

Bigmouthmedia chosen to run Fujitsu PPC campaign

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Electronics giant Fujitsu has chosen bigmouthmedia, Europe's largest independent digital marketing agency, to lead its international PPC campaign.

Fujitsu Technology Solutions GmbH selected the Edinburgh based search engine optimisation company following a multi-agency pitch. Bigmouthmedia will now lead the company's paid search advertising campaign in more than 25 countries worldwide, including Germany, France and the United Kingdom.

David Hardy, bigmouthmedia group's international sales and marketing director, commented on the deal saying: "We're delighted to be working for such an internationally renowned brand like Fujitsu. One of bigmouthmedia's key strengths is our international scope, and our demonstrable expertise in running complex multi-language campaigns has been a key factor in winning this account."

He added: "Over the past 12 years we have established a proven track record in managing big brands across multiple territories, and I am confident we will enjoy similar success with our strategy for what promises to be a challenging and exciting campaign."

Employing more than 10,000 members of staff, Fujitsu Technology Solutions GmbH is part of the global Fujitsu group, which offers IT-based business solutions in 70 countries worldwide. The innovative technology company was searching for an agency that could manage all of its campaigns across multiple target markets from a central location, which led them to bigmouthmedia.

Fujitsu's digital marketing requirements also included an increase in the profile, turnover and traffic on their international sites as well as the capacity to oversee new product and service launches. Beginning work immediately, bigmouthmedia now develops and manages Fujitsu's PPC (www.bigmouthmedia.com/products_services/pay_per_click_man...) campaigns in more than 25 countries, including Italy, Spain, Turkey, Scandinavia and the Eastern European countries.

About bigmouthmedia

Founded in 1997, bigmouthmedia is Europe's largest and most experienced digital marketing agency (www.bigmouthmedia.com/about_bigmouthmedia/overview/) and was rated the UK's #1 Search agency for Search Engine Optimisation (www.bigmouthmedia.com/products_services/search_engine_opt...) and PPC in the 2009 NMA Marketing Services Guide.

Bigmouthmedia's 200+ online marketing experts across 12 international offices maximise online brand exposure for our clients by means of integrated digital strategies incorporating SEO, PPC, social media marketing, affiliate marketing (www.bigmouthmedia.com/products_services/affiliate-marketing/), display advertising, online PR and copywriting.

Bigmouthmedia's multilingual digital solutions deliver outstanding ROI for over 300 world leading brands including British Airways, Tesco, ebay, Sky, Cisco, BT, Comic Relief, Barclaycard and Europcar.

Bigmouthmedia also provides up to date daily digital marketing news.

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