



Feb 11, 2020 Dominican Republic

## Effie Dominican Republic announces the opening of registrations for the 2020 competition

Santo Domingo - Effie Dominican Republic recently announced the call of entry for the second edition of the awards in the country, organized by the Asociación Dominicana de Empresas de comunicación Comercial (ADECC).

Effie Worldwide is a global pioneer in marketing effectiveness, which through its initiative Effie Awards has recognized and celebrated since 1968 each and every one of the marketing initiatives that contribute to the success of brands. Effie Dominican Republic joined in 2018 this global network of Effie as one of its 50 programs worldwide.

In the Dominican Republic, the competition will be open until March 15 for the registration of all marketing efforts of agencies or companies that have been implemented in the country during the period of eligibility, from January 1 to 31 December 2019. Full details on the eligibility and competition rules will be available at: [www.effiedominicana.com](http://www.effiedominicana.com).

This year, the steering committee of the awards will be composed of Pablo Wiechers, General Manager of

Nestlé for the Latin Caribbean Region, who repeats as president of this group, as well as professionals of proven track record such as: Mireya Borrell, from Listin Diario; Odalis Santiago, of CODEPRA; Juan Mansfield of Mullenlowe Interamerica; and Omar Acosta, of the Claro telephone company. In the same way, Diego Vergara, from Carat, will be part; Francisco Ramírez, of the Banco Popular; Diomares Musa, from Humano ARS; Ana M. Ramos, from Grupo Ramos; and Lorena Gutiérrez, of Industrias San Miguel. Leyla Alfonso, from Grupo SID, is also incorporated; Rosa Medrano, from Grupo Medrano; Tansi Santos, from Ogilvy; David Flores, of Nielsen; and Lara Guerrero, from MG Public Relations.

Full details about the 2020 Effie Awards Dominican Republic program can be found on the program's website. To register your proposals, those interested can place the "Entry Portal" link on the Effie page, registering as a user, or enter directly at <https://effie-dominicana.acclaimworks.com/>.