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## 2016 Effie Awards Greater China Winners Announced

This year's most effective cases were celebrated at the 2016 Effie Awards Greater China gala, which was held on October 23 at the Hainan International Convention & Exhibition Center as part of the China International Advertising Festival. The Grand Effie was awarded to Leo Burnett China and Uni-president China for 'Student Xiaoming Brand Launch Integrated Marketing Campaign.'

In addition to the Grand Effie, 25 Gold, 30 Silver, and 50 Bronze winners were awarded across 25 products and services categories and 17 specialty categories.

Effie Greater China, run by the China Advertising Association (CAA), honors effective marketing communications across mainland China, Hong Kong, Macau, and Taiwan. Winners and finalists will contribute points towards the Effie Effectiveness Index, identifies and ranks the most effective agencies, marketers, brands, networks, and holding companies by analyzing finalist and winner data from Effie Award competitions around the world.

For more information on the 2016 Effie Awards Greater China gala, click [here](#).>