

Company: d:istinkt, Sofia, Bulgaria
Nomination Submitted by: DISTINKT GROUP EAD - BG831656220
Company Description: d:istinkt is an award-winning integrated communications agency with 24+ years of excellence that goes beyond expectations. With multi-skilled professionals across three generations, we deliver internationally bold strategies in PR, corporate communications, digital, employer branding, creative, etc. We are a PROI Worldwide and Cathay Communication partner and a member of BAPRA, BACA, and IAB.
Nomination Category: Corporate Communications, Investor Relations, & Public Relations Categories
Nomination Sub Category: Public Relations Agency of the Year in Europe
Nomination Title: d:istinkt agency



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated agency since 1 January 2023, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated agency: its history and past performance (up to 200 words):

Total 192 words used.

Founded over 24 years ago as Intelday Solutions with a focus on health communications and NGO work, the agency underwent a full transformation in 2019. With new leadership and a rebranded identity, d:istinkt expanded its services to integrated communications, media analytics, and strategic consulting. This shift led to significant business growth and recognition.

Between 2020 and 2024, revenue increased from BGN 1.38 million to BGN 3.9 million, despite the impact of the COVID-19 pandemic. The team grew by 25%, with a strong emphasis on talent development and retention. From 2021 to 2024, revenue rose by 83%, driven by a strategy focused on meaningful, value-adding projects.

The agency has received over 260 local and international awards for work with clients such as Yettel, Lidl, the European Parliament, and the European Commission. In recent years, d:istinkt has won Bulgaria’s “Agency of the Year” title twice (Gold) and once with a Silver award, and is consistently ranked among the Top 3 independent PR agencies in the country.

Today, d:istinkt is recognized as one of the most awarded and respected agencies in Bulgaria and the EU—driven by people, passion, and purpose.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the agency's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 202 words used.

Since the beginning of 2023, d:istinkt has continued to grow in impact, scope, and recognition—both locally and internationally. We expanded our client base with standout names such as SkyShowtime, Coca-Cola, Shelly Group, AIBEST, IG-Health, and East Credit, Vertex. We also entered two new markets—Belgium and Switzerland—by delivering design and digital projects for international stakeholders.

We played a key role in promoting innovation and policy impact through our work with AIBEST and BRAIT, supporting over 2000 companies that shape Bulgaria’s economy. We launched a national awareness campaign on menopause with IG Health—breaking societal taboos and engaging both media and employers on this vital health topic.

Internally, we strengthened knowledge and creativity through structured initiatives like d:talks and d:istinkt business talks. Our internal training program d:istinkt beyond expectations elevated team capabilities in client understanding and strategic delivery. We also continued our purpose-driven initiative d:istinkt responsibility, empowering employees to support causes that matter to them.

As communication partner of Effie Bulgaria 2024, we once again led a highly visible and impactful campaign promoting effectiveness in marketing.

Financially, we achieved steady double-digit growth and reached BGN 3.9 million in revenue, with a growing team of professionals and rising international relevance.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the agency's past performance (up to 250 words):

Total 229 words used.

WE CHOOSE OUR D:ISTINKT CLIENTS

We believe the greatest campaigns are born when we all truly believe in them. That’s why we carefully select our clients—ensuring we share common values and a vision for a better future, rather than being guided solely by financial metrics. We transform our clients into d:istinkt partners, working closely for long-term success. We also maintain a strict policy against working with the tobacco and gambling industries, staying true to our commitment to healthier, more responsible lifestyles.

We are proud to be on the market for 24 years, demonstrating not only resilience through changing industry trends, but also sustainability through global challenges like COVID-19. While many struggled, we adapted, grew, and came out stronger.

What makes us truly unique is the D:ISTINKT FAMILY—a team of skilled, value-driven professionals across generations. We are certified in areas such as project management, data protection, ESG, procurement, and stakeholder engagement, ensuring high standards and trust.

In 2023, we launched d:istinkt beyond expectations—a mandatory training program tailored to each client. Every team member learns their client’s business in depth, enabling precise, impactful solutions.

Our internal D:TALKS (monthly inspiration-sharing sessions) and BUSINESS TALKS (weekly updates on client industries and market news) drive continuous learning, knowledge-sharing, and innovation.

Our growth is rooted in belief—in our people, our partners, and purposeful communication that stands the test of time.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 154 words used.

We have provided a selection of supporting materials to illustrate and validate the claims made in this nomination.

The image selection available via the provided link includes highlights from award ceremonies, where d:istinkt has been recognized both locally and internationally—visual proof of some of our wins across categories, including two Gold and one Silver “Agency of the Year” awards in Bulgaria.

You will also find client testimonials and recommendation letters, offering external validation of our values-driven partnerships and long-standing relationships. These endorsements emphasize our commitment to understanding each client's business and delivering communication strategies that are both impactful and aligned with their goals.

In addition, the folder includes videos and case study materials from some of our most notable campaigns in the past year. These illustrate our integrated, insight-led approach across industries such as FMCG, healthcare, finance, education, and public institutions.

All materials are available at the following [link](https://drive.google.com/drive/folders/1lqJAKkyqGCBYOHnvjTW4LcVb2sTg4kYN) have provided a selection of supporting materials to illustrate and validate the claims made in this nomination. The image selection available via the provided link includes highlights from award ceremonies, where d:istinkt has been recognized both locally and internationally—visual proof of some of our wins across categories, including two Gold and one Silver “Agency of the Year” awards in Bulgaria. You will also find client testimonials and recommendation letters, offering external validation of our values-driven partnerships and long-standing relationships. These endorsements emphasize our commitment to understanding each client's business and delivering communication strategies that are both impactful and aligned with their goals. In addition, the folder includes videos and case study materials from some of our most notable campaigns in the past year. These illustrate our integrated, insight-led approach across industries such as FMCG, healthcare, finance, education, and public institutions. All materials are available at the following link: <https://drive.google.com/drive/folders/1lqJAKkyqGCBYOHnvjTW4LcVb2sTg4kYN>.

Attachments/Videos/Links:

[d:istinkt agency](#)

 [REDACTED FOR PUBLICATION]