

СЪВЪРШЕНО
СЪВЪРШЕНА РАБОТА



2022 WINNERS

CATEGORY: **CORPORATE COMMUNICATIONS**

GOLD

CV for two

Brand Name: TELUS International Bulgaria
Client: TELUS International Bulgaria
Lead Agency: proof.
Contributing Agency 1: BluePoint
Contributing Agency 2: Digitas
Contributing Agency 3: d:istinkt

CATEGORY: **SMALL BUDGET**

GOLD

Warm Bedtime Stories

Brand Name: Olympus
Client: Tirbul Bulgaria
Lead Agency: Noble Graphics
Contributing Agency 1: Direct Media KRES

CATEGORY: **TOPICAL MARKETING**

SILVER

#choosetovote

Brand Name: Skapto

Client: Skapto

Lead Agency: proof.

Contributing Agency 1: Pudding

BRONZE

Donate for Ukraine

Brand Name: For our children Foundation

Client: For our children Foundation

Lead Agency 1: The Smarts

Lead Agency 2: Paragraph42

КАТЕГОРИЯ: **MEDIA STRATEGY AND INNOVATIONS IN TRADITIONAL AND DIGITAL MEDIA**

SILVER

Kaufland Card. The card that jingles.

Brand Name: Kaufland

Client: Kaufland Bulgaria

Lead Agency: BBDO Group/Media Direction OMD

Contributing Agency 1: Noble Graphics

Contributing Agency 2: BBDO Group/Proximity Sofia

Contributing Agency 3: Zenith Media

Contributing Agency 4: Knoway

FINALIST

OMV MaxxMotion

Brand Name: OMV

Client: OMV Bulgaria

Lead Agency: Carat, a dentsu company

CATEGORY: **NON-PROFIT**

GOLD

Sound Off

Brand Name: Four Paws
Client: Four Paws Bulgaria
Lead Agency: proof.
Contributing Agency 1: Push Pull

BRONZE

The Green pass pub

Brand Name: Three women Foundation
Client 1: Three women Foundation
Client 2: Orange Medical
Lead Agency: McCann Sofia

FINALIST

Donate for Ukraine

Brand Name: For our children Foundation
Client: For our children Foundation
Lead Agency 1: The Smarts
Lead Agency 2: Paragraph42

CATEGORY: **POSITIVE CHANGE**

BRONZE

A card can get you anywhere

Brand Name: DSK Bank
Client: DSK Bank
Lead Agency: Noble Graphics

FINALIST

The sweetest way to save the world

Brand Name: Mastercard
Client 1: Mastercard Bulgaria
Client 2: Istinski med
Lead Agency: McCann Sofia
Contributing Agency 1: 3 Minute Media

CATEGORY: **PROMOTIONS**

SILVER

The Fresh Superplayers

Brand Name: Kaufland
Client: Kaufland Bulgaria
Lead Agency: Noble Graphics
Contributing Agency 1: Switch Productions
Contributing Agency 2: Knoway
Contributing Agency 3: BBDO Group/Media Direction OMD
Contributing Agency 4: Zenith Media

BRONZE

MyFixeez

Brand Name: Kaufland
Client: Kaufland Bulgaria
Lead Agency: Wunderman Thompson Sofia
Contributing Agency 1: Apriori Production House
Contributing Agency 2: BBDO Group/Media Direction OMD
Contributing Agency 3: BBDO Group/Proximity Sofia

BRONZE

You Drink Fibella. You win prizes.

Brand Name: Fibella Wave
Client: United Milk Company
Lead Agency: guts&brainsDDB
Contributing Agency 1: Optimum Media OMD
Contributing Agency 2: MATE Advertising

CATEGORY: **PRODUCTS**

SILVER

"Shumensko Authors Brew" Limited Edition

Brand Name: Shumensko
Client: Carlsberg Bulgaria
Lead Agency: Noble Graphics
Contributing Agency 1: Switch Productions
Contributing Agency 2: Initiative Bulgaria

BRONZE

Refresh with 300

Brand Name: Coca-Cola
Client: Coca-Cola Bulgaria
Lead Agency: McCann Sofia
Contributing Agency 1: Huts Group

CATEGORY: **SERVICES**

GOLD

A card that jingles

Brand Name: Kaufland
Client: Kaufland Bulgaria
Lead Agency: Noble Graphics
Contributing Agency 1: Human
Contributing Agency 2: BBDO Group/Media Direction OMD
Contributing Agency 3: Knoway
Contributing Agency 4: Zenith Media

BRONZE

Every Dream is Worth It

Brand Name: Postbank
Client: Postbank
Lead Agency: Ogilvy Group Bulgaria
Contributing Agency 1: Digital ID
Contributing Agency 2: BBDO Group/Media Direction OMD
Contributing Agency 3: Know How Films
Contributing Agency 4: BBDO Group/Proximity Sofia

FINALIST

Recycle and Save

Brand Name: Yettel
Client: Yettel Bulgaria
Lead Agency: guts&brainsDDB
Contributing Agency 1: PHD
Contributing Agency 2: Push Pull

CATEGORY: **SUSTAINED SUCCESS**

GOLD

Staying on the top of the mountain

Brand Name: Pirinsko

Client: Carlsberg Bulgaria

Lead Agency: Noble Graphics

Contributing Agency 1: Switch Productions

Contributing Agency 2: Initiative Bulgaria

FINALIST

PURELY PROVINTIAL

Brand Name: Gourmenitsa

Client: Rostar BG

Lead Agency: Nitram Communications

Contributing Agency 1: Mindshare

Contributing Agency 2: Combine Productions (campaign 2017)

Contributing Agency 3: Know How Films (campaign 2018)

Contributing Agency 4: Film maker (campaign 2021)