



Aug 06, 2020 Greater China

## First Performance Marketing Effie Awards Seminar held at Tencent's Beijing Offices

(Beijing, Aug 6, 2020) The 2020 Performance Marketing Effie Awards competition system was officially opened on August 3rd. At the same time, jury recruitment invitation was send to advertisers, agencies, and Chinese marketing media platforms.

Alex Xu, President of Effie Greater China and SVP of Effie Worldwide said: "Effie's mission is to lead, inspire and champion the practice and practitioners of marketing effectiveness through education, awards, ever-evolving initiatives that produces results. The organization recognizes the most effective brands, marketers and agencies through its 50+ award programs across the world. This year we are looking forward to see more excellent entries from performance marketing."

Judging for Performance Marketing Effies will be held independently, but still maintain the four pillars of Effie Awards' scoring system, combining marketing insights, product technology innovation, and data application to select the most effective marketing efforts for recognition.

As an international awards organization, Effie will be organizing a series of seminars to promote the Performance Marketing awards and discuss relevant topics about Chinese performance marketing development. The first seminar was held at Tencent, with a discussion panel for guests to interact and share

their perspectives and views. Two more sessions will be held respectively at Zhihu and HUAWEI ads later this month.

For more information about Effie Greater China and to enter the 2020 Performance Marketing Effies, please visit [effie-greaterchina.cn](http://effie-greaterchina.cn) >