

Bigmouthmedia on Bing

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Bigmouthmedia has welcomed the launch of Microsoft's Bing search engine for introducing renewed competitive impetus and consumer choice to a marketplace currently dominated by Google.

Europe's largest independent digital marketing agency praised the new service, due to be unveiled on the back of a reported \$100million promotional campaign, as a potentially crucial landmark in the online search sector's development. Citing Microsoft's pan-European approach and collaboration with key agencies in advance of the launch, bigmouthmedia (<http://www.bigmouthmedia.com/>) believes that Bing could add a refreshing new dynamic to the industry.

"Competition is always welcome. It has been some time since the search industry had a realistic alternative to Google, and if Microsoft's new engine can provide that then it will be of obvious benefit to both digital marketers and consumers alike," said bigmouthmedia CEO Steve Leach.

"Only time will tell how successful Bing will be, but if Microsoft can show the average household searcher that there really is an alternative, then this could be a pivotal moment in our industry's evolution."

Praising Microsoft for its willingness to work closely with key SEO agencies in advance of the launch, bigmouthmedia expects the Redmond giant to get a number of things right. While services such as Yahoo do not treat large parts of Europe as distinct territories, Bing is expected to see its European launch followed by the introduction of a range of country-specific services. Similarly, it is expected that we will also see Bing evangelists active in Europe and not just the US.

Bigmouthmedia's initial assessment of the new service is that in its initial incarnation Bing will do enough to generate coverage and interest but be familiar enough not to scare users away. Microsoft also clearly understands the importance of searcher confidence in relation to the perception of good search results.

"While the search sector is excited by the prospect of a new service, only time will tell if Bing is to have a permanent impact. The industry has seen numerous new engines launched over the years - including several by Microsoft - and it's fair to say they haven't been hugely successful," said Andrew Girdwood, Head of Search at bigmouthmedia.

"There are some tough questions that Microsoft has to answer. Just how are they going to get average household searchers to try Bing for the first time, and how long will the company be willing to support their current Bing strategy if progress is slow? Until we know the answers, the jury will still be out on this one."

About bigmouthmedia

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 (http://www.bigmouthmedia.com/products_services/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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