



Adworld2010

Adworld2010 互动营销世界

Starting Point @ the Annual Event of Digital Marketing

主题：复苏 2010，赢销方略与竞合之道

2010, Win Marketing Strategy and Co-petition Way under Recovery

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Adworld 2010

INTRODUCTION

The 7th Adworld, **Adworld 2010** will be held in Beijing in January 2010. Adworld has become the largest open exchange platform in the digital marketing area in Greater China thanks to the active and voluntary participation of various institutions in the industry, and resources opened by the organizer to all corporations and institutions. Adworld has become an authoritative “weather-vane” and a professional international exchange and cooperation platform.

The theme of **Adworld 2010** is “*Win Marketing Strategy and Co-petition Way under Recovery.*” Participants will gather in Beijing to share successful cases, analyze market trends, formulate placement plans, confirm marketing strategies, develop partners, establish marketing platforms and promote cooperation in the next year.

At the **Adworld 2010** event, the organizer will organize core activities in 10 exchange areas. Hot topics in the 10 areas include: AD100 \ Adworld Awards \ Hotspot Networking \ High-level Dialogue \ Video Marketing \ Mobile Media & Wireless Marketing \ E-business \ Social Media & WOW \ Effective Precision & ROI and Top Case Study.

As the largest annual event for online advertising and digital marketing in Greater China, Adworld Guided by the Internet Society of China and the China Association of National Advertisers, Adworld has become China’s brand and landmark annual ceremony in the digital marketing arena. As the organizer, the Data Center of China Internet (DCCI), China’s Internet monitoring and research authority, will also release important annual market data during Adworld 2010, including a 2009-2010 China Online Advertising Market report, a 2009-2010 China Market Brand Transmission Monitoring Report, a 2009-2010 China Market Network Media Monitoring Report, and a 2009-2010 China Internet User Annual Research Report.

Adworld2010 Organization

Direction Organizers

Internet Society of China

China Association of National Advertisers

Organizer

DCCI (Data Center of China Internet)

Co organizer

ADMA

Internet Advertising and Media Association (Taipei)

iProA

Adworld2010 Special Events

- **Exchange on Demand: Meet Unknown, Meet Chance**

Adworld2010 :Range of exciting content

AD100

Adworld Awards

Hotspot Networking

High-level Dialogue

Video Marketing

Mobile Media & Wireless Marketing

E-business

Social Media & WOW

Effective Precision & ROI

Top Case Study

- **Intelligence on Demand: Instant Intelligence, Smart Decision**

Adworld2010 data release intelligence and information:

2009-2010 China Internet market data release and market analysis

2009-2010 China online advertisement and digital marketing data release and market analysis

2009 Internet media monitoring data release and market analysis (Internet Media Index, IMI)

2009 brand transmission monitoring data release and market analysis (Brand and Consumption Index, BCI)

2009 Internet user consumption monitoring data release and market analysis (Internet User Index, IUI)

- **Cooperation on Demand: Business Platform, Co-competition Plus**

Adworld2010 business promotion and commercial cooperation:

Adworld has been successfully held seven times. At the event, participants share successful cases, analyze market trends, formulate placement plans, confirm marketing strategies, develop partners, establish marketing platforms and promote cooperation in the upcoming year. Adworld has become a new-year starting point for analyzing the market, seeking cooperation and setting out hand in hand.

More than 1,000 domestic and foreign advertisers, creative producers, marketing planners, agents, media representatives, monitoring institutions, research institutes and enterprises in automobile, real estate, financial, IT digital, fast consumption and other industries will gather together at Adworld2010 to communicate. Adworld has become an optimal platform for enterprises to popularize their brands, expand their business, and seek and develop various kinds of partnerships.

- **Media on Demand: Interactive Communication, Efficient Marketing**

Adworld 2010 Top Media Recommendation

At every Adworld promising new enterprises stand out and powerful media agencies fully show their values. Adworld has become a marketing hub for media, agencies and advertisers to get to know each other and cooperate. Adworld 2010 will specially organize a top media recommendation activity, in which various flexible and effective methods will be adopted to help outstanding media agencies fully display their talents, values and products, and cooperate with other companies.

- **Networking on Demand: Who Networking, Interest Sociality**

i-club Who Interest Sociality for Networking Veterans:

Adworld has become an annual meeting for senior salesmen, a marketing hub, an exchange platform and a market of creative ideas. With six years of experience, Adworld 2010 has become a more ideal bottom-up Web2.0 meeting place for the industry. With interest labels, it will be easy for you to find people who share the same interests, to discover other

people's interests and to communicate with them.

The i-club Who Interest Sociality for networking veterans is expected to have more than 10 parties and salons with different themes, directions and levels. Real names under the line SNS: Build Commonweal Brands, Newcomers, Micro Communications, Wet Marketing, Measurement & Web Analytics Web, Ad Networks, Open Platform, Technology Power, SEO & SEM, Rich Media, Effectiveness & Optimization, Internet Finance.

- **High Level on Demand: Man of the Year, Highlight of the Market**

2009 Ad100 Top 100 Men of Online Advertising

Ad100 Top 100 Men of Online Advertising has become a high-level and interactive annual gathering for Chinese online advertising creators, leaders and innovators and an exchange platform with the strongest high-level influence and cohesion in the digital marketing area of the industry. It is also an indispensable and important sub-brand activity as part of the annual Adworld. With participators including international and domestic advertisers, agents and media agencies, AD100 is fresh, active and diversified. There will certainly be many newcomers at the 2009 Ad100 Top 100 Men of Online Advertising. What will participants exchange there?

- **Inspiration on demand: Case Study, Secret Discovery**

Adworld Awards 2009 - TOP case awards

The authority, participation and influence of the Adworld Awards are attributed to six principles: Whether it is representative; whether it is unique and innovative; whether it is highly interactive, whether it has widespread influence, whether its monitored data is outstanding, and whether it is impartial, open and authoritative. The winners of the Adworld Awards 2009 will be selected in terms of media, agency, brand, case and other aspects, and selection will be data-based. Not only do the awards symbolize the highest reputation presented to indisputable market leaders, but they are also the best demonstration of structure and future trends. They are the Oscar awards in the digital marketing field and are being awaited by industry insiders.

- **Share on Demand: Adward Awards, leader's honour**

Adworld Awards 2009 - Adworld 2009 Ceremony

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Organizing Committee of Adworld 2010

AD100 Top 100 Men of Online Advertising 2009 & Adworld Awards Presentation Ceremony

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