



Jun 21, 2020 Greater China

Effie Greater China Assembles Inaugural Performance Marketing Awards Committee Ahead of 2020 Launch

BEIJING (June 16, 2020) -- Effie Greater China has formally established a performance marketing awards committee ahead of the competition's launch in August 2020. The Committee held its first meeting on June 11 to finalize program details, including entry categories, format and how to ensure the best effectiveness cases participate in this year's program, while up against the challenges of rebuilding the new Chinese marketing ecology framework in the era of a pandemic and the 5G technology revolution.

Call for entries for the inaugural Performance Marketing Effie Awards competition in Greater China will launch on August 3rd and run through September 11st. The Performance Marketing Effie Gala will be held on December 11, 2020.

Alex Xu, Managing Director of Effie Greater China and SVP of Effie Worldwide said: "In recent years, China has made remarkable progress in technological upgrading and the digital economy, which has brought about rapid changes in the marketing environment. The new opportunities and new developments also require the joint efforts of our marketing practitioners, and the Performance Marketing Effie Awards Committee is a new place to start. The committee will explore the future of performance marketing and hope to represent Chinese marketing as the model for the global stage."

With the popularization of the domestic mobile Internet, the Chinese marketing field shows great creativity

and commercial potential. From emerging technology, live streaming platforms, E-commerce and short video, the Chinese market keeps accelerating the speed of innovation. The future of China's marketing should be watched, not only because it's a big market, but also because the digital economy is unleashing huge potential.

With regards to insight into the Chinese market, Vice President of Tencent Helen Luan said: "We believe Performance Marketing Effie Awards could help advertisers understand the structure, including the initial development, the excellent talent pool and the driving force behind it. I hope that every enterprise will know and remember Effie's performance marketing awards, in order to stimulate every company to achieve the goal and accelerate the development of a better future in performance advertising."

At the same time, she added, "The essence of marketing is to achieve sustainable management, which requires practitioners to think from the flow to the user, from effect vision to brand thinking. That is not only focusing on one objective and chance, but also considering both short-term goals and long-term development."

Members of Effie Greater China Awards Performance Marketing Committee

Helen Luan, VP, Tencent

Ivy Liu, General Manager, Helena Rubinstein China

Nina Mu, Pepsi Brand Senior Marketing Director, Pepsi

Bo Sun, CMO of Trip.com Group

Xuan Wu, COO of Tanwan

Yun Liu, CMO of Xueersi

Hangzhou Ren, President of Bjiyunrui

Tianfang Feng, Co-founder, Cue group

Alter You, President of Marketing Group, Weimob

Fengyang Wang, SVP, Bluemedia group, VP, Domob

Michelle Peng, VP, Ifusion

Monica Yi, MD, KDG, COO, Aspiration

For more information about the Performance Marketing Effie Awards, please visit effie-greaterchina.cn.

The 2020 Effie Awards Greater China competition is accepting entries now, with entry deadlines running from July 10 – August 7.

If you have any questions please contact effie_pma@greaterchinaeffie.org.