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Effie Greater China Holds 2021 AI Marketing Committee Meeting, in Partnership with Baidu

BEIJING - On March 18, Effie Greater China held the first meeting of the AI Marketing Committee for the 2021 program at the Baidu Building in Beijing.

AI plus marketing drives the intelligent revolution of the marketing industry

Effie Greater China's 2021 AI Marketing Committee is comprised of 13 senior practitioners, who will participate in the definition assessment, category classification, competition guidance and promotion of this specialty category so as to further enhance the application and influence of AI technology in the marketing industry.

At the beginning of the meeting, Alex Xu, President of Effie Greater China, Senior Vice President of Effie Worldwide and Chairman of the AI Marketing Committee, shared the evaluation of the 2020 Effie Awards Greater China program and introduced the strategic planning of 2021 AI Marketing Specialty Category. "The Effie Greater China AI Marketing Specialty Category will uphold the professionalism and authority of

Effie Worldwide, and recognize the excellent cases of brands using AI technology, accurately targeting target audience, optimizing marketing links and achieving brand objectives," said Xu, "In 2020, the AI Marketing Category performed well, and had 1 Gold Effie and 4 Bronze Effie winners. I hope AI Marketing Specialty Category will achieve better results this year."

At the Specialty Category Committee, Foyu Yuan, Vice President of Baidu Group, said, "for the second year in a row, Baidu has joined hands with Effie to build AI Marketing Category, and through the review and commendation of the category every year, summarized and analyzed the application extent and feedback of AI Marketing in brand promotion. We expect more brands to make use of AI and combine business motivation to constantly invent new types of intelligence and new ways of thinking, thereby better serving consumers and brands."

Multi-dimensional sub-categories to upgrade AI Marketing Specialty Category

In view of the current status and characteristics of AI Marketing in China, the AI Marketing Specialty Category Committee has made adaptive adjustments to this year's category definition and sub-category classification.

This category is for efforts that use AI technology and big data to match the right audience and / or predict their follow-up behaviors, thereby optimizing media strategy and enhancing interaction with the audience. The efforts must also intelligently improve the marketing link process and get the best result.

As for the sub-category of the AI Marketing Specialty Category, there are five sub-categories: Interactive Experience, Audience Targeting, Programmatic, Omni-Link Integration, and User Lifecycle Operation. For the formal definition of the AI Marketing Category and detailed description of sub-categories, see the "2021 Effie Awards Greater China Entry Kit."

The annual AI Marketing Category is not only a systematic review and important summary of the new trend of AI technology in the marketing field in the past year, but also a professional evaluation of the brand's digital asset performance with the help of AI Marketing. In this year's competition, we hope to embrace the AI trend with more brand advertisers, upgrade user experience with technology, and bring marketing benefits to brands at the same time.

For more information, please visit www.effie-greaterchina.cn/.