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CYPRUS Digital Marketing AWARDS 2021

GRAND AWARDS

IKEA	Brand of the Year
The Worx	Social Media Agency of the Year
Ogilvy Cyprus	Performance Marketing Agency of the Year
C.A PAPAELLINAS EMPORIKI LTD - ALPHAMEGA	eBusiness of the Year

1. Best in Social Media Marketing

1.1 Best Response to Changing Consumer Needs during the Pandemic

GOLD	IKEA - H. M. Housemarket (Cyprus) Ltd	IKEA: Best Response to Changing Consumer Needs during the Pandemic
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1.2 Best on Facebook Family of Apps

GOLD	Byte The Digital Agency / Partners VMLY&R	Τράπεζα Κύπρου: Real People. Real Stories.
SILVER	TheWorx	Pedigree & Whiskas - Shelter Stories
BRONZE	IKEA - H. M. Housemarket (Cyprus) Ltd	IKEA: Best on Facebook Family of Apps

1.3 Best on YouTube

GOLD	Lidl Κύπρου	Top Employer 2021 Campaign
SILVER	TheWorx	Snack a Jacks & συνταγές, αλλιώς!
BRONZE	Ogilvy Cyprus - ΕΛΛΗΝΙΚΗ ΤΡΑΠΕΖΑ	ΕΛΛΗΝΙΚΗ ΤΡΑΠΕΖΑ - Mobile App Features Campaign

1.4 Best on TikTok

GOLD	TheWorx	KFC x Foody for Double Down Burger
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ΕΠΙΧΕΙΡΗΣΙΑΚΗΣ
ΕΚΣΤΡΑΤΕΙΑΣ

Χορηγός Τεχνολογίας
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BOUSSIAS ΓΡΑΦΕΙΟ ΤΥΠΟΥ
ΚΑΙ ΠΛΗΡΟΦΟΡΙΩΝ

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BRONZE	Gnomi Integrated Communications	Cytamobile-Vodafone Soeasy - Κάνε τα δικά μου
1.5 Best on LinkedIn		
GOLD	Lidl Κύπρου	LinkedIn #teamLidl
SILVER	Byte The Digital Agency / Partners VMLY&R	Eurolife: Στη Eurolife έχεις τον άνθρωπό σου
1.7 Best Use of Social Media with a limited budget		
SILVER	Gnomi Integrated Communications	Elite Facebook Page
1.8 Best Use of Stories		
GOLD	IKEA - H. M. Housemarket (Cyprus) Ltd	IKEA: Best Use of Stories
BRONZE	C.A. PAPAELLINAS EMPORIKI LTD - ALPHAMEGA	Alphamega - Selected Premium Beef Stories
1.9 Best Use of Video		
GOLD	TheWorx	Pedigree & Whiskas - Shelter Stories
SILVER	Alpan Electroline Ltd	Electroline
BRONZE	Lidl Κύπρου	Top Employer 2021 Campaign
1.10 Best Social Media Strategy for Brand Awareness		
GOLD	TheWorx	Snack a Jacks & συνταγές, αλλιώς!
BRONZE	Byte The Digital Agency / Partners VMLY&R / pr: partners	Τράπεζα Κύπρου: Σε Κάθε Επόμενη Κίνηση
1.11 Best Social Media Strategy for Product / Service Launch		
SILVER	TheWorx	in2bet - Παιχνίδι κάθε τύπου

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BRONZE	Opium Works Digital	ERA Department Stores Launch Campaign
1.12 Best Social Media Strategy for Sales		
BRONZE	TheWorx	Snack a Jacks & συνταγές, αλλιώς!
1.13 Best Social Media Strategy for CSR		
BRONZE	Byte The Digital Agency / Partners VMLY&R / pr: partners	ΟΠΑΠ Κύπρου: #CYTEAM2020
1.14 Best Real-Time Response / Occasion-based Marketing		
BRONZE	Action Global Communications	Keanita 40 Year Anniversary - Keanita TapTap Play & Win Campaign
1.15 Most Innovative Use of Content Creators & Influencers		
GOLD	Byte The Digital Agency / Partners VMLY&R / pr: partners	Τράπεζα Κύπρου: Real People. Real Stories.
BRONZE	Black Pepper Cy	Cytamobile Vodafone - Activitygogo "Together We GoGo"
2. Best in Performance Marketing		
2.2 Best Use of Data		
GOLD	Ogilvy Cyprus - ΕΛΛΗΝΙΚΗ ΤΡΑΠΕΖΑ	ΕΛΛΗΝΙΚΗ ΤΡΑΠΕΖΑ - Mobile App Features Campaign
SILVER	Byte The Digital Agency / Partners VMLY&R	Τράπεζα Κύπρου: Βάλε Μπρος
BRONZE	C.A. PAPAELLINAS EMPORIKI LTD - ALPHAMEGA	Alphamega - Personalization στην επικοινωνία και την παρουσίαση περιεχομένου
2.3 Best Use of Technology		
GOLD	Anytime by INTERAMERICAN	ANYTIME - Τιμολόγηση μέσω Facebook Chat!
BRONZE	TheWorx	Snack a Jacks & συνταγές, αλλιώς!

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2.4 Best Use of Video for Performance Purposes

GOLD	Alpan Electroline Ltd	Electroline
SILVER	Ogilvy Cyprus - EKO Cyprus	EKO Cyprus - Ducati Products Sales Campaign
BRONZE	Ogilvy Cyprus - ΕΛΛΗΝΙΚΗ ΤΡΑΠΕΖΑ	ΕΛΛΗΝΙΚΗ ΤΡΑΠΕΖΑ - Mobile App Features Campaign

2.5 Best Digital Multi-Channel Campaign

GOLD	Gnomi Integrated Communications	Laiko Cosmos - Bombay Reimagined
BRONZE	Alpan Electroline Ltd	Electroline

2.6 Best SEO Campaign

GOLD	IKEA - H. M. Housemarket (Cyprus) Ltd	IKEA: Best SEO Campaign
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2.7 Best Paid Search Campaign

GOLD	Ogilvy Cyprus & KES College	50 Χρόνια KES College - Καμπάνια Προσέλκυσης φοιτητών
SILVER	Marketing Nest (MN) Limited	BDSwiss Holding Ltd - Building an Internationally Renowned Brand in the era of COVID-19

2.8 Best Programmatic Campaign

GOLD	TBWA\ENTELIA	CABLENET "FOR A BETTER LIFE"
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2.9 Best Lead Generation Campaign

GOLD	Opium Works Digital	Cablenet - Lead Form for Marketing Consent
SILVER	Ogilvy Cyprus - EKO Cyprus	EKO Cyprus - Safe Rider seminars
BRONZE	Byte The Digital Agency / Partners VMLY&R	Photos Photiades Homes: Value for Life
BRONZE	Lidl Κύπρου	Talent Acquisition Campaign

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2.10 Best Sales Campaign

GOLD	Action Global Communications	BookMyShow UAE - Event Tickets Purchases - Digital Sales Increase
SILVER	Ogilvy Cyprus - Paperworks Philippides	Paperworks Philippides - E-commerce Sales

2.12 Best "Personalization at Scale" Strategy

SILVER	Byte The Digital Agency / Partners VMLY&R	Τράπεζα Κύπρου: Βάλε Μπρος
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3. Best in eBusiness

3.1 Best e-shop / Marketplace

GOLD	IKEA - H. M. Housemarket (Cyprus) Ltd	IKEA e-shop
SILVER	C.A. PAPAELLINAS EMPORIKI LTD - ALPHAMEGA	Alphamega Online Shop
BRONZE	Nespresso - Vassos Eliades LTD	Nespresso - Best e-shop

3.3 Best Customer Experience

GOLD	C.A. PAPAELLINAS EMPORIKI LTD - ALPHAMEGA	Η ΕΜΠΕΙΡΙΑ ΑΛΦΑΜΕΓΑ, ΔΙΑΔΙΚΤΥΑΚΑ
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3.4 Best Digital Marketing Strategy for eCommerce

GOLD	C.A. PAPAELLINAS EMPORIKI LTD - ALPHAMEGA	Kickstarting the Alphamega Online Shop
BRONZE	Ogilvy Cyprus - Paperworks Philippides	Paperworks Philippides - E-commerce Sales

3.5 Best Corporate Website

BRONZE	Action Global Communications	Action Global Communications corporate website
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3.7 Best Website Transformation (Redesign-Relaunch)

GOLD	C.A. PAPAELLINAS EMPORIKI LTD - ALPHAMEGA	Alphamega.com.cy Redesign-Relaunch
SILVER	Nespresso - Vassos Eliades LTD	Nespresso - Best Website Transformation - Redesign

3.9 Best User Experience

GOLD	IKEA - H. M. Housemarket (Cyprus) Ltd	IKEA: Best User Experience
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3.10 Best Mobile Application for a Brand

GOLD	IKEA - H. M. Housemarket (Cyprus) Ltd	IKEA Cyprus App
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