled as the winner at a prestigious ceremony in Oslo, bigmouthmedia Norway was awarded the region's most prominent SEO prize for its work promoting the education site Sonans.no. Judges praised the company for mounting a campaign that exploited a full range of online marketing techniques.

"We're honoured to receive this award. While bigmouthmedia Norway has enjoyed a lot of success internationally, we haven't been as visible as we would like to be on our home turf. It's therefore great to finally be able to show everyone what we're made of", said Freddy Aursø, Managing Director of bigmouthmedia's Nordic offices.

He continued, "Winning this award proves that ethical search engine optimisation (http://www.bigmouthmedia.com/products_services/search_engine_optimisation/) works. By designing a strategy utilizing organic search, paid search and a variety of other digital marketing techniques we have seen great results throughout the entire campaign."

Founded in 1999, over the last decade the Gulltaggen Awards have become recognised as Norway's most important digital marketing industry prizes. This year's event took place over two days in Oslo, with a daytime conference followed by an evening ceremony honouring the companies and individuals that the judging panel hailed as "the new heroes of digital creativity".

The award for best search strategy is a new category, and bigmouthmedia's integrated SEO and PPC campaign for Sonans Education made the company its inaugural winners.

"We're delighted to have our efforts in Scandinavia recognised with this award. The whole team has worked extremely hard to earn this honour, and I'm very pleased that their expertise has been rewarded," said Steve Leach, bigmouthmedia Group CEO.

He concluded, "Awards like this confirm that our Nordics offices are building the same reputation for excellence enjoyed by bigmouthmedia teams around the world."

About bigmouthmedia (<http://www.bigmouthmedia.com/>)

Founded in 1997, bigmouthmedia is Europe's largest independent digital marketing agency. With a team of over 200 staff located 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 engine optimisation, PPC, 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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