



Dec 15, 2020 Greater China

## Effie Greater China Announces 2020 Commerce & Shopper Winners

BEIJING, December 15, 2020 -- On the evening of December 11, Effie Awards Greater China's Annual Gala took place at Beijing Park Hyatt Hotel. This year, winners of both Effie Awards and Performance Marketing Effie Awards were announced, including the inaugural winners in the Commerce & Shopper Marketing specialty category. The Effie Greater China Council, final judging jury and Grand Effie judges, as well as senior executives of agencies and brands, gathered together to celebrate the reveal of 2020's most effective work.

The celebration included the announcement of 16 Gold Effies. In terms of the Commerce & Shopper Marketing specialty category, Ms. Tingting Liu, Director, Head of JD co-branding plan of JD Retail, presented Silver Effie to the brilliant campaign, "BRAUN x FORMOSA Chang", accomplished by Hengstyle and Uni-Surf Digital Marketing.

When awarding the winning team on stage, Ms. Tingting Liu said, "since the beginning of this year, a large number of enterprises have been faced with uncertainties and unexpected challenges. How to find a certain growth path has become the focus of our common concerns. Thanks to Effie Awards, the winning campaigns will inspire other marketing practitioners to find new growth points, new marketing methods and ideas in the industry."

Speaking of this year's award-winning works, Ms. Tingting Liu mentioned that the overall standard is impressive. Taking the campaign "BRAUN x FORMOSA Chang" as an example, it fully integrates curiosity and social interaction, which leads to great communication with targeted consumers. Combination of

both IPs has enhanced user participation and has re-activated the IPs of both brands; on the other hand, through the ingenious combination of creativity from online to offline, a complete consumption loop has been constructed, which has greatly improved sales orders.

As the leading retail platform in China, JD Retail has always been committed to bringing better shopping experience to consumers. JD has gained deep understanding of shoppers, therefore, we've seen a lot marketing activities that effectively accelerates the transformation from market value to commercial value from JD.

The Commerce & Shopper Marketing specialty category had the second highest shortlisted entries among major five strategic categories this year, which speaks to the industry's focus on shopper marketing. Effie Greater China is looking forward to further cooperation with JD in the future and more and more effective works in the field of shopper marketing!

#### 2020 Commerce & Shopper Effie Winners:

##### Brand Experience

- Bronze: PepsiCo (China) Limited, PepsiCo, ONENINE, "Pepsi Black x Star Wars Limited-edition Launch Campaign"

##### Crossover Marketing

- Silver: Hengstyle, BRAUN, Uni-Surf Digital Marketing, "BRAUN X FORMOSA CHANG"

- Bronze: Eastroc, Hylink Shenzhen, "Dream Fulfilling Plan"

- Bronze: Tencent Game, CrossFire, STARNET CHINA CO.,LTD, "Real Shoe Embodies Virtual Gun! Shoe On Feet, Fire In Heart"

##### Membership Marketing

- Bronze: Starbucks (China) Company Limited, Shanghai Baozun E-Commerce Limited, "Breaking boundaries of time and space with fantastic Starbucks' member experience"

##### New Product/Service Introduction

- Bronze: JD.com, JD, BlueFocus Digital, "JD Extraordinary Science Laboratory (HERE COMES 5G)"

- Bronze: Vinda Trading Company Ltd., Libresse, BBDO China, "400-Time Periods"

##### Omni-Channel Shopper Solution

- Bronze: PepsiCo (China) Limited, PepsiCo, ONENINE, "Pepsi Osmanthus Flavor Product Launch Campaign"

##### Seasonal/Event

- Bronze: Beijing Jingdong Century Trading Co.Ltd, JD.com, 180 Digital Inc., "Make Joy Happen - JD x Disney Children's Day Marketing Campaign"

- Bronze: Mondelēz SH Food Corp Mgt Co.,Ltd, Oreo, Digitas, "Oreo 2020 CNY Campaign"

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