



## Asian American Advertising News

### 3AF Session at Advertising Week New York on October 18



Planning to attend Advertising Week New York next month, October 17-20? Mark your calendar and attend 3AF's session!

3AF Board Member Nita Song, President of IW Group, will have a candid fireside chat with Sukhi Sahni, Senior Vice President, Head of Enterprise Brand Communications at Wells Fargo. Sukhi is a storyteller, inclusion champion and educator.

As we all know, representation matters today more than ever before. As an immigrant woman of color, Sukhi will speak candidly about her journey and experiences through the years and how it helped her to shape, build, create and tell stories of impact, inclusion, and culture building. And she will also discuss how a brand's intentional communications strategy can positively impact the bottom line.

Advertising Week is hybrid again this year. Discounted tickets are available. Use code **3AF-25OFF** for *twenty five percent off registration fees*.

Link: <https://newyork.advertisingweek.com/register/>

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### Save the Date: 3AF/Pew Research Center Webinar: "Being Asian in America"



Join 3AF and the Pew Research Center on Wednesday, November 2 (11 am Pacific/2 pm Eastern) for a free webinar on "Being Asian in America." Our guest speaker is Neil G. Ruiz, Associate Director, Race and Ethnicity Research, Pew Research Center.

In the fall of 2021, the Pew Research center launched its largest qualitative focus group analysis which explores the experiences of Asian Americans in their own words via a data essay and documentary.

Sixty six focus groups were held with more than 264 participants, representing 18 distinct Asian ethnic origin groups. Some of the themes the research covered included:

- Identity
  - How did participants feel about the pan-ethnic label 'Asian' or 'Asian American'?
  - How do participants from smaller ethnic groups see themselves?
  - Immigrant identity, and others (religion, etc)
- Treatment in the U.S.
  - Model minority myth
  - Misconceptions about nativity, etc
  - Ignorance and misinformation
- What it means to be 'at home'
  - Pride in culture
  - Family ties

We will be sharing the registration link soon!

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## Welcome to 3AF, Bonnie Curtis!



We are happy to share that Bonnie Curtis has joined the 3AF team! Based in the Midwest, Bonnie is a former project manager with extensive sales and marketing research experience. She has a bachelor's degree in marketing and logistics management from South Taiwan University. Bonnie has been working on 3AF programs and events, such as the summit and upcoming webinars, and other important administrative and logistical tasks.

Curtis said, "I feel so fortunate to be part of 3AF and to be able to have an impact on so many things. Thanks to such great coworkers I very much feel at home at 3AF!"

Bonnie is very detail-oriented and a joy to work with. You may be getting emails from her so be sure to say hello. Welcome, Bonnie!

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## Addressing Hate—New Series from 3AF member Sky Link TV

What can we do to make our community feel safer? How can we stop Hate in our community? What's required to be charged with hate crimes in our country? 3AF member Sky Link TV proudly presents their all-new series, **Addressing Hate**, to answer all these questions.

In each episode, Sky Link TV hosts will talk to professors and experts from different areas, as well as politicians, lawmakers, and community leaders, to discuss the possible solutions to this problem. Starting September 30th, **Addressing Hate** is airing on Sky Link TV in San Francisco, every Friday at 6 pm.

In addition to TV, Sky Link TV will post each episode on social media after the broadcast, including YouTube, Facebook, Instagram, WeChat, and TikTok, as well as their website.



YouTube playlist URL: <https://www.youtube.com/playlist?list=PLwMVUgEDVjPc0Wt6MbCUILbjes9fx8Gjc>

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## What is Multicultural Marketing & Why is it Important?



Multicultural marketing is devising and implementing a marketing campaign to reach people of different ethnicities and cultures within a brand's overarching audience.

Technically this audience is outside of the brand's majority target market (general market) but shows a promising potential to grow the relationship between the brand and that culture. Typically, multicultural marketing leverage the elements of culture's language, customs, religion, festivals, and

celebrations to connect to that specific market.

As brands attempt to sell internationally, they must understand the native culture there. Even in the US, the number of multicultural consumers is increasing, so simply conveying the same message to everyone is a strategy waiting to fall flat on its face.

Importance of Multicultural Marketing:

- The multicultural Population is increasing in almost every major country in the world. In the USA alone there are over 133 Million Multicultural people.
- The purchasing power of multicultural segments & Multi-ethnic is growing rapidly
- Multicultural Campaigns result in high ROI
- Can offer considerable opportunities in untapped markets

Marketers and brands must adapt to the ever-changing market and not be lazy. They need to understand diverse customer needs and develop some diversity in your marketing team- people who would understand other cultures better than you do. Adopting a healthy multicultural marketing strategy can

help you stay relevant and ahead of your competitors and can be a huge untapped opportunity.

Multicultural marketing has been a massive part of our own projects. At [Datawrkz](#), we believe that the best way to reach ethnic audiences is by creating meaningful, relevant content that's distributed across the right channel, to the right people, at the right time. To know more, [write to us](#), and let's see how multicultural marketing can help you!

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## iQIYI Hosted Second Annual Content Showcase in North America



The market leading online service iQIYI hosted their second annual content showcase on Aug. 10<sup>th</sup> in North America, reiterated its commitment to provide more high-quality original content and opportunities for stakeholders and advertising partners. The event highlighted the company's commitment to providing more high-quality, original C-Content (Chinese-language) content to global viewers.

During the showcase, iQIYI's North American team featured a selection of upcoming titles, including *Love Between Fairy and Devil* and *Mr. Bad*, two much-anticipated shows from iQIYI's Sweet On Theater. *Love Between Fairy and Devil* tells the story of a young fairy (played by Esther Yu) and a devious warrior (played by Dylan Wang). *Mr. Bad* is about a novelist (played by Shen Yue) who accidentally summons the villain (played by Chen Zheyuan) in the novel she has written. These two shows are representative of the Sweet On Theater, a collection that combines traditional mythology, sci-fi, comedy and fantasy, around the core theme of romance.

iQIYI is well-known amongst Generation Z in North America, and continues to introduce content suiting the interest of young adult and teen audiences. *The Heart of Genius*, which was released last month, follows the relationship between a teen girl (played by Zhang Zifeng) and her father (played by Lei Jiayin) and tells the story of her first love (played by Zhang Xincheng).

Where can users watch iQIYI North America?

iQIYI International can be downloaded from app stores or via its website: [www.iq.com](http://www.iq.com)

iQIYI International is now also available via Smart TV applications so that more global users can gain access to iQIYI's rich content library. A full list of these is provided below:

- Samsung Smart TVs
- LG Smart TVs
- Google Chromecast
- Android phones and tablets
- Android TV
- iPhones and iPads
- Apple TV
- Amazon Fire TV
- ROKU TV

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## We want to see you at the 2022 ANA Multicultural Marketing & Diversity Conference!



This year marks the 24<sup>th</sup> year of the [Association of National Advertisers \(ANA\) Multicultural Marketing and Diversity Conference](#), the annual "go-to" event to discuss and debate industry issues. Professionals in the world of marketing and advertising will gather learn and connect with prominent senior thought leaders and client-side marketing professionals who produce multicultural marketing, DEI, and supplier diversity programs across a wide spectrum of industries. [Register today!](#)

At the Multicultural Excellence Awards Gala on Monday, November 7, awards will be presented to top agencies and brands for the best multicultural marketing campaigns of the past year. The evening culminates with the announcement of the best of the best - the Best in Show Award.

Multicultural marketing continues to grow in importance for your company and society. Don't miss the opportunity to tap into rich insights, best practices, case studies, and the latest trends from industry

leaders.

**Confirmed speakers includes:**

- Brianne Boles-Marshall, Diversity Media Strategy and Investment, General Motors
- Elizabeth Campbell, Senior Director, Cultural Engagement, McDonald's
- Maurice Cooper, SVP, Brand & Category Marketing, Target Corporation
- Paula Cuneo, Director, Social Impact Marketing for Horizon Worlds and Avatars, Meta Reality Labs
- Nikki Darden, Managing Director, Head of Global Marketing Integration and DEI Brand Strategy, Citi
- Ying McGuire, CEO and President, National Minority Supplier Development Council
- Alexandra Morehouse, Chief Marketing Officer, Banner Health
- Desi Okeke, Director, Degree Deodorant, Unilever
- Marc S. Pritchard, Chief Brand Officer, The Procter & Gamble Company
- Nadine Smith, Executive Director, Equality Florida
- Marissa Solis, SVP, Global Brand and Consumer Marketing, National Football League
- Heather Stewart, General Director, Global Media and Marketing Services, General Motors
- Jeannie Weaver, Vice President of Retail and Special Experiences, AT&T

Join us to hear how leading professionals are tackling the industry's most pressing issues and connect with peers from businesses large and small to expand your personal network and sphere of influence. [Register today!](#)

## Announcements

### 3AF 2022 Excellence Awards: Enter Now

There are the Oscars, the Emmys, the Clios, the Golden Globes and the People's Choice Awards. But did you know that the 3AF has a coveted award as well?



We've just opened the call for entries for the 3AF 2022 Excellence Awards, honoring the best and brightest in the Asian advertising and marketing industry. Awards are given for seven distinct categories: creative campaign of the year; marketer of the year; new marketer of the year; media partner of the year; marketing research partner of the year; PR campaign of the year and digital campaign of the year.

We have posted rules and guidelines to enter the competition. Please review carefully as current 3AF members only can compete in several of the categories. The deadline to apply is Friday, November 11 at 5 p.m. Pacific. We will be announcing the winners in December.

The cost to enter is \$500. Media partners and marketing researcher partners can self-nominate and do not have to pay the award entry fee.

Read more here: <http://www.3af.org/resources/files-download/2022-3af-excellence-awards-competition-call-for-entries/>

### Links Needed for Asian American Marketing Research Reports

Did you know that the 3AF website has links to marketing research on the Asian American segment? As we all know marketing research is a critical component in developing marketing strategy. Having data can help companies ensure they target consumers/customers successfully and move forward not backwards.

In addition to links to 3AF's past media consumption studies, we have links for other industry reports covering the Asian American consumer segment from other vendors and research suppliers. Some reports are available free, and others have a cost. If you know of any research studies covering the Asian American segment that should be included, please let us know by emailing [ghomfransen@3af.org](mailto:ghomfransen@3af.org).

You can find the links to our research page here:

<http://www.3af.org/resources/marketing-research/>

And here is the link to 3AF's marketing research studies: <http://www.3af.org/3af-research/>

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### Connect with 3AF on Social Media!

The 3AF's social media presence is growing, and we would love to connect with you! If you haven't already, please friend/connect with us on LinkedIn; Twitter; Facebook, YouTube and Instagram. Our handle is @3aforg. Or, feel free to email your handle to Sandra Winn at [sandra.winn@gmail.com](mailto:sandra.winn@gmail.com), and we

will add you. Let's stay connected!

## 3AF Job Postings

Did you know that the 3AF posts job openings? It's a good way to advertise jobs to 3AF members and visitors to our website. Employers are charged a nominal fee to post their listings for three months. 3AF members can post jobs for free. If you would like to submit a job listing, please email Genny Hom-Franzen, 3AF Executive Director, at [ghomfransen@3af.org](mailto:ghomfransen@3af.org).

We have just added some great new listings. Be sure to check them out! They are posted here: <http://www.3af.org/jobs/job-postings/>

Asian American Advertising Federation [www.3af.org](http://www.3af.org)

STAY CONNECTED

