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## 2019 Effie Awards Dominican Republic Recognize Most Effective Advertising & Marketing Campaigns

*More than 20 brands were the winners at the first Effies ceremony held in the country, organized by ADECC.*

Santo Domingo. - The Effie Awards Dominican Republic was delivered on Tuesday, June 11 for the first time in the country, organized by the Dominican Association of Commercial Communication Companies (ADECC). During the gala, the most effective advertising, communications and marketing in the D.R. were recognized.

The Effie Awards were created by Effie Worldwide in 1968 to reward the advertising ideas that work and that achieve real results, as well as the strategies behind the work.

*"We set out to bring the Effie Awards to the Dominican Republic because it is an award that recognizes the work of both, agencies and clients, with attention to variables as important as the effectiveness and*

*impact on the market of each of the campaigns evaluated," explained Eduardo Valcárcel, president of ADECC, who assured that the initiative is part of the work that is being carried out to grow and strengthen the Dominican advertising sector.*

In this first edition of the Effie Awards Dominican Republic, 31 marketing efforts from 2017 to 2018 were selected as finalists. Of these, the 23 most effective cases were awarded in 12 categories, which were: Food; Low Budget; Healthcare; Entertainment, Sports, Culture, Transport and Tourism; Media Idea; Positive Impact - Social; Positive Impact - Environmental; Youth Marketing; Programmatic; Retail; Brand Revitalization; and Vehicles.

The evaluation process was carried out by a jury made up of a select group of national professionals from the Advertising and Marketing sector and chaired by Pablo Weichers, who was also chairman of the Steering Committee of Effie Dominican Republic and Nestlé's general manager for the Latin Caribbean region. Meanwhile, Pricewater Cooper was in charge of the audit of the whole process.

*"From this award ceremony, we can affirm that we have raised the standards of the Dominican industry in terms of creativity, quality, visibility and international positioning. Added to this, with the Effie we add an incalculable value to our share of local recognition, setting a precedent against other industries that will follow in our footsteps," Weichers said.*

The award ceremony included a lecture by Nestlé's Global Head of Creativity and Media, Juan Enrique Pendavis, who spoke about the challenges of the advertising industry, referring to the importance of brands connecting with a purpose; as well as the trends of the moment, with a focus on experiential advertising.

*This press release has been translated from Spanish and lightly edited. Read the original release 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 represent 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](http://www.effie.org) and follow the Effies on [Twitter](#), [Facebook](#) and [LinkedIn](#).