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## Effie Awards 2021 reward the most effective advertising campaigns in the Dominican market

Local and international brands were recognized in this award ceremony held in the country, organized by ADECC.

Santo Domingo. - Effie Awards Dominican Republic were delivered on June 2, organized by the Asociación Dominicana de Empresas de Comunicación Comercial (ADECC). During the activity, the most effective advertising, communication and Marketing job in the local market were recognized.

The Effie Awards were created by the Effie Worldwide organization in 1968, positioning itself as the most relevant in the industry, by rewarding advertising ideas that work and achieve real results, as well as the strategies that originated them.

"The search for effectiveness is what this champion recognizes and, at the same time, the reason why it is recognized. A recognition, without distinction, among all the actors in our environment. We reward creative talent, but based on obtaining results. That is why we can say that Effie is the favorite event of any advertiser who has reached maturity as a professional, said Eduardo Valcárcel, president of ADECC.

The evaluation 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 Wiechers, who was also president of the Steering Committee of Effie Dominicana and is Nestlé's Market Manager for the Latin Caribbean region. Meanwhile, the audit of the entire process was carried out by Pricewater Cooper.

"We arrive at an award that celebrates creativity and innovation in times of resilience, that makes the talent made in the Dominican Republic even more visible and that raises, once again, the bar of the quality of the communication proposals with which the Dominicans they have contact through different formats ", expressed Wiechers.

The awards gala included a presentation by the CEO of IPSOS for Central America and the Caribbean, Adolfo Gaffoglio, who spoke about stereotypes in advertising.

The 2021 Dominican Republic Effie Awards were sponsored by Warner Media, Pricewater Cooper, Ipsos and Amigo del Hogar.

For details of the winners visit [www.effiedominicana.com](http://www.effiedominicana.com)