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Moscow

Citibank was named Brand of the Year /EFFIE 2005



БРЭНД ГОДА/EFFIE 2005 ЗОЛОТАЯ НАГРАДА

The Brand of the Year/EFFIE 2005 awards ceremony was held in Moscow on October 26. The Credit cards business of Citibank, a member of Citigroup, the leading global financial services corporation, was announced Brand of the Year and awarded the gold prize in the Financial Organizations, Products and Services category.

Rajive Chadha, Country Business Manager, Global Consumer Group, Citibank Russia said: "This award means a lot to us. The Russian retail market, including its banking products sector, is developing at a very high speed. We always try to be one step ahead of the competition. Citigroup is a global leader in credit cards, and we are happy that our work in Russia has been evaluated highly by the Russian experts". It is not the first time that Citibank received Brand of the Year/EFFIE award - last year Citibank was also awarded with the bronze prize for Consumer Loans advertising campaign.

The Brand of the Year/EFFIE competition is aimed to recognize success in creating a brand with regard to the whole product and service range. For the first time the contest was held in Russia in 1998; now it is the eighth time of this annual awards. Starting from 2001, the Russian Brand of the Year Award became a part of the international EFFIE competition held in 30 countries of the world. This year the winners have been named in 26 nominations; over 270 requests for participation in the Brand of the Year/EFFIE competition have been submitted. Brand of the Year/EFFIE evaluate projects implemented in the Russian market based on the requirements set to efficient marketing strategies worldwide.