



Asian American Advertising News

Back Live and In Person—3AF Summit, May 23-24 in Los Angeles – Don't Miss It!

3AF 2023 ASIAN MARKETING SUMMIT

Live and in person at the Japanese American National Museum in Los Angeles

May 23-24 2023



It's been three long years of virtual gatherings, and the 3AF is proud to present the annual 3AF 2023 Asian Marketing Summit, live and in person!

We've chosen a great venue in the heart of Little Toyko, Los Angeles, CA. We will have the same great content we're known for (largest national conference focusing on the power of the Asian American consumer) where ALL sessions will tie back to Asian marketing and advertising. Best of all, our in-person venue will allow for some fun networking activities and full immersion of the vibrant community around us. Meet, network, and engage with Asian marketing industry experts, influencers and marketers. Attendees will better understand how to capture and leverage ROI in the critical Asian

marketing segment. The Summit will also include the industry's only Asian Marketing Boot Camp designed for those new to Asian marketing or for those who want a refresher course on the critical basics. Whether you're tapping this affluent segment for growth, trying to obtain insights for accurate portrayal of the Asian consumer in your inclusive advertising campaign, understanding the Asian media landscape to optimize your media buy or trying to engage Asian employees within your company, this is THE conference that you can't miss!

Early bird rates expire soon! Register here: <http://www.3af.org/2023-3af-asian-marketing-summit/>

3AF Members Share Expertise at Recent AIMM Membership Meeting in New York



Several 3AF members were invited to speak at the Alliance for Inclusive Multicultural Marketing's (AIMM) member forum and media upfronts, held in New York City in early March. This was AIMM's first-ever diverse owned and targeted upfronts.

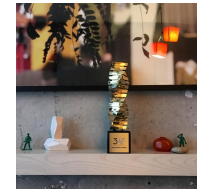
On the first day of the AIMM meetings, 3AF Board Member, Raymond Olano spoke on a panel entitled, "The Relevance of Targeted Media in the Supply Chain."

Day two's agenda included a panel on Asian Challenges and Opportunities. 3AF speakers at that session included Aki Li, Sales & Marketing Vice President, Crossings TV; Eric Orrantia, Vice President, Sales, ODK; and Theresa Mai Wright, Vice President, Media Sales and Marketing, Little Saigon TV.

"3AF was glad to be a part of the NY AIMM meetings. We rejoined AIMM to help showcase the power, influence, and impact of the Asian American segment so more AIMM members can step up and take advantage of the benefits in targeting all multicultural consumers. We look forward to increasing our involvement in future AIMM meetings with stronger content focused on how brands can navigate the Asian American segment and the resources, such as 3AF, available to help them succeed," said Genny Hom-Franzen, 3AF Executive Director.

Congratulations to the 3AF 2022 Excellence Awards Winners

Are you still smiling from the excitement of this year's "Asian Oscars"? It certainly marked a milestone for Asian representation! But did you know that the 3AF has our own awards competition?



Each year, we hold the 3AF Excellence Awards, honoring the best and brightest work in our industry and our critical partners. Congratulations to the 2022 winners:

3AF Marketer of the Year – U.S. Dept of Health and Human Services

3AF New Marketer of the Year - Fox

3AF Media Partner of the Year - iTalkBB Media

3AF Digital Campaign of the Year - FIDO, (Ethnicity Matters)

3AF PR Campaign of the Year – Turning Red (Disney), (IW Group)

3AF Creative Campaign – Gold -Shang Chi (Marvel Studios), (IW Group)

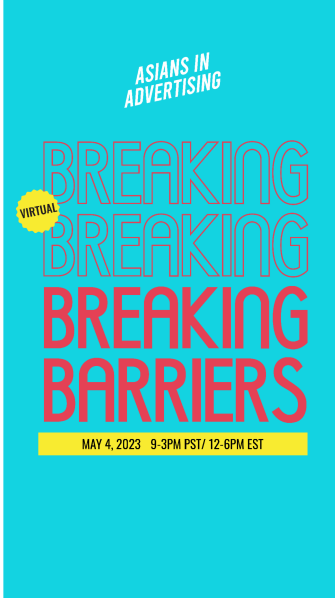
3AF Creative Campaign -Silver -Ford Canada, (Ethnicity Matters)

3AF Creative Campaign - Bronze AT&T, (AAAZA)

Asians in Advertising's Breaking Barriers Summit is Back!

Don't miss Asians in Advertising's upcoming event! Join virtually on May 4, 2023, from 9 am - 3 pm PST/12 pm to 6 pm EST. If you're a student, don't worry - you're able to attend for free!

As Asian Americans, we face unique challenges in our home and workplace environments stemming from growing up with implicit bias,



imposter syndrome, third culture, and more. By sharing our commonalities as we try to advance in the country we call home, we set ourselves and the next generation up for success. Whether you want to break in, break through, or break out, taking control of your career requires breaking critical barriers in the process, which we, Asian Americans, struggle with. But we're here to tell you it's time to take charge. Let's do this together.

For more information, visit: <https://www.asiansinadvertising.com/>

Gold Futures Challenge

Asian American Futures and Gold House are proud to host the 2023 Gold Futures Challenge, an online grants competition that annually awards ten prizes ranging from \$25,000 to \$100,000 to Asian American and Pacific Islander (AAPI) organizations working to ensure our communities are Seen, Heard, Empowered and United.

While AAPI people constitute 6% of the U.S. population, our community nonprofits receive less than 0.2% of philanthropic dollars. The Gold Futures Challenge addresses this gap and unites AAPIs across the country, inspiring increased philanthropy, volunteerism, civic engagement and social innovation.

Since its launch in 2021, the GFC has granted to 20 AAPI orgs from 20+ states spanning coasts on the West, East, South, Midwest and Hawai'i. Our grantees have a collective reach of over 1 million people, with focus issues ranging from civic engagement and education to food sovereignty and arts/culture. Have an organization you admire? Nominate them [here](#).



Our application will launch on May 15th! Register for an informational webinar on April 12th [here](#). For more information, visit www.goldfutureschallenge.org

3AF Board of Directors Election Results

At our membership meeting in late January, the 3AF held its annual elections. We re-elected our president for a second term, a new vice president and several members of the Board of Directors. Indrajit Majumdar, Executive Vice President of Zee TV, will continue to serve as President of 3AF. Howard Lichtman, Co-Founder, Ethnicity Matters, was elected as 3AF Vice President. All elected will serve for a two-year term ending in 2025.

In addition to Lichtman, individuals serving for the first time on the 3AF Board of Directors include:

- Arne Lucas, Senior Director, Strategy and Business Operations, Prime Image Media
- Darren Wong, President, Account Services, PCA Agency
- Sam Yoon, Account Director, IW Group

Board members who were re-elected and will continue to serve were:

- Edward Chang, Managing Director, TDW+Co
- Jay Kim, President, AAAZA
- Cheryl Lee, Executive Director, Intertrend Communications
- Jack Schwartz, General Sales Manager, KTSF-TV
- Iris Yim, Principal, Sparkle Insights
- Sylvia Zhou, Global Industry Relations and Intelligence Lead, Meta

"The 3AF Board of Directors bring knowledge, expertise, resources, connections and strategic ideas to help 3AF not only grow but prosper," said Genny Hom-Franzen, 3AF Executive Director. "Our new 3AF Board has the ideal combination of experienced members as well as new faces. All are strong industry executives and champions for the Asian segment, and I'm excited to work with them. In addition, we are happy that after three long years, our summit will be in person for the first time since the pandemic. Being in person allows us to showcase our community in a way that's not possible virtually. This summit will have a strong, immersive agenda to spotlight why marketers should be reaching out to our segment."

iTalkBB Media Launches Research Study on Chinese OTT Viewers

Are you interested in learning more about Chinese American consumers? iTalkBB Media recently launched its "2023 Insight Report- Streaming Chinese," which sheds light on the latest streaming insight in the US' Chinese American community.



Did you know that....

- Chinese Americans are now the largest Asian group in the U.S., making up a staggering 24% of the Asian American population.
- 72.4% of consumers are more likely to purchase products that provide their preferred in-language information
- 82% of Asian Americans subscribe to at least one streaming service while 72% of them consume in-language news and 68% of them consume in-language entertainment.

"Streaming Chinese" highlights findings that include the boom of the Over theTop (OTT) market and the rise of in-language content, which has become increasingly popular among Asian American. More importantly, iTalkBB Media provides a comprehensive understanding of the viewing and consumption behavior of iTalk TV Platforms' users, based on our latest survey research. To learn more, download the full report [here](#).

3AF Entertainment Feature - Mike Bow

Quarterly Spotlight on Asians in Entertainment

Although we've made some great strides recently, Asian Americans largely remain unrepresented in many creative fields. Each newsletter, we'll feature an Asian American making his/her mark in television, drama, music, comedy, entertainment, films, and the performing arts. Our goal is to expose our members to the great talent in our Asian American community, highlight their accomplishments, and share what he/she is doing. Let's do what we can to improve authentic Asian American representation and support these artists!



1) Tell us about yourself in two to three sentences.

My name's Mike Bow! I'm an actor known for my frequent collaborations with Wong Fu Productions as well as my own YouTube channel: MikeBowShow and Instagram @MikeBowShow where I makes comedic sketches around Asian American topics that SNL wishes they could make (but literally can't.) These include puns, anime, superheroes, and Asian-American empowerment. My acting credits include the Kpop Star Warrior Simon Lau on Kung Fu (Warner Bros. HBOMax, CW), Hacks (HBOMax) The Maze Runner, How To Get Away With Murder (ABC), Grey's Anatomy (ABC), and many more!

2) How did you get started in the industry?

Harry Potter! I'm a huge superhero and sci-fi/fantasy nerd but it wasn't until the Harry Potter movies where I realized it was kids like me playing the roles where I went, "Wait. This is a job?!" I wanted to have that superpower to spread that magical excitement around the world ever since!

3) What are some of your current activities? Where can people watch/see you perform?

I recently have my first recurring role as the Kpop Star Warrior Simon Lau on Kung Fu (Warner Bros. HBOMax, CW)! More shows are on the horizon and you can keep up to date on my Instagram.com/MikeBowShow

4) Asian Americans have proven there is a demand for stories/shows/movies/films about people who look like us. Would you agree? Why?

I absolutely agree and I would argue we have even been proving it back in the YouTube days with Wong Fu Productions! Audiences proved that they weren't afraid of Asian characters so now I'm so glad Hollywood isn't afraid either!

5) What can 3AF members and our community do to support Asian entertainers/creative talent like you?

I would love to work more with brands! Audiences are really showing up for Asian faces and showing that Asians representing brands is a great thing! I'm open to collaborating!

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 ghomfranz@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

STAY CONNECTED

