



Nov 28, 2023 Bulgaria

Noble Graphics Awarded Most Effective Agency of the Year in Bulgaria for a Fourth Consecutive Time

DSK Bank has won Most Effective Marketer Award

SOFIA (November 28, 2023) – The winners of 2023 Effie® Awards Bulgaria were announced during the Awarding gala on 28th November. Noble Graphics has won 'Most effective agency' of 2023 with a total of 5 awards - 3 Gold and 2 Bronze. This is their fourth time in a row winning the Grand Award. In second place came proof. agency while the third place was for Saatchi & Saatchi and Brandworks, part of Publicis Groupe Bulgaria.

DSK Bank was announced 'Most effective marketer' thanks to the 1 Gold and 1 Bronze awards. In second place with an equal number of points came Carlsberg Bulgaria, Vivacom Bulgaria and 'Invisible Animals' Association, followed by Fashion Days.

'Most effective brand' is DSK Bank.

The Effie Awards are recognized by marketers and agencies worldwide as the industry's preeminent accolade and reward all forms of marketing activity that contribute to the success of brands.

In the more than 50 years since the awards were established, winning an Effie has become a worldwide symbol of achievement. Today, Effie celebrates efficiency with programs around the world, rewarding ideas that work.

The most effective marketing communications for the period between 1 January 2022 and 31 August 2023 were awarded with a total of 4 Gold, 4 Silver and 6 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 16th 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 and the **WINNERS**.

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