



Nov 21, 2018 Bulgaria

2018 Effie Awards Bulgaria Winners Announced

Sofia, Bulgaria (November 2018) – Winners of the Effie Awards Bulgaria 2018 were revealed at the Awards Gala held on November 21, 2018 in Sofia, celebrating Bulgaria's most effective marketing campaigns.

The Awards Gala, attended by almost 250 industry professionals, presented a total of 14 Effies. 4 Gold, 7 Silver and 3 Bronze Effie Awards were awarded.

The main sponsors of Effie Awards Bulgaria 2018 are bTV Media Group, A1 Bulgaria, Sanofi and New Age Media/Cinema City.

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

- The most effective marketers in 2018 are DSK Bank and Carlsberg Bulgaria, sharing the first place with equal points, followed by A1 Bulgaria, Janet 45, Kaufland Bulgaria and Lidl Bulgaria.
- The most effective agency in 2018 is Noble Graphics, followed by Saatchi & Saatchi Sofia on second place and Switch on third place.
- The most effective brand in 2018 is DSK Bank, followed by Pirinsko Mlado, Lidl, Janet 45, A1 Bulgaria and Kaufland Bulgaria.

Organized by the Bulgarian Association of Communication Agencies (BACA), the Effie Awards Bulgaria honors the most outstanding marketing communications that have proven results in meeting strategic objectives: ideas that work.

Winners and finalists will contribute points towards the ranking on the 2019 Effie Effectiveness Index, the

global ranking which identifies and ranks the most effective agencies, marketers and brands.

For more details visit www.effiebulgaria.org.

This release was translated from Bulgarian and lightly edited for clarity. [Read the original release on the Effie Bulgaria website.](#)

Winners:

Gold Effie

(category: Services)

Lidl Bakery

Client: Lidl България

Agency: Saatchi & Saatchi Sofia

Contributing Agency: Matchpoint Productions

Gold Effie

(category: Products)

The young is alive

Client: Carlsberg Bulgaria

Agency: Noble Graphics

Contributing Agency: BBDO Group/Media Direction OMD

Gold Effie

(category: Social, Media, Political Campaign)

Pod Igoto

Client: Janet 45

Agency: Saatchi & Saatchi Sofia

Contributing Agency: Code Nest

Gold Effie

(category: Corporate Communications)

#YOUNGPOWER

Client: DSK Bank

Agency: Noble Graphics

Contributing Agency 1: Café Communications Sofia

Contributing Agency 2: Clamer Productions Studio

Silver Effie

(category: Services)

The bank that values your time

Client: Postbank

Agency: BBDO Group/Graffiti BBDO

Contributing Agency: BBDO Group/Proximity Sofia

Silver Effie

(category: Services)

Bear

Client: DSK Bank

Agency: Noble Graphics

Contributing Agency 1: Café Communications Sofia

Contributing Agency 2: Switch

Contributing Agency 3: Studio X Digital

Silver Effie

(category: Products)

Really Made by Granny Herself

Client: Philicon 97

Agency: reforma

Contributing Agency: Hand Played

Silver Effie

(category: Products)

RiceUP! Eat Smart

Client: Nuhealth JSC
Agency: The Smarts
Contributing Agency 1: Shoot
Contributing Agency 2: IQ Media
Contributing Agency 3: Xplora
Contributing Agency 4: PHD

Silver Effie

(category: Corporate Communications)

Just Ask

Client: A1 Bulgaria

Agency: Saatchi & Saatchi Sofia

Contributing Agency 1: KNOWAY

Contributing Agency 2: Mindshare

Contributing Agency 3: B2Y Productions

Silver Effie

(category: Social, Media, Political Campaign)

#SavePirin

Client: WWF България

Agency: Noble Graphics

Contributing Agency: Switch

Silver Effie

(category: Promotions)

Tuborg Music Promo

Client: Carlsberg Bulgaria

Agency: Noble Graphics

Contributing Agency 1: Switch

Contributing Agency 2: Initiative Bulgaria

Bronze Effie

(category: Corporate Communications)

Home rulers

Client: Kaufland България

Agency: Noble Graphics

Contributing Agency 1: Switch

Contributing Agency 2: Mindshare

Contributing Agency 3: All Channels Communication

Contributing Agency 4: BBDO Group/Media Direction OMD

Bronze Effie

(category: Products)

The Good Here

Client: Zagorka AD

Agency: Nitram

Contributing Agency 1: Filmmaker

Contributing Agency 2: Dentsu Aegis Network

Bronze Effie

(category: Promotions)

Bouncies

Client: Kaufland България

Agency: Noble Graphics

Contributing Agency 1: Mindshare

Contributing Agency 2: Nulla

Contributing Agency 3: All Channels Communication

Contributing Agency 4: BBDO Group/Media Direction OMD

Finalist

(category: Social, Media, Political Campaign)

One priceless lunch

Client: Mastercard Bulgaria

Agency: McCann Sofia

Contributing Agency 1: All Channels Communication Group
Contributing Agency 2: ORAK Bulgaria
Contributing Agency 3: CARAT

Finalist

(category: Corporate Communications)

Network Guarantee Satisfaction

Client: A1 Bulgaria

Agency: Saatchi & Saatchi Sofia

Contributing Agency 1: KNOWAY

Contributing Agency 2: Mindshare

Contributing Agency 3: 5th Degree

Finalist

(category: Products)

When it's time for ice cream Bandi will find you

Client: Izida

Agency: BBDO Group/Graffiti BBDO

Contributing Agency: BBDO Group/Media Direction OMD

Finalist

(category: Products)

#Different. Czech

Client: Zagorka AD

Agency: All Channels Communication

Contributing Agency 1: Dentsu Aegis Network

Contributing Agency 2: Filmmaker

Finalist

(category: Products)

Super Rural Performance

Client: Rostar BG

Agency: Nitram

Contributing Agency: Combine Production Company

Finalists

(category: Social, Media, Political Campaign)

Work together, win together

Client: BACA

Agency: Saatchi & Saatchi Sofia

Contributing Agency 1: Publicis Groupe Digital

Contributing Agency 2: Publicis Dialog

Contributing Agency 3: MSL