

GlobalMedia rebrands as bigmouthmedia in Germany



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Press Release Author: [Bigmouthmedia Ltd UK](#)

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Press Release Summary: Following the rebrand of their Nordic and French offices, bigmouthmedia, Europe's largest independent Search Marketing Agency has added the GlobalMedia head office, Germany to its brand portfolio

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

The rebrand will be unveiled at the **OMD Exhibition from 25-26 September** where [bigmouthmedia](#) (<http://www.bigmouthmedia.com/>) will exhibit for the first time. **Bigmouthmedia UK Head of Search Andrew Girdwood** will also present on **Multi Country SEM Management**.

Axel Schoenau MD of bigmouthmedia in Germany, responsible for driving growth under the new brand in the Munich and Hamburg offices said. *"We are excited to be part of this confident and dynamic brand - we have seen the brand excitement created in the Nordics and France and know it will be as well received here in Germany."*

The expansion into Germany comes during an exciting year for **bigmouthmedia** - with the addition of **Otto and Austrian Airlines**

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, *"The growth and expansion we are experiencing with **bigmouthmedia** has been phenomenal. Placing the German offices under the **bigmouthmedia** brand helps us to accelerate our growth with one clear brand message across this very important territory for us. **Bigmouthmedia** Germany has some excellent talent and a strong client list. We're delighted."*

The future for **bigmouthmedia** sees further growth and development with its product portfolio as well as further investment into the vertical-specific arena of [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.

Nazo Moosa, Associate Director at the Carlyle Group which backed the merger of the two companies in December 2006, commented on the market strategic importance of the rebranding: *"The goal of the fusion between **GlobalMedia and bigmouthmedia** was to create a major market force in Europe. This has been achieved and now it's time to simplify and strengthen our brand message to accelerate the move toward a worldwide full service agency and explore opportunities to expand the product and geographical mix."*

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.

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 across 11 offices in 8 countries on 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 and [Web Traffic Analysis](#).

Bigmouthmedia and GlobalMedia merged in late 2006, creating the largest independent search marketing agency in the world. The group services big-brand customers globally including: Adidas, Hilton, British Airways, Tesco, Aer Lingus, , Barclays, BP Castrol, Conrad International, Dorling Kindersley, Early Learning Centre, easyCar, Fasthosts, Skype, Jumeirah, VisitLondon, Canon, Samsung, Starbucks, TopShop, 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.

<http://www.bigmouthmedia.com/>

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