



Oct 15, 2020 Greater China

Effie Greater China Holds 2020 Commerce & Shopper Final Round Judging

BEIJING, October 15, 2020 -- The final round judging of 2020 Effie Awards Greater China Commerce & Shopper Marketing category took place at Keda Group, Beijing, on 14th October. The judging panel composed of 10 professionals from top brands, leading agencies, academic institutions and media. Together, they evaluated the most effective campaign in the category of Shopper Marketing.

Before the judging began, Mr. Xu Haoyu, President of Effie Greater China & SVP of Effie Worldwide, stated, "There will be two final judging events for 2020 Effie Awards Greater China, in Beijing and the other in Shanghai. I am also excited to see who will be the winner in the Commerce & Shopper Marketing category. Last but not least, I would like to thank all attended judges and JD, our partner of the Commerce & Shopper Marketing category.

The final judging lasted nearly 10 hours. Compared with previous years, the time was extended to ensure that each campaign can be fully discussed and interpreted, and more opportunities for communication and sharing were provided for the on-site judges.

During the judging session, judges from diversified fields shared their professional opinions and campaigns are carefully evaluated. After intensive discussions, a conclusion was drawn that true marketing

effectiveness campaigns are those that value and explore buyers' needs, making full use of marketing and the consuming environment. Only when targeting customers with purchasing behaviors are combined can a campaign be identified as precise marketing cases.

In general, among all of the shortlisted entries, we can see every kind of innovations being made by marketing practitioners, which will definitely provide great references for gaining insights into future consumer consumptions and for improving marketing effectiveness.

All judges headed to Beijing Kerry hotel to enjoy the networking party after the judging event.

For more information about Effie Greater China, please visit effie-greaterchina.cn.

Commerce & Shopper Final Round Jury

Jury Head

-Jie Guo, CMO of Microsoft Greater China

Moderator

-Jianwen Xie, Founder of Civilization

Judges

-Beiping Tan, Vice President of Miaozen Systems

-Bin Zhang, President of Data100

-Jingzhen Wang, Marketing Director of Montblanc China

-Lingjian Kong, General Manager of Freeman Beijing

-Qian Li, CBO of Natural Food International Holding Limited

-Qichun Liang, President and CEO of Hill+Knowlton Strategies Greater China

-Wei Wang, Vice President of BlueFocus

-Wei Zheng, Deputy General Manager & Press spokesman of ASUS (Shanghai) Co., Ltd