

Bigmouthmedia Marketing Strategy of the Year Award won by DVLA



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The DVLA's campaign to increase use of its online services has received the bigmouthmedia Marketing Strategy of the Year at the European Business Awards.

Presented at a gala ceremony and luncheon in Rome, the award recognised the DVLA's unprecedented use of commercial tactics to promote a government service. Judges praised the agency for an innovative and successful campaign, which included giving away free low-emission cars in an online lottery.

"The DVLA's campaign caught the public imagination and drove a massive increase in traffic to their site. It's a classic example of how a blend of clear strategy, creativity and thinking outside the box can really deliver results," said David Hardy, International Sales and Marketing Director at [bigmouthmedia](#).

The DVLA managed to nudge ahead of some very stiff competition to collect the prize, with campaigns from the UK based First ScotRail, IDE Group, LMG and Sony Europe, Optivo GmbH and UNICEF Arbeitsgruppe from Germany, Polish institution Bank Pekao SA, Graphisoft R&D zrt. from Budapest and France's Société Générale all being nominated in this hotly contested category.

"The standard of entries was particularly high this year. Whittling them down to the final few nominations was hard enough, but in the end it was incredibly difficult to choose just one winner," said Hardy.

Presented with the award in front of an audience of business leaders and influential figures within the European community, the DVLA emerged as one of the big winners amongst the ninety-nine organisations nominated for the awards, which recognises excellence and innovation in European enterprise.

With a combined turnover of €573billion, the ninety-nine Ruban d'Honneur winners seem to buck the economic trend. According to statistics gathered by the European Business Awards, this year's nominees recorded an average annual profit growth of 56%.

"These awards were founded to recognise excellence in business, and the DVLA's radical approach has justly seen them named as one of this year's successes. Their campaign not only broke new ground for a public sector organisation but also achieved excellent results, and that is why we were delighted to reward their strategy by naming them winners of the 2009 bigmouthmedia Marketing Strategy of the Year Award," said Adrian Tripp, Chief Executive of the European Business Awards.

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](#), PPC, Online Media Planning, [Affiliate marketing](#), Social Networking, Brand Monitoring, Online PR and Web Analytics. Bigmouthmedia also provides up to date daily [digital marketing news](#) to ensure clients are fully informed and aware of all industry developments.

About

The

European

Business

Awards

The European Business Awards is a self funding venture set up and run with the support of forward thinking organisations including: Atradius; RSM International, bigmouthmedia, Infosys and The Wall Street Journal Europe. Our supporters understand the importance of promoting and endorsing business success across the European Union for our long term prosperity.

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