





Jan 25, 2022 Dominican Republic

Effie Dominican Republic announces call of entry for the 2022 competition

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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 the 50+ programs worldwide that make it up in the same number of countries.

In the Dominican Republic, the competition will be open until March 25 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 2021. Full details on the eligibility and competition rules will be available at: www.affiedominicana.com.

This year, the steering committee of the awards will be composed of Augusto Ramírez, Executive President of Casa Brugal, as president of this group, as well as professionals of proven track record such: Madelyn Martínez from Centro Cuesta Nacional, Candida Hernández from Cervecería Nacional Dominicana, Cesarina Benavides of Teamwork Creativo, Rodolfo Borrell of the agency The Table by De Ferrari Borrell and Carlos Azar de Cazar 3, in the same way Rosa Medrano, president of ADORA, Jessica Weinerth from Corotos, Inés Aizpun from Diario Libre and Wanda Montero from Ipsos Dominicana

Full details about the 2022 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 to the address: <https://effie-dominicana.acclaimworks.com/>.