

# Bigmouthmedia and Europcar Sign Partnership



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## **Press Release Summary: Bigmouthmedia selected by Europcar to drive its natural search strategy across Europe**

Press Release Body: **Europcar**, the number one car rental company in Europe, has selected **bigmouthmedia** to drive its natural search strategy across Europe.

**Bigmouthmedia**, Europe's largest independent digital marketing agency will direct the company's SEO activities across its portfolio of corporate websites. Designed to inject fresh impetus to the firm's digital marketing strategy, the campaign will be responsible for boosting traffic to **Europcar**'s sites in Germany, France, Italy, Spain, Belgium and Portugal.

*"This promises to be a challenging campaign. Aimed at a highly competitive market and requiring our team to work using a variety of languages, it's the kind of contract you can really get your teeth into and we're looking forward to meeting it head-on,"* said **Lyndsay Menzies, Managing Director of bigmouthmedia UK.**

**Guirec Grand-Clement, Global Sales & Marketing Director at Europcar International** commented, "[Search Engine Optimisation](#) is an ever-changing area that requires a special blend of skill and experience. Europcar selected Bigmouthmedia for its industry-leading status and unique multilingual capabilities which make them the perfect partner to help move us forward online."

This partnership further develops the reputation of bigmouthmedia which currently leads the digital marketing strategies of a third of the UK's most trusted brands. In addition to Europcar, Bigmouthmedia now services over 300 big-brand customers globally including: Hilton, British Airways, Tesco, Aer Lingus, Barclays, Conrad International, Dorling Kindersley, Early Learning Centre, Fasthosts, Jumeirah, Canon, Samsung, Starbucks, Top Man, Debenhams, Which?, Euler Hermes and Wall Street Institute.

### **About**

### **Europcar**

Owned by the French private equity firm Eurazeo, Europcar is the European leader in passenger car and light utility vehicle rentals. The company serves business and leisure customers throughout Europe, the Middle East, Africa, Latin America and the Asia-Pacific region. Excluding franchise operations, in 2007 Europcar signed more than 10 million rental contracts, with 7,700 employees and a fleet exceeding 215,000 vehicles. In September 2008, Europcar and the leading player in North America, Enterprise Rent a Car, joined forces in a strategic alliance which forms the world's largest car rental network, with more than 1.2 million vehicles and 13,000 locations in 162 countries.

### **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.

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

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