

MediaCom wins two awards at the European Search awards 2017

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The European Search awards took place yesterday with MediaCom collecting two of the coveted awards. The European Search Awards are an international competition that celebrates the very best in SEO, PPC, Digital and Content Marketing in Europe.

MediaCom had a staggering 9 shortlisted entries in total, which the UK and Worldwide Search and SEO teams submitted, showcasing outstanding and innovative campaigns.

MediaCom's wins were for **Best Use of Social Media in a Search Campaign** and **Best Use of Content Marketing**.

The winning entries are found below:

Best Use of Social Media in a Search Campaign: Canesten – Are You Sitting

Comfortably?

Demonstrating the positive effect of a well-planned and integrated campaign that leverages organic engagement, we improved awareness, search rankings and business results, whilst also educating and empowering women. It saw over 150,000 women talking about intimate health and increased website visits by 233%, and in doing so helped increase sales of the Canesten product range and drive category growth.

Best Use of Content Marketing: Direct Line Group (Churchill) – The Lollipoppers are Coming

The campaign was truly integrated and multimedia in every way, delivering incredible results not only for the client, but also for the communities and schools involved that will benefit from their own Churchill Lollipoppers on the streets. By having tailored search campaigns in line with the created content, we improved our click-through rates by more than 20% whilst achieving incredibly efficient cost per clicks across a range of generic keywords in line with road safety.

For more information on the European Search Awards awards, and to view the winning campaigns, click [here](#).

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