

DVLA wins bigmouthmedia Marketing Strategy of the Year Award

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

Presented at a gala ceremony and Dinner which took place at the Grosvenor House Hotel in London, 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 (www.bigmouthmedia.com/).

The DVLA managed to nudge ahead of some very stiff competition to collect the prize, with campaigns from Companies House, Lloyds TSB, Wow Stuff, Premier Inn, GD Environmental, Procter & Gamble UK, gocompare.com and Stockport Council 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.

The award ceremony which was hosted by Andrew Marr was attended by a number of leading and influential UK business figures, including Peter Mandelson, Secretary of State for Business, Enterprise and Regulatory Reform and HRH Prince Edward, The Earl of Wessex.

Collecting the award, DVLA Head of Research and Marketing Derek Hobbs added: "We are absolutely delighted and honoured to receive this award. It's a great boost for all the people that have worked on this campaign and provides welcome recognition for one of Britain's biggest online services."

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 (www.bigmouthmedia.com/products_services/search_engine_opt...), PPC, Online Media Planning, Affiliate marketing (www.bigmouthmedia.com/products_services/affiliate-marketing/), Social Networking, Brand Monitoring, Online PR and Web Analytics. Bigmouthmedia also provides up to date daily digital marketing news (www.bigmouthmedia.com/news_information/industry_news/) to ensure clients are fully informed and aware of all industry developments.

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