Larnaca, 14/11/2023

**Lidl Cyprus named ‘Brand of the Year’ once again**

**The company stood out with the ‘Brand of the Year’ distinction, winning a total of 9 awards at this year’s Cyprus Digital Marketing Awards.**

Lidl Cyprus stood out at this year's Cyprus Digital Marketing Awards, which reward the most innovative and effective actions and practices in field of Digital Marketing, a highly demanding and ever-changing field. The company managed to obtain very important distinctions, amongst which the Cyprus Digital Marketing Awards institution highlighted it as ‘Brand of the Year’, proving in practice that it is constantly evolving and innovating in every possible way, adopting new practices and proceeding with actions and campaigns that respond to requirements of the online environment.

*“This recognition reflects the dedication and hard work that all Lidl Cyprus Departments do in regards to the field of digital marketing. In the world of modern business, digital presence and communication is an important factor and tool for our success, as it projects our image, products and corporate identity in various ways. At Lidl Cyprus, we believe that innovation, creativity and dynamism creates this partnership by continuously investing in standard forms and methods promotion as well as the utilisation of all the media and channels provided.”,* stated Vasilis Lagoyiannis, General Manager of Lidl Cyprus after receiving the grand prize.

In addition to the honorary distinction of "Brand of the Year", the company managed to win the following awards:

* **2 Gold awards** for the **"Lidl Eco Hacks**" campaign in the categories "Best on YouTube' and 'Best Use of Video'.
* **Gold award** for **"LinkedIn #teamLidl"** in the category "Best on LinkedIn".
* **Silver award** for the **"Lidl Stickeez Filter"** campaign in the category "Best Use of Stories".
* **Silver award** for the **"Lidl Eco Hacks"** campaign in the category "Best Social Media Strategy for CSR".
* **Silver award** for the **"Lidl Influencer Marketing 2021 - 2022"** in the category "Most Innovative Use of Content Creators & Influencers".
* **Bronze award** for the **"Lidl - Fish & meat campaign"** campaign in "Best Social Media Strategy for Brand Awareness" category.
* **Bronze award** for the **"Our World in Lidl Cyprus"** campaign in "Best Lead Generation Campaign" category.
* **Bronze award** for the **"Lidl Life"** campaign in the category "Best on YouTube'.

For Lidl Cyprus, these awards are, beyond an honour, a great responsibility toward the consumer public, thus aiming for continuous innovation and pioneering in every possible way and in every field, through adopting practices and carrying out actions that distinguish the company and in order to offer to its customers the best products and services, even through digital marketing.

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