



May 12, 2020 Greater China

## Effie Greater China and JD Retail Announce Strategic Partnership for 2020 Commerce & Shopper Effie Awards

(Beijing, May 12, 2020) -- Effie Awards Greater China has announced a strategic partnership with JD Retail to launch the 2020 Commerce & Shopper Effie categories. To support the development of these new awards, a committee of marketing leaders has been assembled. The Commerce & Shopper specialty categories will recognize and celebrate the traditional retail and e-commerce fields, collecting effective shopper marketing cases to empower and educate around innovative practices in the shopper marketing field in the Greater China.

In regards to the establishment of Commerce & Shopper specialty categories, chairman Alex Xu, President of Effie Greater China, SVP of Effie Worldwide, said: "Only by truly understanding the shopper can brands develop products and marketing methods that lead to success. Effie's mission is to lead, inspire and champion the practice and practitioner of marketing effectiveness, and Commerce & Shopper serves to explore the marketing model and successful campaigns with outstanding effectiveness in the current shopper marketing environment, to champion the most effective ideas as a professional and inclusive platform."

### Constructive Advice From Industry Experts, Bringing Effective Value to Marketers

The first Commerce & Shopper Committee meeting was held online with participation of 11 industry leaders. The committee will contribute to the development of category definitions and classifications, and awards promotion of the Effie Awards Greater China Commerce & Shopper specialty categories.

#### Effie Awards Greater China Commerce & Shopper Committee

- Chris Chen, CEO, IPG Mediabrands China
- Dee Liang, Partner & VP, Beijing China Culture Tourism and Creative Culture Industry
- Huang Szu-Chi, Associate Professor of Marketing, Stanford Graduate School of Business

- James Shao, VP, JD.com, Marketing Head, JD Retail
- Jessie Guo, CMO, Microsoft China
- Stone Lei, President, 180
- Vivian Nie, Head of Marketing, Watsons China
- Wang Jingsi, Head of Strategy, VMLY&R Shanghai
- Wang Wei, General Manager, AppsFlyer China
- Xu Zhibo, Smart Home Ecological Platform - Brand General Manager, Haier

#### Effie Greater China Leadership

- Alex Xu, President, Effie Greater China, SVP, Effie Worldwide

Committee members discussed category definition, aiming to honor campaigns that are specifically designed to engage a target group of shoppers either in the traditional retail or e-commerce space (or both). All entries should demonstrate how brands leverage insights gleaned from shopper behavior in either of offline and/or online environments to create integrated and engaging journeys and experiences that influence purchase.

Effie Greater China is proud to partner with JD Retail to establish the expanded Commerce & Shopper category.

**James Shao, Vice President, JD.com, Marketing Head, JD Retail** said: "I am deeply inspired by Effie's practical and proven innovation in shopper marketing. I firmly believe in the ability and effectiveness of smart marketing in helping brands to achieve resilience. In this critical period with the global pandemic, it is imperative that brands continue to maximize their resources and reach customers in a beneficial way. This partnership with Effie is an excellent step in that direction for the industry."

On the partnership with JD Retail, Alex Xu added: "Setting up the Commerce & Shopper specialty category through the partnership with JD Retail is a positive development for the Chinese market. JD is a well-respected brand and a leading e-commerce platform. They have built up years of experience and a massive user base, which has contributed to unique shopper insights. Their expertise is imperative for this category. Through this partnership, Effie Greater China and JD Retail, will jointly pursue excellence in commerce and shopper marketing."

**The 2020 Commerce & Shopper sub-categories include:** Shopper Experience, Seasonal/Event, Shopping Channel Innovation, New Product/Service Introduction, Omni-Channel Marketing Solution, Co-branding Marketing, and Membership Marketing.

#### **2020 Effie Awards Greater China Competition Timeline:**

- Late May: Entry Kit Release
- June – July: Call for Entry
- August – September: First Round Judging
- October: Final Round Judging
- Mid-December: Awards Gala

For over 50 years, Effie leads, inspires and champions the practice and practitioners of marketing effectiveness through marketing strategies that produce results. Commerce & shopper marketing category opens up a new chapter, allowing excellence campaign that produces effective marketing seen by public, promoting the optimization and transformation in China.

*Original post: <https://effie-greaterchina.cn/news/show-2046.html>*