

CYPRUS Digital Marketing AWARDS 2022

GRAND AWARDS

BRAND OF THE YEAR

KEAN

Lidl Κύπρου

SOCIAL MEDIA AGENCY OF THE YEAR

Gnomi Integrated Communications

PERFORMANCE MARKETING AGENCY OF THE YEAR

JPP Marketing

eBUSINESS OF THE YEAR

Ideaseven Digital

1. Best in Social Media Marketing

1.1 Best on Facebook Family of Apps

GOLD	Action Cyprus	#LookAfterYourOranges by KEAN
SILVER	Action Cyprus	KEAN - Εσύ πόσο καλά μιλάς Slanguage;
BRONZE	Action Cyprus	KEAN - Μεσ Τη Ζωή Μαζί

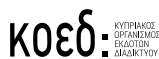
1.2 Best on YouTube

GOLD	Lidl Κύπρου & Gnomi Integrated Communications	Lidl Eco Hacks
SILVER	Gnomi Integrated Communications	Η πρώτη 5G σύνθεση στην Κύπρο
BRONZE	Lidl Κύπρου & Gnomi Integrated Communications	Lidl Life

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1.3 Best on Tik Tok

GOLD	TELIA & PAVLA BBDO - The Worx	Hellenic Bank - Mple Rewards App – Back To School
SILVER	Gnomi Integrated Communications	Cyta - It's so hard without soeasy

1.4 Best on LinkedIn

GOLD	Lidl Κύπρου	LinkedIn #teamLidl
SILVER	TELIA & PAVLA BBDO - The Worx	Hellenic Bank - Ένα Διαφορετικό Vacancy
BRONZE	Ancoria Bank Ltd	Ancoria Bank - LinkedIn

1.5 Best Overall Presence on other Social Media Platforms

SILVER	Gnomi Integrated Communications	APS - Βλέπεις ευκαιρίες αντί αγγελίες?
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1.6 Best Use of Social Media with a limited budget

GOLD	Action Cyprus	KEAN - Εσύ πόσο μιλάς Slanguage
SILVER	Action Cyprus	#LookAfterYourOranges by KEAN
BRONZE	Action Cyprus	KEAN - Μεσ Τη Ζωή Μαζί

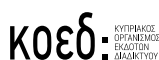
1.7 Best Use of Stories

GOLD	Action Cyprus	KEAN - Μεσ Τη Ζωή Μαζί
SILVER	Lidl Κύπρου & Gnomi Integrated Communications	Lidl Stickeez Filter
BRONZE	IKEA Cyprus	IKEA CY Instagram stories

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1.8 Best Use of Video

GOLD	Red Wolf PR & Advertising Agency	Hogar - All Day Spot με τον Λευτέρη Πετρούνια
GOLD	Lidl Κύπρου & Gnomi Integrated Communications	Lidl Eco Hacks
SILVER	Action Cyprus	#LookAfterYourOranges by KEAN

1.9 Best Social Media Strategy for Brand Awareness

GOLD	Alpan Electroline Ltd	Η Alpan Electroline Ltd με στρατηγικές κινήσεις «απογειώνει» το brand!
SILVER	PARTNERS CONNECTED COMMUNICATIONS, BYTE DIGITAL, ΟΠΑΠ ΚΥΠΡΟΥ	ΟΠΑΠ ΚΥΠΡΟΥ – SOCIAL MEDIA CONTENT STRATEGY
BRONZE	Lidl Κύπρου	Lidl - Fish & meat campaign

1.10 Best Social Media Strategy for Product / Service Launch

GOLD	PARTNERS CONNECTED COMMUNICATIONS, BYTE DIGITAL, PR: PARTNERS, COSTA COFFEE	Costa Coffee - OH YES, PLEASE!
SILVER	ΖΟΡΠΑΣ	Αληθινά Χυμός
BRONZE	TELIA & PAVLA BBDO - The Worx	Book a Meeting

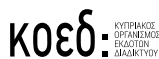
1.11 Best Social Media Strategy for Sales

GOLD	TELIA & PAVLA BBDO - The Worx	Ο Γρηγόρης, ο Λάκης, η Σοφία και η Anytime
SILVER	TBWA\ENTELIA	EKO SMILE - PUMP RELEASE
BRONZE	Gnomi Integrated Communications	APS - Βλέπεις ευκαιρίες αντί αγγελίες?

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1.12 Best Social Media Strategy for CSR

GOLD	PARTNERS CONNECTED COMMUNICATIONS, BYTE DIGITAL, COCA-COLA HBC ΚΥΠΡΟΥ	ΦΥΣΙΚΟ ΜΕΤΑΛΛΙΚΟ ΝΕΡΟ ΚΥΚΚΟΣ - ΔΙΝΟΥΜΕ ΝΕΑ ΖΩΗ
SILVER	Lidl Κύπρου & Gnomi Integrated Communications	Lidl Eco Hacks
BRONZE	Action Cyprus	#LookAfterYourOranges by KEAN

1.13 Best Real-Time Response / Occasion-based Marketing

GOLD	Alpan Electroline Ltd	Το Black Friday 2022 της Electroline κατάφερε να ξεχωρίσει στα Social Media!
SILVER	Gnomi Integrated Communication	IKEA Hauga: Τόσο άνετο που ίσως σε πάρει ο ύπνος ενώ το δοκιμάζεις
BRONZE	ZORΠΑΣ	Υπάρχει σε κάθε στιγμή

1.14 Most Innovative Use of Content Creators & Influencers

GOLD	Ogilvy Cyprus x ΕΛΛΗΝΙΚΗ ΤΡΑΠΕΖΑ	ΕΛΛΗΝΙΚΗ ΤΡΑΠΕΖΑ - Mastercard Priceless Planet Coalition Influencers Campaign
SILVER	Lidl Κύπρου & Gnomi Integrated Communications	Lidl Influencer Marketing 2021 - 2022
BRONZE	TELIA & PAVLA BBDO - The Worx	Photiades - Το Aperol Van κερνάει και... τα σπάει!

2. Best in Performance Marketing

2.1 Best Use of Data

SILVER	TBWA\ENTELIA	McDONALD'S MOBILE UNIVERSAL APP CAMPAIGN
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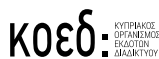
2.2 Best Use of Technology

SILVER	PARTNERS CONNECTED COMMUNICATIONS, BYTE DIGITAL, ΤΡΑΠΕΖΑ ΚΥΠΡΟΥ	ΤΡΑΠΕΖΑ ΚΥΠΡΟΥ - FILECO ΣΧΕΔΙΟ ΠΡΟΪΟΝΤΩΝ
BRONZE	Ogilvy Cyprus x Philippides Paper Works	Philippides Paper Works Xmas 22 Campaign

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2.3 Best Use of Video for Performance Purposes

GOLD	Gnomi Integrated Communications – Laiko Cosmos Trading	Bombay Idyllic
SILVER	Ogilvy Cyprus x Philippides Paper Works	Philippides Paper Works Xmas 22 Campaign
BRONZE	Gnomi Integrated Communications	Cyta Online Purchases

2.4 Best Digital Multi-Channel Campaign

GOLD	PARTNERS CONNECTED COMMUNICATIONS, BYTE DIGITAL, PR: PARTNERS, ΤΡΑΠΕΖΑ ΚΥΠΡΟΥ	ΤΡΑΠΕΖΑ ΚΥΠΡΟΥ - ΣΕ ΚΑΘΕ ΕΠΟΜΕΝΗ ΚΙΝΗΣΗ
SILVER	Public Cyprus	Public Black Friday 2022
BRONZE	Marketing Nest	Singular B2B IT Solutions - Building a Winning Multi-channel eCommerce Campaign

2.5 Best SEO Campaign

GOLD	JPP Marketing	SEO project for European University Cyprus
SILVER	JPP Marketing	SEO project for Oros Machaira
BRONZE	IKEA Cyprus	IKEA CY (www.ikea.com.cy/) SEO Campaign

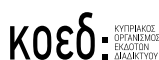
2.6 Best Paid Search Campaign

GOLD	Action Global Communications	Best Paid Search Campaign – BookMyShow UAE
SILVER	Ogilvy Cyprus x Philippides Paper Works	Search Ads Philippides Paper Works
BRONZE	JPP Marketing	Paid Search Campaign - European University Cyprus

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2.7 Best Programmatic Campaign

GOLD	Gnomi Integrated Communications	APS - Βλέπεις ευκαιρίες αντί αγγελίες?
SILVER	TBWA\ENTEΛΙΑ	EKO SMILE - PREMIUM PRODUCTS
BRONZE	Gnomi Integrated Communications	Cyta Youth Internet Home

2.8 Best Lead Generation Campaign

GOLD	JPP Marketing	Lead Generation Campaign - European University Cyprus
SILVER	Marketing Nest	Tickmill Group - Maximising Qualified Leads for a Dynamic Player in the Financial Industry
BRONZE	Lidl Κύπρου	Ο Κόσμος μας στη Lidl Κύπρου

2.9 Best Sales Campaign

GOLD	Action Global Communications	Best Sales Campaign – BookMyShow UAE
SILVER	Ogilvy Cyprus x Philippides Paper Works	Philippides Paper Works Xmas 22 Sales Performance Campaign
BRONZE	Marketing Nest	Singular B2B IT Solutions - Boosting Online Revenue Through a Full-funnel eCommerce Strategy

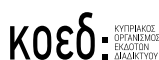
2.10 Best Results with Limited Budget

GOLD	TELIA & PAVLA BBDO - The Worx	Snickers - “You’re Not You When You’re Hungry”
SILVER	Marketing Nest	Sabbianco Properties - Elevating Digital Presence and Generating Quality Leads on a Tight Budget
BRONZE	Gnomi Integrated Communications & MSPS Cyprus	IKEA naturally@home

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2.11 Best "Personalization at Scale" Strategy

SILVER	TBWA\ENTELIA	McDONALD'S MOBILE UNIVERSAL APP CAMPAIGN
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3. Best in eBusiness

3.1 Best e-shop / Marketplace

GOLD	IKEA Cyprus	IKEA CY (www.ikea.com.cy/) e-shop
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3.2 Best Customer Experience

GOLD	IKEA Cyprus	IKEA CY (www.ikea.com.cy/) website
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3.3 Best Digital Marketing Strategy for eCommerce

GOLD	Marketing Nest	Singular B2B IT Solutions - Crafting a Data-Driven Performance Marketing Strategy for eCommerce
SILVER	Public Cyprus	Public Always ON Digital Strategy for 2022
BRONZE	Alpan Electroline Ltd	Η ψηφιακή στρατηγική της Alpan Electroline Ltd συσφασμένη με τις εμπορικές τάσεις του eCommerce!

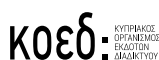
3.4 Best Corporate website

GOLD	PHILIP MORRIS CYPRUS	PHILIP MORRIS CYPRUS OPEN
SILVER	IDEASEVEN DIGITAL	WWW.PURPOSE-PR.COM

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3.5 Best Brand/Product website ή microsite

GOLD	IDEASEVEN DIGITAL	WWW.KEOBEER.COM.CY
SILVER	PARTNERS CONNECTED COMMUNICATIONS, BYTE DIGITAL, ΟΠΑΠ ΚΥΠΡΟΥ	ΟΠΑΠ ΚΥΠΡΟΥ - CORPORATE WEBSITE
BRONZE	IDEASEVEN DIGITAL	WWW.LIMASSOLGREENS.COM

3.6 Best Website Transformation (Redesign-Relaunch)

GOLD	IDEASEVEN DIGITAL	WWW.PAYABL.COM
SILVER	IDEASEVEN DIGITAL	WWW.INTERGAZ.COM.CY
BRONZE	Ancoria Bank Ltd	Ancoria Bank - Website Transformation (Redesign-Relaunch)

3.7 Continuous Optimization

SILVER	PHILIP MORRIS CYPRUS	PHILIP MORRIS CYPRUS OPEN
BRONZE	Action Global Communications	Kanika Hotels – Continuous Website Optimization

3.8 Best User Experience

GOLD	Ancoria Bank Ltd	Ancoria Bank - User Experience
BRONZE	PHILIP MORRIS CYPRUS	PHILIP MORRIS CYPRUS OPEN

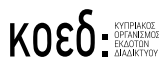
3.9 Best Mobile Application for a Brand

GOLD	IDEASEVEN DIGITAL	INTERGAZ MOBILE APPLICATION
SILVER	Papantoniou Supermarkets	Papantoniou Loyalty Mobile App
BRONZE	IKEA Cyprus	IKEA Cyprus Mobile App

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