



Dec 27, 2020 Greater China

## 1FusionDigital Partners with Effie Greater China for 3rd Consecutive Year, Wrapping 2020 at the UNTHINKABLE Summit and Awards Gala

The 2020 Effie Awards Greater China Annual Gala was held in Beijing on December 11, closing out the inaugural UNTHINKABLE Summit. The winners of both Effie Awards Greater China and the very first Performance Marketing Effies were officially announced. The gala brought together the award-winning agency and brand teams from across Greater China, along with the Effie Greater China's board of directors, the 2020 Final Round and Grand Effie juries.

1FusionDigital, a partner of Effie Awards Greater China, is a listed company on the main board of the Shenzhen Stock Exchange and is an integrated marketing company dedicated to the field of digital interaction. With business units ranging from integrated marketing, effective marketing, optimized operation, precision marketing, social communication, to e-commerce platform, 1FusionDigital covers the whole industry chain of Internet advertising and provides clients with one-stop digital marketing and technical solutions.

"Successful marketing is not just about a mix of outstanding creativity, cutting-edge technology, and precise media-buying, but resourcing integration that adapts to this era, solid solutions, and gaining win-win experience with clients. This era is, undoubtedly, for those who emphasize on innovating marketing paths

including all-digital marketing”, said 1FusionDigital.

As early as its establishment, 1FusionDigital has focused on Internet integrated marketing. The team members have extensive experience in digital marketing and Internet product operations. 1FusionDigital plays its roles in each link in the present marketing landscape. The efforts on balancing between services and products has helped every client achieve ultimate commercial success. 1FusionDigital has dual headquarters in Beijing and Shanghai, and several branches in multiple cities, serving more than 800 brands and Internet customers.

At the Gala, 1FusionDigital’s entry for “Efficient Acquisition of Customers for Bank of Communications’ Credit Cards” won a Bronze Effie in the subcategory of financial-banking and services. It is not easy to win an Effie Award. It means that the entry has been affirmed by more than 20 senior practitioners in the industry. After the preliminary and final reviews, the case’s effectiveness was unanimously recognized by the judges.

In this regard, Peng Xiao, Vice President of 1FusionDigital, said, “We expanded the precise matching population by utilizing Tencent’s rich resources and traffic, and targeted combination strategies. Using big data to open up the consumer data pool, we are accurately placing the ads while monitoring and adjusting the optimized goal. Through strong big data analysis and technical capabilities, we carried out an interactive and innovative cooperation model with the media and created an exclusive marketing plan for the Bank of Communications Credit Card Center, which also allows users to get a better marketing experience, forming a closed-loop advertisement placement to help the Bank increase the number of cards issued and efficient conversions.”

This year is the third consecutive year that Effie Award Greater China has partnered with 1Fusiondigital to celebrate marketing effectiveness that builds brands and drives growth. From the Five strategic partnership to Round 1 Judging, and Final Judging to the 2020 “Unthinkable” Effie International Summit, Effie has received strong support from 1FusionDigital. “This is based on the mutual acknowledgments between Effie and us on the understanding of marketing effectiveness, and we also hope to step up the partnership to the next level so that our best cases can be shared through Effie Awards Greater China’s platform,” 1FusionDigital said.

For more information about Effie Greater China, please visit [effie-greaterchina.cn](http://effie-greaterchina.cn).