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Effie Worldwide Announces Effie Awards Dominican Republic

Effie Worldwide is pleased to announce the arrival of the Effie Awards in the Dominican Republic, organized in partnership with the Asociación Dominicana de Empresas de Comunicación Comercial (ADECC).

Effie Worldwide is the global champion of marketing effectiveness, led by its signature initiative, the Effie Awards, which have recognized and celebrated marketing effectiveness since 1968. Effie Dominican Republic joins Effie Worldwide's international network as its 49th program (43 national programs, 5 regional programs, and 1 global program).

The inaugural competition will be open to all marketing efforts that ran in the Dominican Republic during the designated eligibility period. Complete details on eligibility and competition rules will be available in December 2018, with Call for Entries announced shortly after.

"As a results-focused forum for the industry, Effie brings together clients, agencies and media to debate and celebrate marketing effectiveness," said Traci Alford, President & CEO of Effie Worldwide. "We are thrilled to bring the Effie Awards to the Dominican Republic and to welcome the program to the global Effie network. ADECC is a dynamic and exciting organization and we look forward to partnering with them."

Effie DR finalists and winners will receive credit in the Global Effie Index, which identifies and ranks the most effective agencies, marketers, brands, networks, and holding companies by analyzing finalist and winner data from all Effie competitions worldwide. Announced annually, the Effie Index is the most comprehensive global ranking of marketing effectiveness.

Carlos Azar, ADECC Chairman stated, "Bringing Effie to the DR opens a door for the local marketing industry in our country to align to Effie's global standard of marketing effectiveness. Measuring the effects of the work that we do is critical to business success. There is strong value in Effie's international reputation and high standard for marketing communications, and we look forward to furthering that in the DR."

Complete details about the 2018 Effie Dominican Republic program will be available soon. [Sign up to receive email updates about the program here.](#)

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About Asociación Dominicana de Empresas de Comunicación Comercial (ADECC)

ADECC is a nonprofit organization formerly called the Dominican League of Advertising Agencies - LIDAP, founded in October 1997, consisting of the most important agencies of the Dominican Republic. In 2015 the organization completed a rebranding and became ADECC, with more than 30 active members, who represents the 80% of the industry.

Its purpose is to promote and strengthen the common interests of commercial communication companies, fostering at all levels a greater understanding of the objectives of communication and highlighting its value as a public service, educational, and informational organization. It contributes to the cultural and economic development of the Dominican Republic. ADECC aims to promote friendly relations between all advertising agencies and specialized communications companies such as media centers, audience measurement companies, public relations, promotions, direct marketing, interactive advertising and other companies related to the industry and seeks to establish a sense of cooperation conducive to the performance of a service of the highest quality.

ADECC represents communication companies' as an official body to ensure fair regulations that promote the development of the industry.

About Effie Worldwide

Effie Worldwide is a 501 (c)(3) nonprofit organization devoted to championing and improving the practice and practitioners of marketing effectiveness. Effie Worldwide, organizer of the Effie Awards, spotlights marketing ideas that work and encourages thoughtful dialogue around the drivers of marketing effectiveness, while serving as an educational resource for the industry. The Effie network works with some of the top research and media organizations worldwide to bring its audience relevant insights into effective marketing strategy. The Effie Awards are known by advertisers and agencies globally as the pre-eminent effectiveness award in the industry, and recognize any and all forms of marketing communication that contribute to a brand's success. Since 1968, winning an Effie Award has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with over 40 global, regional and national programs across Asia-Pacific, Europe, Latin America, Middle East/North Africa and North America. All Effie Awards finalists and winners are included in the annual Effie Effectiveness Index rankings. The Effie Index identifies and ranks the marketing communications industry's most effective agencies, marketers, and brands by analyzing finalist and winner data from all Effie Awards competitions worldwide. For more details, visit www.effie.org and follow the Effies on [Twitter](#), [Facebook](#) and [LinkedIn](#).