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"Business, Product & Service Innovation" Specialty Category Winners Celebrated at the 2021 Effie Awards Greater China

Opening a new journey in 2022!

The 2021 Effie Awards Greater China Gala was held in Shanghai on December 29, 2021.

During the celebration, Gold, Silver, Bronze and the Grand Effie, along with the Greater China Ranking were revealed. Part of the 3-day event of "UNTHINKABLE 2021," Effie Greater China council members, final jury chairs, grand judges and marketing leaders from the winning teams gathered to recognize the year's most effective work.

Winning entries from six specialty categories of 2021 Effie Greater China Awards were announced. Eva Yao, committee member of the "Business, Product, Service Innovation" specialty category; Head of Bayer Health Consumer Products China Market and Innovation Head of Digital Transformation Asia Pacific Project, presented the awards in the "Business, Product, Service Innovation" specialty category. As the

strategic partner for this specialty category, Eric Yu, Condiment Marketing Director of Kraft Heinz, was present and shared this glorious moment with more than 400 honorable guests.

This is the first year of the “Business, Product, Service Innovation” specialty category and aims to explore effective practical entries in this industry and commend business activities and marketing works showcasing business, product and service innovation.

The “Business, Product, Service Innovation” specialty category has two sub-categories: “Business innovation” and “Product and/or Service Innovation”, resulting in 1 Silver Effie, 4 Bronze Effie and 7 finalists.

As the strategic partner of the category, Kraft Heinz is committed to provide global consumers food with the highest quality. According to the needs of consumers, Kraft Heinz has built several new business platforms: improving taste, better light meal, snacks and fast food. More than 200 well-known brands, covering a wide range from catering to retail, hope to bring happiness to Chinese gourmets with better products through continuous innovation. “PRESERVE A PIECE OF CHILDHOOD,” jointly created by BBH China and Design Bridge for Kraft Heinz, won the Silver Effie in the “Product and/or Service Innovation” category.

The post-80s consumers are losing their childhood memories in the face of increasing changes. BBH China joined hands with Guanghe Sufu to position the brand as a healing and moving childhood flavor - “PRESEVE A PIECE OF CHILDHOOD”. It restored all the long-lost childhood scenes in the form of micro-sculpture, hid them throughout the city, and aroused the precious memories of users. The brand campaign invited the post-80s, 90s and 00s to immersively revisit their childhood with Guanghe Sufu. The marketing event not only produced a higher engagement, but also brought a peak of sales.

In May 2021, Effie Greater China visited Kraft Heinz and held a call for entry event to introduce the achievements of Effie Award and the planning of the specialty category to professional in the marketing industry. At the same time, senior practitioners in different disciplines were invited to deconstruct the excellent entries in terms of creativity and planning, so that entrants could fully understand Effie’s “four pillars” and understand the effectiveness while cultivating effective thinking.

In the areas of business and product innovation, there are countless innovative marketing cases that remain to be explored in the industry. At the 2021 ‘UNTHINKABLE’ Effie Greater China International Summit, Effie joined hands with Kraft Heinz to enter a 2022 strategic cooperation, explore more excellent marketing cases, expand industry marketing boundaries, and inspire industry changes.

For more information, visit effie-greaterchina.cn/.