



May 15, 2020 Greater China

## Effie Greater China Launches Automotive Marketing Categories for 2020 Effie Awards Program

(Beijing, May 15, 2020) – Effie Greater China has announced the launch of the Automotive Marketing Effies, developed by a newly assembled committee of automotive marketing leaders in the region. The 2020 Effie Awards Greater China competition, including the Automotive Effies, will launch on May 18, 2020.

The Automotive Marketing Committee is comprised of 14 experts, includes well-known domestic automobile industry companies, agency companies, and platforms (a list of committee members is included below).

With the rise and popularization of internet technology, automotive marketing has also undergone revolution and development. From traditional marketing to digital marketing in the era of mobile internet, how to effectively achieve sales goals has become one of the most highly discussed topics, especially under the influence of the current Covid-19 pandemic.

Alex Xu, Managing Director of Effie Greater China and SVP of Effie Worldwide said: "The epidemic accelerates marketing changes, and automotive marketing will also be redefined. The first auto marketing awards for Effie Greater China are aimed at recognizing the practical application of advanced digital practices and technology, exploring highly effective marketing methodologies. With these new awards, Effie Greater China is building a platform for the Chinese market to have meaningful dialogue around the unique challenges, opportunities and effective best practices in automotive marketing now and in the

future. Delivering insights for the automotive marketing industry and driving the transformation of Chinese automotive marketing is a priority for us."

While, Xiaoke Liu, president of Bitauto, said: "The external environment is increasing the challenge to the global automotive industry chain. In the supply and demand changes and scene changes, it is necessary to grasp the essence. This is not only a challenge to marketing, but also a challenge to business operations; Focusing on the core demands of users, we can achieve both quality and efficiency, and automotive marketing has entered the next step "

The Auto Marketing category is open to all vehicles (automobiles, trucks, motorcycles, new energy vehicles, etc.) and aftermarket industries of automotive. It will recognize the entries that effectively achieved brand promotion and the target results through high-quality creative content and innovative marketing techniques.

The 2020 Effie Automotive category will be included in Marketing Integration Effie Awards, which are divided into two tracks of products & services and specialty categories. Among them, the product and service categories include the auto brand category, non-auto service category and aftermarket & service category. The specialty category is divided into three categories: Automotive integrated innovation, integrated conversion, and digital marketing, aiming to select effective marketing cases through in-depth analysis of digital marketing in the internet era.

Entry materials for the 2020 Effie Awards Greater China competition will be available on May 18, 2020. For more information, visit: [effie-greaterchina.cn](http://effie-greaterchina.cn)

#### **Members of Effie Greater China Awards Auto Marketing Committee**

- Liu Yan, Deputy Secretary General , China Association of Automobile ManufacturersCAAM
- Jiang Anqi, SVP, Bitauto Holdings Limited
- Yan Hongbin, Deputy General Manager, Dongfeng Motor Corporation Passenger Vehicle Company
- Ma Zhenshan Vice General Manager, Faw-Volkswagen Sales co.,LTD
- Paul Hu, Executive Vice President, Product and Marketing, Jaguar Land Rover Public Ltd.C
- Jijie Wang, Marketing GM, DIDI Global
- Abby Wong, CSO, Initiative
- Tao Yang, Co-President of CIG & CEO of NDC, CIG
- Di Kang, CCO, Social Touch
- Mei Zhao, Executive Vice President, Research Institute, CTR Market Research CO. Ltd
- Wei Hao, Marketing GM, FENG

#### **Effie Leadership**

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