



Sep 06, 2020 Greater China

Effie Awards Greater China Round One Judging continues in Shanghai, Hosted by 1FusionDigital

BEIJING (September 6, 2020) – Effie Awards Greater China Round 1 judging was held at 1FusionDigital on August 28. Cases were reviewed and discussed by a panel of judges consisting of 12 senior executives from advertisers, agencies and third parties.

1FusionDigital has been committed to exploring and innovating digital marketing, which aligns with Effie's philosophy of effectiveness. Both Effie and 1FusionDigital worked together, focusing on marketing and sharing insights on effectiveness. We'd like to thank 1FusionDigital for its tremendous support in our Round 1 judging!

Before the judging session, Alex Xu, President of Effie Greater China and SVP of Effie Worldwide, introduced the Effie Awards and its judging philosophy and guidelines to the jury.

Alex added, "Effie's mission is to lead, inspire and champion the practice and practitioners of marketing effectiveness around the world. The Effie Awards are known by advertisers and agencies globally as the pre-eminent award in the industry. Effie's winning works truly represent the Chinese marketing level. With

the Effie Awards program in 50+ countries and regions, China's excellent cases are spreading and being known to the world."

Wang Yun, General Manager of Integrated Marketing of 1FusionDigital, said, "Effie entered China in 2003 and has been consistently praised by brands, agencies and the media. The Effie Awards are well recognized by the industry. In the past year, the entire marketing market is sluggish. How do we find a way to expand the existing market is a common issue for all brands? 1FusionDigital has completed the initial transformation of effective brand promotion in recent years, helping brand owners shift their focus from brand awareness to greater growth. Finally, I'd like to thank all the judges for coming to 1FusionDigital."

Before the entry review, Effie's working team gave a detailed explanation of the judging rules and process, reiterating the criteria of Effie Awards so that the judges had a thorough and systematic understanding of the rigorous benchmark of Effie.

The judges carefully reviewed the cases according to Effie's four pillar framework for marketing effectiveness and discussed the work at length. Comments were also written based on the whole performance of each case.

Thank you to all judges for successful Round 1 Judging of the 2020 Effie Awards Greater China in Shanghai.

For more information about Effie Greater China, visit effie-greaterchina.cn/