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Effie Bulgaria Celebrates 2014 Winners

On May 28, Effie Bulgaria, organized by the Bulgarian Association of Communications Agencies, announced their 2014 Effie winners at the Sofia Live Club in Sofia. This year marked Bulgaria's seventh edition of the awards.

Four gold, six silver and five bronze Effies were awarded across five categories to cases that best demonstrated effective communication in Bulgaria between January 01, 2013 – March 31, 2014.

In the Goods category, Renault Nissan Bulgaria and Publicis Sofia won a gold for their case, "Grandmother Hanke" (contributing agencies: Publicis Modem Cybermark, Equinox). Zagorka AD, BBH LONDON, Publicis Sofia and Mindshare took home silver for, "It's time for something special!". Taking the Bronze Effie was Carlsberg Bulgaria and Noble Graphics' "Fresh from the mountain."

In the most contested category of the season, Services, no golds were awarded, but there were three Silver Effies:

- "VIVACOM #Hybrid" - VIVACOM, New Moment New Ideas Company, FCB Sofia
- "Saving Mortgage Loan" - Postbank, BBDO Group/Graffiti BBDO, Kres, Trinitix
- "6 out of 10" - UniCredit Bulbank, reforma, MediaCom

Two Bronze Effies were also awarded in this category:

- "Without a signature" - DSK Bank, Noble Graphics, Café Reklam Sofia
- "Deposits with future" - BNP Paribas, Ogilvy Group, Mindshare

MasterCard Europe Bulgaria and reforma's "Fulfill a dream" campaign was awarded as the most effective case in the Promotions category, winning a Gold Effie. The Silver went to Postbank and BBDO Group/Graffiti BBDO for the "Falling Star" promotion (contributing agencies: Kres, Trinitix). JTI Bulgaria and Publicis Sofia won a Bronze Effie for "Win. Live. Share." campaign.

GLOBUL(Telenor Bulgaria), Ogilvy Group and Mindshare grabbed the Gold award for the corporate case "Don't create new species." The other finalist in the Corporate Communications category won a Silver Effie for "Dnevnik - the journal of Bulgarian actuality", Dnevnik, Noble Graphics, 5th Degree.

Two finalists fought for a prize in category "Social, Media, Political". Gold went to Foundation Time Heroes and Noble Graphics (contributing agency Brambar Studio) for the "Monument of the Unknown volunteer" campaign. Nova Broadcasting Group (contributing agency: Professional Translation) with their campaign "The Great Monday" won the Bronze Effie.

Following the Effie Index Worldwide ranking system (effieindex.com), Bulgarian Association of Communications Agencies identifies and ranks the most effective agencies, advertisers and brands. Postbank tops the Clients ranking with 12 points. GLOBUL (Telenor Bulgaria), MasterCard Europe Bulgaria, Renault Nissan Bulgaria and Foundation TimeHeroes are tied for second place with 8 points each. Noble Graphics leads the Agency ranking with its four awards and 22 points. Second is Publicis Sofia (15 points), closely followed by reforma (14 points) in third.

The full list of winners and the Effie Bulgaria 2014 Effectiveness index can be found on www.effiebulgaria.org.

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About Effie Worldwide Championing the practice and practitioners of marketing effectiveness, Effie Worldwide spotlights marketing ideas that work and encourages thoughtful dialogue around the drivers of marketing effectiveness. The Effie network works with some of the top research and media organizations worldwide to bring its audience relevant insights into effective marketing strategy. The Effie Awards are known by advertisers and agencies globally as the pre-eminent award in the industry, and recognize any and all forms of marketing communication that contribute to a brand's success. Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with over 40 global, regional and national programs across Asia-Pacific, Europe, Latin America, Middle East/North Africa and North America. Effie initiatives include the [Effie Effectiveness Index](#), ranking the most effective companies and brands globally and the [Effie Case Database](#). For more details, visit www.effie.org. Follow [@effieawards](#) on Twitter for updates on Effie information, programs and news.