

Bigmouthmedia signs up for Comic Relief 2009



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Marking the continuation of a partnership that has been underway for eight years, **bigmouthmedia** will again be responsible for boosting online awareness of the appeal and increasing search engine traffic to the Comic Relief site.

"The web's role in our fundraising efforts gets bigger and more important every year, and bigmouthmedia have played a major part in that success. The expertise and enthusiasm they have put into supporting us over the years has been remarkable, and we look forward to working with them on making this another Red Nose Day to remember," said **Chris Ward, Comic Relief's Creative Communications Director.**

Using a blend of SEO and PPC to drive visitors to the [Comic Relief](#) appeal site at www.rednoseday.com, the 2009 campaign centres on the event's sponsored celebrity climb of Mount Kilimanjaro.

In one of the most audacious challenges in the charity's history, the BT Red Nose Climb will follow a team including Chris Moyles, Denise Van Outen and Gary Barlow as they attempt to scale Africa's tallest mountain.

"We're delighted to be doing our bit for Red Nose Day once again. A strong sense of social responsibility and a large dash of humour are central to our company culture, and we're proud to play a part in the immense effort that Comic Relief makes on behalf of vulnerable people

in the UK and abroad," said **bigmouthmedia Chief Operations Officer, Lyndsay Menzies.**

Bigmouthmedia undertakes work for several well known charities including Cancer Research UK. The company has also assisted the organisers of Make Poverty History and Live8 with their online campaigns.

Bigmouthmedia employees are frequently involved in charitable activities. In the past year team members have participated in the Maggie's Centre Monster Bike & Hike, run marathons in London, Paris & New York and completed a sponsored walk of the Great Wall of China as well as fundraising for Red Nose Day.

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.

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