



50th Annual Effie Awards Gala, L-R: Brad Zhang, CEO, Wanda Media, Jacky Yang, VP, Wanda Media, Daryl Lee, Global CEO, UM & Effie WW Board Chair, Traci Alford, President & CEO, Effie Worldwide, Gill Zhou, CMO, IBM Greater China Group & Effie WW Board of Directors

Jun 19, 2019

Wanda Media's Brad Zhang Attends Effie Next 50: A Summit on the Future of Marketing Effectiveness in New York City

NEW YORK (June 19, 2019) -- Effie marked its 50th anniversary as the leading global brand in marketing effectiveness with its first executive Summit, *Effie Next 50: A Summit on the Future of Marketing Effectiveness*, followed by its 50th annual Effie Awards Gala on May 30 in NYC.

The 50th Anniversary produced great learning, starting with the Effie Next 50 Summit, curated and moderated in partnership with The Jim Stengel Group. The Summit featured panels, keynotes and discussion on themes around the future of marketing effectiveness and the industry's challenges today. Participants included brand leaders from KFC, PepsiCo, SC Johnson, Bonobos, Brandless, Amazon, Facebook, Daily Harvest, Google and Rent the Runway; agency leadership from Publicis, Dentsu Aegis Network and The Martin Agency, and insights from Ipsos and Mark Ritson.

The celebration continued into the evening at the 50th Annual Effie Awards Gala. Winners for the 2019 Effie U.S. and Global Effie Awards were awarded, as well as the recipients of the 5 for 50 Effie Awards for

enduring marketing effectiveness globally. The 5 for 50 Effies were awarded to Apple, Dove, IBM, Mastercard and Nike.

The audience in attendance at the Summit and Gala were leaders from global powerhouse organizations, including **Wanda Media**, a subsidiary of Wanda Group. As a Chinese marketing agency committed to providing their clients with effective marketing solutions, Wanda's leadership is intimately aware of the challenges and opportunities within today's marketing landscape.

Wanda offers a unique portfolio, as the only Chinese company to own film content companies in China and the United States, allowing Chinese brands to expand via content and entertainment marketing, in close collaboration with six major Hollywood studios.

Speaking of his time with Effie in New York, Wanda Media's CEO, **Mr. Brad Zhang**, shared the following: "I am very happy to attend the Effie's 50th Anniversary Global Summit and to be able to meet some of the best brand owners globally. Effie's 50th anniversary also shows the progress of China's advertising industry and the opportunities for future growth."

Effie Next 50 brought together a mix of executive brand, agency and media leadership to discuss the future of marketing effectiveness. The themes covered include:

1. **Defining the role of marketing:** Without clarity, effectiveness may be out of reach
2. **Retain, Recruit, Reward:** Finding the right talent to drive effectiveness
3. **Be prepared:** Finding the right balance between short-term and long-term results
4. **Learning to love discomfort:** Maintaining effectiveness in the midst of unparalleled change
5. **Sweat your culture:** Is culture the unsung hero of effectiveness?

When asked about the future of marketing effectiveness, Mr. Zhang added, "Talking about the future of advertising and marketing, I think consumer data analysis, implementation of AI technology, and a greater level of convergence marketing and experiential marketing will help us better understand consumers' needs and find platforms that are more accepted by our audiences, thus leveraging more marketing advantages."

Embracing Effie Summit Theme #4, **Learning to Love Discomfort: Maintaining Effectiveness in the Midst of Unparalleled Change**, Mr. Zhang and Wanda Media are tackling the challenge of media fragmentation with Experiential and Convergence marketing, "Currently, the industry displays an interesting trend, which is "online purchase and offline experiential marketing". Experiential marketing can boost customers' consumption demand. Many online e-commerce companies in China have started to gradually go "offline." The structure of consumption activities in commercial plazas has been greatly changed - experiential consumption has increased to 70% of total consumption, or even more."

Mr. Zhang continued, "This trend in convergence marketing – the integration of consumers, content and experiential space – is perfectly aligned with the resources of Wanda Media. Wanda Group offers the combination of content, resources and experiences to suit the needs of consumers. In our business, consumers come to our cinemas and plazas with clear intentions for purchase, experience and social activities.

I hope to work with Effie to promote marketing effectiveness, exchange opinions and cooperate with more industry partners to help the industry continue to develop dynamically in the future."

Wanda Media participated as a sponsor of both the Effie Next Summit and 50th Annual Effie Awards Gala. To learn more about Wanda Media, please visit www.wandamedia.cn/en/.

About Effie

Effie is a global 501c3 non-profit whose mission is to lead and evolve the forum for marketing effectiveness. Effie leads, inspires and champions the practice and practitioners of marketing effectiveness through education, awards, ever-evolving initiatives and first-class insights into marketing strategies that produce results. The organization recognizes the most effective brands, marketers and agencies, globally, regionally and locally through its 50+ award programs across the world and through its coveted effectiveness rankings, the **Effie Index**. Since 1968, Effie is known as global symbol of achievement, while serving as a resource to steer the future of marketing success. For more details, visit effie.org.