



Mar 25, 2020 Greater China

Effie Greater China Announces Effie Awards for Performance Marketing

March 25th 2020 (Beijing) – Effie Greater China has announced a dedicated performance marketing competition as part of its Effie Awards program. The new set of categories, developed over many months of in-depth discussions with industry leaders, will run on a different schedule than the 2020 Effie Awards Greater China competition that is launching this May.

“Established on the concept of ‘intelligent growth’, Effie Awards for Performance Marketing spotlight the most intelligent insights and most effective growth in the performance marketing field, championing cases in which strategy and tech innovation are utilized to explore in-depth conversive performance, as a result maximizing business value. By exploring marketing capabilities of data-driven approached and product technology innovation applied in marketing, it promoted scientific marketing ecology and iterative upgrade of the industry chain; the awards sets the benchmark for performance marketing industry while accelerating marketing intelligence and empowering business growth” said by Alex Xu, Managing Director of Effie Greater China.

Preparation work for the performance marketing awards began last year, developing category definitions, judging criteria and entry submission procedures. Global and Chinese industry leaders from Google, Facebook, IBM, Tencent, Baidu, Alibaba, JingDong, Huawei, Xiaomi, Quick Start, Ogilvy, Dentsu, Blue Label, Huayang Lianzhong, GroupM provided valuable advice to the development of these new awards.

The performance marketing awards are divided into industry categories and specialty categories. The industry categories cover multiple key areas of performance marketing such as finance, education,

tourism, online services, games, e-commerce, and daily service. The specialty categories start from business and marketing challenges and are divided around different dimensions such as effective growth, smart marketing, and innovative breakthroughs.

The Performance Marketing entry kit will be released in July 2020. Call for entries will begin in late August and entries will be evaluated in September-October. Winner will be announced in December 2020.

Effie Greater China is bringing new technology and innovation, while showcasing the most effective case studies on a global stage. The performance marketing awards will showcase strong advantages and trends in the Chinese market.

Effie is a global award whose purpose is to lead, inspire and champion the practice and practitioners of marketing effectiveness through education, awards, ever-evolving initiatives and first-class insights into marketing strategies that produce results. Since 1968, Effie is known as global symbol of achievement, while serving as a resource to steer the future of marketing success.