

# Bigmouthmedia reports UK PR Companies Missing Out On Digital Opportunity



Released on: August 27, 2008, 3:27 am

Press Release Author: [bigmouthmedia](#)

Industry: [Media](#)

**Press Release Summary: Bigmouthmedia research reveals Britain's biggest PR consultancies fail to come to terms with the opportunities and challenges posed by the new media**

Press Release Body: Latest research from **bigmouthmedia** has revealed that Britain's biggest PR consultancies are failing to come to terms with the opportunities and challenges posed by the rapid growth in new media.

According to the new **bigmouthmedia** [digital marketing news](#) survey of Britain's 100 leading press and public relations agencies, 79% of the industry's major players have yet to develop a set of online and social media services.

Meanwhile - despite the steadily increasing importance of blogging as a media tool - the survey showed that a surprising 89% are still failing to publish their own blogs.

*"In today's media environment it is vital that businesses communicate online, and companies that choose to ignore this are running a major risk. Traditional PR tactics are not going to go away anytime soon, but it is essential for companies to integrate online PR and social media into their existing offline communications strategies,"* said **Lyndsay Menzies, Managing Director of Bigmouthmedia UK.**

Commenting on the research **Adam Parker, Chief Executive of online news distribution company webitpr**, added: *"Despite finding that an increasing number of UK PR professionals are on the ball when it comes to online PR this survey confirms our experience that a high proportion are still more focused on traditional media. However, given that this is most probably a reflection of client budget and resource allocations, perhaps what we should be asking ourselves is what this says about UK business' attitude towards online communications."*

Notes to Editor:

### **About**

### **bigmouthmedia**

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

Leading the digital marketing strategies of a third of the UK's most trusted brands, bigmouthmedia services over 300 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, Canon, Samsung, Starbucks, Top Man, Debenhams, Which?, Lacoste, Euler Hermes and Wall Street Institute.

[www.bigmouthmedia.com/media](http://www.bigmouthmedia.com/media)

Full details of the research are available online at <http://www.bigmouthmedia.com/live/articles/uk-pr-companies-missing-out-on-digital-opportunit.asp/5084/>.

**Web Site:** <http://www.bigmouthmedia.com/>

**Contact Details: Iain Bruce**

**Media Strategist**

**bigmouthmedia**

**51 Timberbush**

**Edinburgh**

**EH6 6QH**

**(44) 131 555 4848**

[www.bigmouthmedia.com](http://www.bigmouthmedia.com)