



Jan 14, 2022 Greater China

Results of the "Industrial Digitalization: Service & Marketing" Specialty Category Revealed at 2021 Effie Awards Greater China Gala

On the evening of December 29, 2021, Effie Greater China successfully held its 2021 Effie Awards Gala in Shanghai. At this year's celebration, Gold, Silver and Bronze Effies, along with the Grand Effie winner, 2021 Greater China Effectiveness Rankings were revealed. The Gala brought together the Board of Directors of Effie Greater China, the jury panel of final round judging and the Grand judging, as well as the winning teams and senior brand executives to partake in "UNTHINKABLE 2021," a 3-day event that concluded with the announcement of this year's Effie winners.

Finalists of six specialty categories of 2021 Effie Greater China Awards were announced. Among them, 3 Silver Effies, 6 Bronze Effies and 7 finalists were awarded in the "Industrial Digitization: Service & Marketing" Specialty Category.

Mr. Yea Zhang, Vice President of Tencent Cloud & General Manager of Tencent Qidian, delivered an opening speech as the partner representative at the specialty category awarding session. He said, "In 2021, Effie Greater China and Tencent Qidian initiated strategic cooperation and launched a new specialty category - 'Industrial Digitization: Service & Marketing'. We're glad to see leading enterprises from

almost 20 industries have actively submitted the entries into this specialty category. Hereby, I would like to sincerely thank the Effie Awards Greater China for organizing the committee and congratulate all of the winning teams! In 2022, Tencent Cloud Qidian Customer Service will evolve into Qidian Marketing, which will continue to deeply support the operation and development of the 'Industrial Digitization' Specialty Category. We look forward to aligning with all industrial peers to further explore and share more innovative benchmark entries of industrial digitization, to finally create more value for the industry ecology."

Subsequently, Mr. Yea Zhang and Ms. Vivian Li, General Manager of Communication and PR of P&G OLAY Greater China, jointly presented awards to the award-winning entries of "Industrial Digitization: Service & Marketing" Specialty Category and shared these glorious moments with 400+ honorable guests on site.

The "Industrial Digitization: Service & Marketing" Specialty Category aims to recognize excellent utility entries that use cutting-edge digital technology to realize digital transformation and service & marketing innovation of the enterprises. The Specialty Category is divided into six sub-categories, "Pan-Internet", "Financial service", "Education, training & jobs", "Industrial, building & agriculture", "Delivery service & intelligent supply chain" and "Government and public services".

In the very first year's award-winning entries, in the sub-category of "Industry, construction and agriculture" a Silver Effie went to "AI Algorithm-based Lead Scoring Model", which was created by ARTEFACT (Shanghai) Network for SAIC Motor. In addition, the "Government and public services" sub-category also had two Silver Effies, namely the "Tencent's WeCom: Dedicated to bridge the 'last mile' in communication between governments and residents" jointly created by Ergeng Network and Zaku Tech for WeChat, and "Tencent Healthcare -Terracotta Army-Themed Golden Skin Launch on Shanxi Health Card Campaign" produced by Ogilvy Guangzhou and Tencent.

This year, a total of 29 leading brand enterprises in digitalization participated in the competition of this Specialty Category. The entries fully covered all sub-categories, covering 16 industries: from traditional printing industry to intelligent connected vehicle, to traditional culture to local government, from smart customer service to enterprise safety service platform, and from local logistics to global intelligent supply chain. The positive feedback from the market is the evidence of continuous innovation in the field of industrial digitalization marketing and confirms the original intention of Effie Greater China to set up this Specialty Category. These entries also provide a direction for the continued growth of this Specialty Category next year. It is expected that more entries about digitalization practice with market representation and marketing effectiveness will be submitted next year to compete for the Gold Effie!

At the UNTHINKABLE 2021 Effie Greater China International Summit, Effie Greater China and Tencent Cloud Qidian Marketing officially announced the beginning of their strategic cooperation in 2022. Both sides will continue to deeply explore excellent brands and agents in the field of industrial digitalization marketing, and provide a platform for practitioners in the field of industrial services and marketing from the perspective of effectiveness, thereby further accelerating the process of China's industrial digitalization upgrading.

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