

Yet another recognition for the successful initiatives of Fibank: Smart Lady and Debit Mastercard Platinum

Monday 13 June, 2022

On June 9, the BUSINESS LADY 2022 AWARDS took place, organized for the twelfth consecutive year by the Business Lady Magazine and Business Lady Club. The awards are presented to Bulgarian business women with greatest contribution in various categories.

Ms. Ilona Staneva, Director of Marketing and Advertising at Fibank, was deservedly among the winners. She received the Sustainable Development Award for the Sustainable Lady Fund project, part of the Smart Lady program in support of women entrepreneurs. In the project, Fibank and Mastercard® join efforts to provide assistance for innovative green start-up projects of Bulgarian women entrepreneurs. The Smart Lady program offers not only funding but also a broad platform that connects women through seminars and meetings, helps them upgrade their skills and find like-minded people for inspiration and courage.

Ms. Staneva was also awarded in the Creative and Innovative Marketing Approaches category for the launch of the Debit Mastercard® Platinum campaign with the participation of famous Bulgarian violinist Vasko Vassilev who became ambassador of the new card. It allows cardholders to use their own funds while enjoying all the additional benefits and privileges that come with a high-end card, such as the AskPLEEZ! virtual personal assistant that was introduced for the first time in Bulgaria. AskPLEEZ! is the perfect combination of artificial intelligence and human expertise. Available 24/7, it is designed to support daily activities and gets even better with each new task assigned. Debit Mastercard Platinum features no charges for POS transactions in retail outlets in Bulgaria and abroad, or for cash withdrawals from ATMs of First Investment Bank. There is also an option for contactless payments and a bunch of other benefits.

„This is a recognition not only for me but also for the teams and partners without whom we could never have done so well in yet again demonstrating that Fibank is among the most modern and successful banks in our country. As a professional with many years of experience, I well know that no product or service will be fully appreciated by consumers if thought, soul and emotion are not invested in its marketing and advertising. Everything we do as a team here at Fibank is done with that in mind: we always invest a bit of ourselves. This is the key to success. I also wish to thank the Business Lady magazine for gathering another 149 successful supporters tonight, with whom we can share valuable experience and ideas“, Ms. Staneva said from the stage.

The awards are a continuation of the main goals of the magazine: to share successful business practices and to act as a platform for showcasing professional and personal qualities and achievements. As well as to inspire more ladies to embark on the path to success.

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