

GlobalMedia rebrands as bigmouthmedia in France



Released on: September 10, 2007, 8:10 am

Press Release Author: [bigmouthmedia Ltd](#)

Industry: [Internet & Online](#)

Press Release Summary: Following the recent rebranding of the Norway and Sweden offices, bigmouthmedia, Europe's largest independent Search Marketing Agency has added GlobalMedia France to its portfolio

Press Release Body: Following its recent rebrand of Norway and Sweden offices, **bigmouthmedia**, Europe's largest independent Search Marketing Agency has added **GlobalMedia France** to its portfolio.

The rebrand will be unveiled at the **eCommerce Convention from 11-13 September** where **bigmouthmedia** (<http://www.bigmouthmedia.com/>) will exhibit for the first time. **Bigmouthmedia UK Head of Search Andrew Girdwood** will co-present with **Michael Pean** on the changing face of SEO (http://www.bigmouthmedia.com/products_services/search_engine_optimisation/).

Acting French MD Michael Pean will be heading up the team, and driving growth. *"It is fantastic that we are becoming part of the bigmouthmedia team. We love the confidence of the brand - and behind that there is a strong company and one which is excelling in the industry with ground-breaking products and an excellent team, and we can't wait to be a part of that growth."*

The expansion into France comes during an exciting year for **bigmouthmedia** - with the addition of **Adidas** and **CNN** to its already impressive client list. **Bigmouthmedia** is forging ahead retaining and expanding on its position as the leading search engine marketing company in Europe.

Bigmouthmedia CEO Steve Leach spoke after the announcement, *"This is an exciting time for **bigmouthmedia**. With France joining the Nordics in coming under the **bigmouth** brand we now have **7 bigmouthmedia offices** and are reinforcing our presence in the European and American market. The reaction to rebranding couldn't have been more positive so it was a natural progression for the company and its growth worldwide."*

The future for **bigmouthmedia** sees further growth and development in the vertical-specific arena of SEM (http://www.bigmouthmedia.com/products_services/search-engine-marketing/), further developing its expert teams in retail, travel and finance marketing online for customers including **Hilton, British Airways, Experian and Barclays**. In addition, further geographic footprints are in the development phase.

2007 has been a rewarding year for **bigmouthmedia** and its clients with a host of industry awards that include being named as a **Financial Times UK Best Workplace, Media winners at the 2007 Fast Growth Business Awards as well as being short listed for four National Business Awards.**

Notes to Editor:

About bigmouthmedia and GlobalMedia
Bigmouthmedia and GlobalMedia are leaders in the digital marketing (<http://www.bigmouthmedia.com/>) field, with a combined team of over 200 staff in 11 offices across 8 countries and throughout 3 continents. The group maximises return and 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 (http://www.bigmouthmedia.com/products_services/online-pr/) and Web Analytics.

Bigmouthmedia and Global Media merged in late 2006, creating the largest independent search marketing agency in the world. The group services big-brand customers globally including: **CNN, Adidas,**

Hilton, British Airways, Tesco, Aer Lingus, BP, Barclays, Castrol, Conrad International, Dorling Kindersley, Early Learning Centre, easyCar, Fasthosts, FHM, Jumeirah, Kodak, Canon, Knight Frank, Net-A-Porter, NCP, 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 Places to Work**, and is currently short listed for four **National Business Awards**.

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