



Mar 27, 2020 Greater China

## Effie Greater China Launches AI Marketing Effie Awards with Support of New Committee

Beijing (March 27, 2020) -- Effie Awards Greater China AI Marketing Committee held its first meeting (remotely) on March 5th, 2020, to activate launch of the AI Marketing Effie categories.

The committee includes 14 senior practitioners from well-known brands, agencies, internet platforms and universities around Greater China (full list below). The AI Marketing Committee is dedicated to improving the implementation and development of the AI Marketing Effie categories and will help craft the category definitions and classifications, while supporting the promotion of this new selection of categories open to Effie Greater China entrants.

Alex Xu, Managing Director of Effie Greater China and SVP of Effie Worldwide said: "The establishment of the AI Marketing categories at the Effies aim to champion the efforts that accurately target audience and / or predict their follow-up behaviors through AI and big data, effectively optimizing media channels and improving marketing link processes intelligently to get a successful result. Efforts entering this year's AI Marketing Effie categories should increase interaction with their audience through AI technology to enhance the overall brand experience."

Yuan Foyu, VP of Baidu, said: "The coronavirus has brought a lot of changes to people's work and life and people are spending more time online. This change has brought opportunities for AI marketing and also accelerated its deeper application."

Technology and Branding Efficiency are the Mutual Consideration to Design the AI Marketing Category Definition and Classification

With the development of technology, AI has brought great changes in the marketing environment: Firstly, the use of big data can achieve the analysis and precise targeting of users; second, the use of AI brings a more interactive and deeper brand experience; third, AI technology helps to achieve full link marketing.

## **COVID-19 and the Upgrade from Traditional Marketing to AI Marketing**

Many industries in China have been impacted by the outbreak of coronavirus, especially offline service industries such as catering, tourism, real estate, and cinema, among many others. The sharp decline in the income of advertisers of these industries will inevitably affect their marketing budgets and investment. The marketing industry in China, and around the world, is facing new challenges as a result of this global health crisis.

In China, consumption demand was passively terminated by the epidemic experienced locally earlier this year, and users spent more attention and time online. This has also forced some advertisers to embrace data and technology differently, and accelerate the transformation from traditional marketing to AI marketing.

### **2020 Effie Greater China Awards Schedule**

Entry materials for 2020 Effie Awards Greater China will be released in mid-May 2020, and Call for Entry will be open from June through July. First round judging will begin in August to September. Final judging is in October, and the Gala will be held in mid-December.

The new AI Marketing categories will be announced at the launch of Call for Entry.

Effie has never stopped the in-depth thinking of the present and future of marketing, while achieving sustainable success. With over 50 years of data and celebrating of marketing effectiveness, Effie has built effective framework for the Chinese market that can help support the overall competitiveness and growth of the marketing practice.

#### Members of Effie Greater China Awards AI Marketing Committee

Tan Beiping, VP, Minglamp Technology

Gao Duo, VP, TalkingData

Ding Canbiao, Commercial Product GM, Baidu

Speed Quan, Head of Branding & Digital Marketing, SAP Greater China

Michael Song, Managing Director of Digital Strategy and Development, GroupM China

Selina Teng, President, Ogilvy Beijing

Song Xing, Founder, Fenxi

Foyu Yuan, VP, Baidu

Robbie Zhang, GM of Commercial Marketing Department, Zhihu

Tony Zhao, VP, Hylink

Shenna Zheng, COO Greater China, McCann

Zhongjun Li, VP, Key Account GM, Baidu

#### Effie Leadership

Alex Xu, Managing Director, Effie Greater China, SVP, Effie Worldwide

Henry Li, VP, Competition & Sponsorship, Effie Greater China

More information at [effie-greaterchina.cn](http://effie-greaterchina.cn)