



May 14, 2020 Greater China

Effie Greater China Launches Short Video Marketing Effie Awards with Support of New Committee

(Beijing, May 14, 2020) -- Effie Greater China held its first meeting of the Short Video Marketing Committee on April 21st, 2020, to activate the launch of the Short Video Marketing Effie categories in this year's Effie Awards competition.

The Committee includes 15 senior practitioners from well-known brands, agencies, internet platforms and universities around Greater China (full list below). The Short Video Marketing Committee is dedicated to improving the implementation and development of the Short Video Marketing Effie categories and will help craft the category definitions and classifications, while supporting the promotion of this new selection of categories open to Effie Greater China entrants.

Alex Xu, Managing Director of Effie Greater China and SVP of Effie Worldwide simplify retrospect the operations in 2019, and shared the new strategy in 2020 of Effie Greater China, whether it is from the establishment of special entrants, or top brand cooperation, with the purpose of making the specialty category of the Chinese market a benchmark of the global market. Effie Greater China will continue to refine the vertical market field, and explore the value of each field.

As for the short video marketing category, Alex said: "The Short Video Marketing Effie category aims to commend the cases that, through the integration of strategy and creativity, the brand proposition can be accurately and efficiently communicated in the form of short video, and finally achieve the maximization

of commercial value. The establishment of this category, based on the exploration of the big data of the short video platform, accurately targets users and grasps their hobbies and usage habits, and then optimizes the selection, so as to provide more intelligent suggestions for the marketing plan."

Stella Wang, Head of the commercial marketing center of Kwai, said: " Kwai has accumulated rich experience in the practice of short video social marketing. Last year, we upgraded the Kwai's commercial brand and proposed the 'social +' marketing solution for Kwai. According the strategic cooperation of short video marketing, we could quickly show the value of the trend of short video marketing to the industry and promote the content quality of short video creation and dissemination, implement brand communication, audience interaction and the experience of the brand."

COVID-19 and the Upgrade from Traditional Marketing to Short Video Marketing

Under the influence of COVID-19, countries worldwide have taken measures such as closing cities and maintaining social distance to stem the outbreak, which has resulted in an increasing number of short video users. At the same time, many enterprises are actively exploring how to transfer their business from offline to online under the realistic situation of budget austerity. Meanwhile, the marketing platform will also shift to short video.

This will undoubtedly speed up short video marketing from the "wild growth" into the "intensive farming". Short video marketing practitioners should not only be familiar with the characteristics of each short video platform, but also understand the technical background of each platform and the characteristics of the audience, so as to do more targeted adaptation creativity. Only in this way can brand information be delivered to target users more accurately.

Currently, live streaming is popular. As a marketing mode of short video platform, it not only tests the understanding of brands and products, but also fully interacts with the audience. In the future, it will also become the standard configuration of enterprises.

Effie's Short Video category definition focuses on short videos for brand marketing effectiveness growth

The 2020 Effie Greater China short video marketing category will recognize the cases that effectively use short video as the main idea and channel, through high quality short video content creation and dissemination, implement brand communication, audience interaction and the experience of the brand, so as to achieve the marketing target.

The short video marketing category includes sub-categories such as Brand experience, Brand content, Small budget, Social creativity, and Social sales transformation. In addition, the Short Video Committee incorporated their suggestions on the promotion of this special category, and helped develop clear guidelines for the competition.

Entry materials for 2020 Effie Awards Greater China will be released in mid-May 2020, and Call for Entry will be open from June through July. First round judging will begin in August to September. Final judging is in October, and the Gala will be held in mid-December. The new Short Video Marketing categories will be announced at the launch of Call for Entry.

In 2020, Effie Greater China will be comprehensively upgraded. On the basis of the original Effie Awards, the Short Video marketing, AI marketing, Influencer marketing and other special category awards will be set up to deepen the understanding of effective marketing. With over 50 years of data and celebration of marketing effectiveness, Effie has built effective framework for the Chinese market that can help support the overall competitiveness and growth of the marketing practice.

Members of Effie Greater China Awards Short Video Marketing Committee

Yihan Liu, VP of Commercial Sales Department, Kwai
Stella Wang, Head of Commercial Marketing Center, Kwai
Ling Bai, VP of Marketing Department, Zuoye Bang
Cheng Xuan, Senior Director of Effective Marketing Department, Mogu Street
Jinge Dai, CMO, 360 Finance
Zhe Hao, CGO, Anxin Property & Casualty Insurance
Wenbo Yang, Channel Business General Manager, Yi Dui
Jessica Zhang, Managing Director, Mindshare China
Tao Sun, Creative Partner, Match
Laura Liang, CSO, DDB China

Wei Liu, CEO, WETEC
Yongqiang Liu, CSO, Ergeng
Allen Li, Founder & CEO, Mars Culture
Shengmin Huang, Senior professor & doctoral supervisor in advertising Communication University of China

Effie Leadership
Alex Xu, Managing Director, Effie Greater China, SVP, Effie Worldwide

More information is available at effie-greaterchina.cn