



Jan 13, 2023 Bulgaria

## 2022 Effie Awards Bulgaria Winners Announced

**Noble Graphics Has Been Awarded Most Effective Agency of the Year a Third Consecutive Time**

*December 2022, Sofia* – The winners of 2022 Effie Awards Bulgaria were announced during the awards gala on 13 December. Noble Graphics has won 'Most effective agency' of 2022 with a total of 6 awards - 3 Gold, 2 Silver and 1 Bronze. This is their third time in a row winning the Grand Award. In second place came proof. agency while the third place was for BBDO Group/Media Direction OMD.

Kaufland Bulgaria was announced 'Most effective marketer' thanks to the 1 Gold, 2 Silver and 1 Bronze awards. In second place came Carlsberg Bulgaria. 'Most effective brand' is 'Kaufland'.

The most effective marketing communications for the period between 1 January 2021 and 31 August 2022 were awarded with a total of 5 Gold, 4 Silver and 7 Bronze awards. The Effie Awards are given based on the most important criterion for successful communication which is its effectivity. These awards are not just a recognition but a way to appoint the most effective advertising and marketing efforts.

The full list of winners of the 15th edition of the Effie Awards Bulgaria can be seen [here](#).

Effie Awards distinguishes the most impressive accomplishments in the marketing communications field – ideas that work.

For more information visit [www.effiebulgaria.org](http://www.effiebulgaria.org) and the [winners](#).

The 'Most effective agency,' 'Most effective marketer' and 'Most effective brand' rankings can be found [here](#).