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## 2016 Effie Awards Bulgaria Gala

Winners of the Effie Awards Bulgaria 2016 were revealed at the Awards Gala held on June 7 in Sofia. Effie Bulgaria celebrates Bulgaria's most effective marketing campaigns.

At the Awards Gala, attended by nearly 200 industry professionals, there were a total of thirteen trophies presented among the nineteen finalists. Four Gold, four Silver and five Bronze Effie Awards were given.

Effie Bulgaria recognized the most effective marketers, agencies, and brands, according to the Effie Effectiveness Index methodology:

- Effie Bulgaria's Most Effective Marketer in 2016 is Lidl Bulgaria, followed by JTI Bulgaria, Ikea Bulgaria and Zagorka AD.
- Effie Bulgaria's Most Effective Agency in 2016 is Saatchi & Saatchi, followed by BBDO GROUP/Graffiti BBDO, Ogilvy Group and Publicis Sofia.
- Effie Bulgaria's Most Effective Brand in 2016 is Lidl, followed by Ikea, Winston and Zagorka Retro.

The full list of winners can be found [here](#).

For more information visit the Effie Bulgaria website [here](#).