



Apr 01, 2021 Greater China

## Introducing Effie Greater China's New “Industrial Digitalization: Service & Marketing” category: an endeavor that illuminates the journey of enterprise digital transformation in China

BEIJING - On March 24, 2021, the first-ever "Industry Digitalization: Service and Marketing" Committee was held at Tencent's headquarter in Shenzhen. Eleven senior practitioners from different industries gathered to exchange ideas and thoughts on category and sub-category definitions, and to walk through domestic trends of industrial digitalization at present, and in future.

Mr. Alex Xu, President of Effie Greater China and Senior Vice President of Effie Worldwide, stated: "Effie has always adhered to integrating real-time market environment into our competition since day one. Since the digital transformation wave of industries had arrived, it's time for us to set up a new category focusing on this field hand in hand with Tencent Qidian. We're both dedicated to exploring and awarding practices and practitioners that provide excellent marketing solutions and accelerate the process of digital upgrading of China's industries."

The very first “Industrial Digitalization: Service & Marketing” category

At the beginning of this committee, Mr. Alex Xu looked back on what Effie Greater China has achieved despite the global pandemic in 2020, including increases in both entries and entrants. He also pointed that Effie Greater China will continue to explore and dive deep into segments of marketing so that all effective marketing efforts shall be seen and shared.

Ms. Freda Xu, Marketing VP of Tencent CSIG, said, "I'm expecting a lot of innovations to be born in the field of industrial digitalization, and I hope the winning practices out of this category would lead industries to better development. This is also the exact mutual intentions of Tencent Qidian and Effie Greater China. Through the collaboration, how to leverage those emerging digital service and technologies and to empower industry transformation would be fully explored, which I believe it's a meaningful and necessary move for the whole ecology."

### Sub-categories will cover most industries

Each attendee at the committee has respectively expressed opinions on category definition, sub-categories, and exchanged their professional insights on present and future challenges.

#### ● Arthur Su

We, Tencent Qidian, regard ourselves as a connection, aiming to be an ecological co-builder to help enterprises achieve stronger growth in commercial value in current digital age.

#### ● Zhu Tang

Sany has been exploring digital intelligence for more than ten years. The digitalization has, no doubt, accelerated the development of manufacturing characterized by networking and intelligence. We have been trying to bridge the boundary between manufacturing industry and digital industry.

#### ● Aaron Liu

Manufacturing industry has entered an era of digitization and ecological network. Companies have never more relied on big data to reach users' behavior and habit portraits than ever.

#### ● Wish Wei

SF Express has always insisted on driving the efficiency of industrial supply chain through technology, big data, and multi-scenarios. Looking forward, we hope to collaborate with more businesses to achieve an effective marketing effect of 1+1>2.

#### ● Sidney Sun

With the advent of digital and 5G, the exploration in the field of science and technology complements the practice of business and industrial's digital transformation. I'm expecting to witness and contribute more innovative marketing works within this field.

#### ● Dillon Hu

Intelligentization has brought new marketing methodologies, pressuring traditional industries to initiate transformation. I hope to jointly explore breakthroughs in the process of transformation.

#### ● Jackie Chan

Creativity exists in various modes of industrial innovation. Nowadays, marketing ideas on 2C side are in mature developments, and there surely are more innovative marketing methods to be discussed on 2B and the industrial sides.

#### ● Helin Pan

Creativity is irreplaceable, whereas industrial digitization can effectively realize reduction in workloads of creatives and improvement in marketing efficiency. It is what future business and marketing practitioners need.

In view of the status quo of China's industrial digital market, some adjustments to category and sub-category definition have been adapted during the committee. "Industry Digitalization: Service and Marketing" is tentatively defined as: to award enterprises in all types of vertical industries for using digital service and technologies, including 5G, big data, AI, blockchain, IoT, cloud computing, commercial SaaS platforms, and e-commerce, etc., to assist enterprises' and/or industrial service and/or marketing digital and intelligent.

Entrants should clarify how digital service and technology has contributed enterprises to achieving commercial goals, such as efficient and intelligent acquisition of information, improvement on cross-

departmental/cross-enterprise collaboration efficiency, construction of a new form of marketing organization and re-transformation promotion.

Sub-categories are temporarily listed as: Pan-Internet; Financial Services; Education, Training & Jobs; Industrial, Building & Agricultural; Logistics & Intelligent Supply Chain and Government & Public Services.

In the end of committee, attendees conducted in-depth discussions on current challenges faced by traditional industries. It's universally recognized that as various technologies emerging, for instance, big data, cloud computing and AI, the digital transformation of enterprises has been irreversible. Building strong and sustainable connection between people, enterprises and industries has been more important than ever. In this process, data has shown its irreplaceable significance as a key production factor for business operations. To seize this intelligent revolution in an age, every enterprise, that comes from either upstream or downstream within an industry, ought to smartly leverage the power of digital technology and service.

After the committee, all members were invited to visit Tencent's Interactive Showroom to get a close-up experience of its corporate culture which themed "User-oriented, Technology-oriented". It was greatly appreciated by committee how Tencent fulfilled its technological strength all the way forward.

## 2021 Effie Greater China Competition Calendar

The official Entry Kit of 2021 Effie Greater China will be released in April. Call For Entries will start from end April to beginning of July. The first-round judging will be conducted between June to July. Final-round judging will be between August to September, and Effie annual Gala will be held in October. Stay tuned!

### "Industrial Digitalization: Service & Marketing" Category Committee

Alex Xu, President of Effie Greater China & SVP of Effie Worldwide

Freda Xu, Marketing VP, Tencent CSIG

Arthur Su, Deputy GM, Tencent Qidian

Angel Luo, Deputy GM of Marketing, Tencent CSIG & Head of Marketing, Tencent Qidian

Lichao Wang, CRO and Assistant to President, Sany

Zhu Tang, CIO, Sany Oil

Aaron Liu, Innovation Director, BYD

Wish Wei, Head of Sales Marketing, SF Express International

Dillon Hu, Deputy GM, NVC-Lighting

Sydney Sun, GM of Marketing, Viomi

Jackie Chan, GM, Publicis Communication GuangZhou at Publicis Groupe

Helin Pan, Executive President of Institute of Digital Economy, Zhongnan University of Economics and Law

For more information, please visit [www.effie-greaterchina.cn/](http://www.effie-greaterchina.cn/).