



Tug Scoops Prize for Best Use of Search at The Direct Marketing Association (DMA) Awards

Date, 18 December 2009 : Search marketing agency Tug has won an award for its campaign to provide consumers with online access to the Rough Guide to Accessible Britain at this year's DMA awards.

Formed in 1992 The Direct Marketing Association UK is Europe's largest trade association in the marketing and communications sector. Its annual awards ceremony celebrates innovation, creativity and best practice in all aspects of marketing, including digital. Tug scooped a Bronze in the "Best Use of Search, Natural and Paid For" category for its work with Motability Operations.

Tug's campaign for its client Motability Operations provided consumers with online access to the Rough Guide to Accessible Britain. The DMA Awards judges were very impressed with Tug's ability to reduce CPA by 91% (from £18.37 to £1.52) while improving conversion from 4.2% to 17.33%.

The campaign required activity outside of traditional PPC. Tug used a series of online ads to engage blue badge holders looking for days out and disability friendly activities, accessible venues, jobs and accommodation. PPC was a vital channel as online activity had to work with offline.

Tug's Managing Director Nick Beck said

"We are thrilled to win this prestigious award. This is testament to the skills and efforts of our search team who's creative thinking helped to achieve such superb results. A big thanks also to the guys at BEC who worked with us on this project."

About Tug

Tug is a search marketing agency, providing expert strategic consultancy, campaign planning and management for major brands including: Wonderbra, Dairy Crest, The Dungeons, 118800 and more. Tug's services provide an online marketing programme that builds brands, generates new media opportunities and improves lead generation. Its search marketing team provides expertise in pay per click campaigns, search engine optimisation and social media optimisation.

<http://www.tugsearch.co.uk>