

# Bigmouthmedia says sex shopping doesn't have to be dirty



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**Press Release Summary: Leading digital marketing agency bigmouthmedia has taken up the challenge of making adult retailer Coco de Mer the biggest name in luxury erotic boutiques**

Press Release Body: Leading digital marketing agency **bigmouthmedia** has taken up the challenge of making adult retailer **Coco de Mer** the biggest name in luxury erotic boutiques.

The [search engine optimisation](#) agency will spearhead online strategy for the company, whose fashionable London store boasts a host of A-list clientele. Launched in 2001 by **Samantha Roddick - daughter of Body Shop founder Anita** - the firm is already widely credited with bringing a much-needed touch of class to the world of adult entertainment and has asked [bigmouthmedia](#) to help take it to the next level.

*"This is an exciting opportunity for us in a very challenging field. They are a sexy company and we are Europe's sexiest digital marketing operation, so we seem to be a perfect fit,"* commented **Lyndsay Menzies, managing director of bigmouthmedia UK.**

*"Some companies might harbour concerns over working with the adult entertainment sector but in this case we didn't hesitate for a second. [Coco de Mer](#) is a vibrant, classy brand, and we're very much looking forward to building a forward-thinking, mutually beneficial relationship."*

The deal unites two of Britain's hottest entrepreneurial talents. Roddick is widely renowned as a businesswoman and role model for young entrepreneurs, while Leach's remarkable success in international commerce has seen him tagged as one of the digital media industry's most influential figures.

With global sales of adult interest goods and services continuing to climb, the sector represents a significant chunk of the online retail market. According to internet analysts Hitwise, adult retailers account for 11% of all UK web hits and generate an estimated annual turnover of £3.8bn.

The latest in a blistering succession of heavyweight announcements and client wins, the news caps a remarkable year for bigmouthmedia. Last month Europe's largest [digital marketing](#) agency celebrated its tenth anniversary and global **CEO Steve Leach** celebrated a unique hat-trick of major business awards. Less than a week after clinching the coveted **UK Entrepreneur of the Year title** at the **National Business Award** and being conferred with the same accolade by the judges at the **National Business Awards for Scotland**, the digital media mogul followed in the footsteps of **Philip Green, James Dyson** and **Richard Branson** to be crowned **UK Entrepreneur of the Year at the prestigious CBI-backed Growing Business Awards**.

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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