

GlobalMedia rebrands as bigmouthmedia in Italy



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Press Release Author: [Bigmouthmedia](#)

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Press Release Summary: Bigmouthmedia, Europe's largest independent Search Marketing Agency, has added the Italian GlobalMedia remit to its brand portfolio

Press Release Body: Following its recent rebrand of Nordic, French and German offices, **bigmouthmedia, Europe's largest independent Search Marketing Agency** has added the Italian remit to its brand portfolio.

The rebrand will be unveiled at the **IAB Exhibition from 7-8 November** where [bigmouthmedia](#) will exhibit for the first time.

Chiara Zanetta MD of [bigmouthmedia in Italy](#), responsible for driving growth and expansion under the new brand in the Milan office said, "We are thrilled to be a part of the bigmouthmedia brand in Italy. We have seen the fantastic reception the rebrand has received in France, Germany and the Nordics and know that the confident and exciting brand will be just as well received here."

The expansion into Italy comes during an exciting year for **bigmouthmedia** - with the addition of **Bravofly, Meridiana and Wall Street Institute** to its already impressive client list. **Bigmouthmedia** is forging ahead retaining and expanding on its position as the [leading digital marketing](#) company in Europe.

Bigmouthmedia CEO, Steve Leach, spoke after the announcement, *"Following on from the rebranding of Germany, France and the Nordics, it was the natural progression to include Italy. The growth and expansion that we have been experiencing throughout Europe has been exceptional and now with Italy also included under the bigmouthmedia banner the continuity of the brand's expansion is clear."*

The future for **bigmouthmedia** sees further growth and development within its product portfolio, as well as further investment into the vertical-specific arena of [Search Engine Marketing](#), with expansion of the agency's expert teams in online retail, travel and finance marketing 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, National Business Awards for Scotland as well as being short listed for four National Business Awards and an IMA Award for Media Agency of the Year.

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), [Online Media Planning](#), 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, Kodak, 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, The Company was also named the AXA Small to Medium Business of the Year at the 2006 National

**Business Awards, with comments from the judges including:
"Successful on a global scale. Impressive, knowledgeable", and
"A real market leading service performed exceptionally well."**

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