

# Bigmouthmedia Wins Travolution Award for Best Use of SEO



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Bigmouthmedia's innovative collaboration with luxury travel operator Kuoni has seen the agency win the prestigious Travolution Award for the best search marketing campaign of the year.

Walking away with the coveted prize for Best Use of [search engine optimisation](#), Europe's largest independent digital marketing agency was recognised for an international campaign that saw [Kuoni](#) enjoy a 100% increase in number one search rankings while achieving outstanding ROI. Praising the strategy for delivering a 104% increase in total unique search visitors within a year, a panel of experts singled out the project as an example of industry best practice.

"This was a fantastic demonstration of when SEO and user experience work hand-in-hand to create a powerful new proposition, especially with Kuoni's new i-Travel proposition. The agency met all the client's objectives and produced premium results with a clear return-of-investment," said a panel spokesman.

Beating stiff competition from ambergreen, iCrossing, Latitude and Greenlight, bigmouthmedia's campaign was selected for its implementation of constantly evolving SEO strategies including the use of social media releases and the exploitation of synergies between Kuoni's PPC strategy and its search marketing activities.

"Our campaign was aimed at increasing search engine visibility, traffic and revenues, and I'm delighted that its success on all fronts has been rewarded with such a prestigious honour. Our internal staff have worked closely with bigmouthmedia throughout to deliver a particularly complex strategy, and this award is a richly deserved accolade for all involved," said Joanna Edmunds, Kuoni's Commercial Director.

Matt Rooke, eBusiness Director at Kuoni, added: "The statistics speak for themselves. Results like the 69% increase in organic search engine traffic we delivered over a single year have helped us achieve outstanding ROI on this campaign, while our use of innovative link building activities to increase rankings for targeted keyphrases and video listings has seen us earn first page rankings in Google for over 90% of our targeted keywords"

The Travolution prize rounds off a successful week for bigmouthmedia on the awards circuit. On Tuesday September 29th, the agency learned that it has also been nominated for Agency of the Year at the 2009 Marketing Industry Network Awards.

"I'm delighted to see our campaign recognised in this way. It's a tribute to the very talented team that worked side-by-side with Kuoni on a constantly evolving campaign that used the very latest search technologies to great effect," said Anneli Ritari, Senior Travel Strategist at bigmouthmedia.

#### **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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