



Aug 24, 2020 Greater China

Effie Greater China Begins Preliminary Judging For 2020 Commerce & Shopper Effie Awards

(Beijing) -- 2020 Effie Awards Greater China first session of preliminary judging was held on August 11, focusing on the specialty categories of commerce & shopper marketing. In-depth exploration and insight into the new trend of the current marketing environment and providing the market with the most advanced commerce & shopper marketing insights. The session was held, announcing the official launch of this year's Effie Awards Greater China preliminary judging.

The Commerce & Shopper specialty categories are geared towards e-commerce and traditional retail channels, calling for effective commerce & shopper marketing cases; through partnership with JD Retail, the leader in the field, to jointly promote commerce & shopper marketing, presenting the variety of the industry to achieve effective marketing between brands and shopper, and then empower innovative practices in this field.

"The preliminary judging of 2020 Effie Awards Greater China is now officially started. Special thanks to the support from Effie Greater China Strategic Partner JD Retail, and also thank the judges for their professional evaluation. Looking forward to this preliminary judging to explore the most effective cases for the marketing industry!" said Alex Xu, President of Effie Greater China, SVP of Effie Worldwide. "Only by truly understanding the shopper can we create the products and marketing ecosystem required by the market and achieve the success of the brand. The Commerce & Shopper Effies discover the shopper marketing

model and cases that are effective in the current marketing environment.”

As a strategic partner of the shopper marketing track, Ms. Tingting Liu, Director, head of JD co-branding Plan, JD Retail, welcomed the online participation of the judges and shared her experience and insights on shopper marketing. She looks forward to the bursting creativity in this area.

Liu pointed out, “In the digital age, brands are increasingly pursuing marketing effects. Effie’s assessment of effectiveness can help brands conduct systematic inspections of marketing activities. With the rise of new technologies, the marketing environment changes, especially the increasing popularity of e-commerce in recent years, and the normalization of online retail shopping festivals, consumer shopping habits are accelerating changes, data-driven, experience economy, online and offline integration and other trends are becoming more and more obvious and complex.”

Liu continued, “We hope that through partnership with Effie, we will see more outstanding cases in the industry, open up opportunities to communicate with experts, brings some industry experience to Effie through our practice, and also through Effie’s platform, works with more brands to understand shoppers, create more effective marketing activities that meet the expectations of shoppers, and create a better shopping experience.”

The Commerce & Shopper Jury Assembled for Effie Greater China's First Online Preliminary Judging Session of 2020

Thirteen well-known industry leaders from brands and agencies, including members of the commerce & shopper marketing committee, held online judging for the first time. A professional, and diversified jury panel has gathered, demonstrating the principles of fairness and justice for the Effie Awards.

Before the case review officially started, judges started with an introductory session where the Effie Greater China working group gave a detailed explanation on the competition rules and evaluation process, and in-depth training on Effie's effectiveness evaluation standards and concepts to ensure that the scoring is fair.

All the judges of the commerce & shopper marketing preliminary review meeting reviewed cases at the same time, and each case was fully discussed to ensure that the case was evaluated in the most impartial way.

Effie judges cannot give scores to their own/clients’ brands and their competitors. All judged who needed to recuse from a particular case were asked to move to the video waiting room until the group discussion was completed.

The judges upheld the Effie quality of review, judging each case with the most rigorous and professional standards. Following Effie's "Four Pillars", the jury carefully explored and selected effective marketing cases that are eligible to compete for winning the Effie Awards.

The jury expressed that many Shopper Marketing cases this year, regardless of brand scale, can be seen that they have made many attempts and explorations in co-branding, breakthrough and outreach. From problem solving, to consumer insight and content integration, brilliant ideas have emerged.

Thank you very much to all of this year’s judges.

2020 Effie Awards Greater China Preliminary Judging Jury

Effie Awards Greater China Commerce & Shopper Strategic Partner

- Tingting Liu, Director, Head of JD co-branding Plan, JD. Retail

Effie Awards Greater China Commerce & Shopper Committee Member

- Chris Chen, CEO, IPG Mediabrands China
- Liang Di (Dee), Partner & VP, Beijing China Culture Tourism and Creative Culture Industry
- Jessie Guo, CMO, Microsoft China
- Stone Lei, President, 180
- Vivian Nie, Head of Marketing, Watsons China
- Wang Jingsi, Head of Strategy, VMLY&R Shanghai

Effie Awards Greater China Commerce & Shopper Judges

- ChowPo Kong, Managing Director, Unigons

- Dario Li, Co-Founder & MD, INCRE Brand Marketing Ltd.Co.,
- Kathy Tong, General Manager of Product Portfolio Management, Amway (China) Co., Limited
- Lin Wang, CMO Greater China, InterContinental Hotels Group
- Vivian Wang, Marketing & Communication Director, Montblanc China
- Erin Yang, Chief Creative Expert, Tencent AMS Creative lab

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