



Asian American Advertising News

3AF 2022 Asian Marketing Summit Another Success



The 3AF's annual Asian Marketing Summit held May 10-12, with the theme "The Future of Advertising to Asian Americans," was another great success! The event included 43 virtual sessions, including networking and partner spotlights, over three days. This year, in addition to Asian American marketing and advertising related content, the 3AF expanded the agenda to include a third day with focused sessions on diversity, equity and inclusion and the power of Asian American employee resource groups. Paid attendees of

the May 2022 summit will continue to have access to the recordings on Attendify, the virtual event platform, through June 30. After that time, we will be adding the recordings to the [3AF Insights](#) page, which is our video library of past summit content. Access to past summits is free for current 3AF members. Non-members will be charged a small fee. If you would like to access the content from this most recent summit or the content from previous 3AF Summits (2017 to 2021), contact ghomfranzen@3af.org.

A big thank you to our very generous sponsors who made the 3AF 2022 Asian Marketing Summit possible: AARP; Datawrkz; General Motors; ABS-CBN/The Filipino Channel; Crossings TV; Ding.com; iTalk BB Media; KTSF-TV: The Filipino Press; SXM Media; and Zee TV.

3AF Welcomes Newest Corporate Member—General Motors



3AF May 2022 Summit attendees had the chance to give a warm, 3AF virtual welcome to our latest corporate member—General Motors. In addition to joining 3AF, General Motors provided generous support as the summit's networking sponsor.

Genny Hom-Franzen, 3AF Executive Director, said, "I'm always excited when corporations are unafraid to put a stake in the ground and show their support of the Asian American consumer segment. We welcome General Motors to our 3AF family! We look forward to working with General Motors' multicultural marketing teams in their brand's journey in connecting authentically with Asian American consumers."

Charles Chapman, multicultural marketing manager at General Motors, was a featured speaker during the summit on May 12. He spoke briefly about why the company joined 3AF, their Asian employee resource group, their recent diverse media event, commitment to diverse owned media, and the role diversity, equity and inclusion plays in their current multicultural marketing projects.

Chapman said that joining 3AF came "highly recommended." He said he and his colleagues realized that the 3AF not only has great resources but would be a great way to network as they look to target the Asian American audience. Chapman said, "General Motors' aspiration is to become the most inclusive company in the world and in our commitment to an all- electric vehicle future, we understand the importance and value of the Asian American audience to reach those goals."

Chapman cited several reasons for wanting to culturally connect with Asian American consumers, including the fact that Asians are a rising force in American culture, early adopters who embrace

technology and the fact that they are also very conscious of their environmental impact.

“Data shows that the Asian audience has a three times higher propensity to purchase electric vehicles, so, again, with our all- electric vehicle future, this is a win-win for GM. We are very happy to be engaged with 3AF.”

A big welcome to General Motors from all of us at 3AF!

U.S. Census Experts Share Insights at 3AF 2022 Asian Marketing Summit

We were excited to have subject matter experts Brittany Rico and Bev Pratt from the United States Census speak at 3AF for the first time. Their session was entitled “2020 Census Results for the Asian Population.” Rico and Pratt shared some interesting data useful to marketers, including:

United States[®]
**Census
2020**

- Approximately 19.9 million people (6 percent of all respondents) identified as Asian alone in 2020, up from 14.7 million people (4.8 percent) in 2010.
- This represents 7.2 percent of the total United States population.
- The Asian alone population grew by 35.5 percent between 2010 and 2020. In comparison, the Asian in combination population grew by 55.5 percent.
- The largest multicultural Asian group was Asian and white, with 2.7 million
- The top ten states with the largest increase in the Asian in combination population were: North Dakota; District of Columbia; Montana; South Carolina; Utah; Idaho; Tennessee; Alabama; Nebraska and South Dakota.
- Hawaii, California, Washington, Nevada, New Jersey, and New York were the states with the largest percentages of the Asian alone or in combination populations.

The Census Bureau presentation slides are available on the 3AF website at <http://www.3af.org/resources/files-download/3af-2022-asian-marketing-summit-presentation-files/>

3AF Featured in Member Only AIMM Webinar Kicking off May Heritage Month

Past President Jay Kim and Executive Director Genny Hom-Franzen were featured panelists in the Alliance for Inclusive Multicultural Marketing’s (AIMM) Asian Pacific Islander American Heritage Month member only webinar on May 4. The topic was “The Rising Growth Market Opportunity of the Asian American Native Hawaiian/Pacific Islander Community,” and was a great way to kick off May Heritage Month. Jay Kim started the webinar with an engaging but brief presentation on several historical events that have led to stereotypes and the “model minority myth” that continues to affect our community. Hom-Franzen then shared 3AF’s advocacy video, available on our 3AF YouTube channel, and highlighted several data points from the 3AF’s 2019 marketing research study on how Asian Americans consume media. Darren Wong, Vice President of Plan C Agency, rounded out the panel with a case study. Hom-Franzen said, “It was nice of AIMM to ask invite us to kick off Asian Pacific Islander American Heritage Month with this exclusive member only webinar on the power of the Asian American segment. One of our goals for the webinar was to make sure our friends at AIMM understand our segment and know who we are but that we are here to help them. I encourage all AIMM members to reach out to 3AF or any of our members if they are interested in connecting to Asian Americans. We are the primary resource when it comes to Asian marketing and Asian advertising. The 3AF can be a valuable and strategic partner in a brand’s journey.”



3AF Treasurer Sandra Lee Recognized by Women We Admire



3AF Treasurer Sandra Lee was recently named as one of the Top 50 Women We Admire in Los Angeles for 2022.

Women We Admire provides news and information on today's women leaders in business, entertainment, sports, motherhood, medicine, law, and many other fields. The organization covers a broad range of topics and areas of interest aimed at recognizing the achievements of exceptional women while inspiring others to aim high and continue their journey towards reaching their full potential. Women We Admire and its affiliates circulate its content to over 32,000 individuals and businesses.

According to a news release, "the leaders who were chosen embody traits that set them apart from others. They are confident, focused, innovative, inspirational, and visionary leaders. They have earned respectable roles within their field and lead top companies in the area."

Genny Hom-Franzen, Executive Director, said, "Being treasurer is one of the toughest jobs on the 3AF Board of Directors. From invoicing to accounts receivables to revenue generation and membership dues, there are always critical tasks that require Sandra's attention on a regular basis. She is a devoted Mom and runs her successful agency on top of her treasurer duties. I think of her as a modern-day super woman. She makes juggling her personal and professional life look so easy. We are so proud of her being recognized for this prestigious honor."

You can find the full list of the 2022 honorees here: <https://thewomenweadmire.com/2022/04/18/the-top-50-women-leaders-of-los-angeles-for-2022/>

3AF Board Member Daniel Sakaya Shares Expert Insights at LG Ad Solutions' Webinar in May



Board member Daniel Sakaya, President of Crossings TV, was a featured panelist in a webinar sponsored by LG Ad Solutions. The webinar on May 25, was called, "Authentically Representing and Connecting with the AAPI TV Audience."

Topics covered included how the growing AAPI segment translates into a growing opportunity for savvy marketers; marketing trends over the last year that marketers should pay attention to now, how Asian Americans consume

media; how Asian American programming is attracting much more than only Asian viewers; and how brands can culturally connect with the Asian consumer segment. Other speakers included Joon Seok Lee, co-founder of ODK Media, a 3AF media member, and Jaewan Chung, Director of Global Partnerships at Kocowa, an online video streaming provider. The event was moderated by Allison Lo, Director of Sales, LG Ad Solutions.

In his closing remarks, Sakaya shared his top three takeaways. First, he said, "When it comes to reaching Asian viewers, there's no one single platform. Acknowledge the media mix, which is multifaceted." Secondly, he encouraged marketers to not hesitate when it comes to the Asian segment. "The market is complex but there are plenty of experts, like Asian American advertising agencies and groups like the 3AF who can help you." Lastly, he said savvy marketers can start working now to embrace and benefit from the future opportunities in the growing segment. He said, "The seeds that are being planted today are going to grow. Now we're starting to see more Asians on the screen. In the years to come, we are going to see more ways to connect with Asian audiences in more meaningful ways.... We are starting to see more representation and that will be huge."

Meta Prosper at Cannes

Cannes, France – for most of the year, this is a sleepy and idyllic resort city on the French Riviera. However, one week a year, Cannes Lions transforms the city into a bustling festival of creativity. Cannes Lions is a global gathering dedicated to driving progress in the world through creativity. This year, 3AF member Meta invited 3AF members to a special networking event, **Meta Prosper on the Pier**, on June 20 to celebrate the launch of a new initiative, [Meta Prosper](#). Prosper is dedicated to amplifying and celebrating the Asian Pacific Islander community with culturally accessible and relevant events, trainings and resources. The event was the first industry event at Cannes dedicated to the AAPI community.

Sylvia Zhou, 3AF Board member and Global Industry Strategy and Partnerships Lead at Meta, said, "This event was an opportunity for API leaders, including 3AF members and allies, to meet, network, and start the conversations that will drive progress for this community."

Thank you to Sylvia and Meta for advocating for the Asian American segment at this important industry event! Please follow Meta Prosper on [IG](#) and [FB](#) to stay in touch and learn more.

Thank you Letter from 3AF Next Gen Leaders Mentee, Sung Choe



In 2021, to give back and pay it forward, the 3AF launched its 3AF Next Gen Leaders Program to help young Asian Americans in marketing and advertising navigate and advance in their careers. A September 2021 story in Forbes magazine had some staggering statistics. Ninety percent of Asian Americans said the breaking the bamboo ceiling is a problem of some kind; and 65 percent of them said the problem was "moderate to serious." Plain and simple, we would like to see more Asian Americans in increasingly higher level executive positions, be it at agencies, marketing companies, or in corporate America in general. We wanted to share this nice thank you note from Sung Choe, a mentee in the first cohort class who provided his thoughts on his Next Gen Leaders experience a year later.

This is Sung from last year's 3AF Mentorship Program. I just wanted to send another letter of appreciation for the 3AF Mentorship Program. It's been a year since I've been in the program, and it has been a wonderful inspiration, chapter, and blessings to my career and journey.

Connecting with Ron Mori (my mentor), connecting with many others, hearing panelists, and being a part of the AdAge Mentorship program has been more than what I could've imagined.

As soon as the 3AF Mentorship was ending, I was able to become a part of Warner Media, as a Digital Marketer in The CW Network, and it's been an incredible 7 months here. I couldn't have been here if it weren't for the program.

Working with Asian American communities through Kollaboration and Crossings TV, the AAPI community in arts and entertainment has been a huge passion of mine. AND now the mentorship program has allowed me to open another door for me to work with representation in mainstream media in another way.

Thanks again so much for this program, and I hope it continues to become a huge part for Asian American marketers out there. Please let me know if 3AF ever needs anything from me. Wishing you all the best!

*Best,
Sung Choe*

How Asian American Advertising Is Different from The Rest of Digital Advertising

Although Asian consumer behavior appears to be fairly similar to that of other groups, it is not. The Asian American identity is diverse and encompasses more than one experience. Because Asian Americans are diverse, there are many differentiators that set them apart. There are various levels of income, education, habits, and values. Over the last 20 years, their collective purchasing power has substantially exceeded that of other demographic groups.



Some Facts of Asian Americans That Sets Them Apart.

- Asian Americans are the fastest-growing ethnic group in the United States, having grown by 7 million people, or 45 percent, in the last decade.
- Although India and China are the top two countries attracting immigrants to the United States, an increasing proportion of Asian Americans are born in the United States.
- The Asian American community speaks thousands of dialects and over 50 languages, with 81 percent reporting to be fluent in English.
- A total of 43% of Asian American households earn \$100,000 or more (vs. 28 percent of the overall U.S. population.)

How ThinkCultural Can Help

We at ThinkCultural are familiar with the peculiarities of the Asian American community. They are the country's largest community and have higher purchasing power than the general population. We are aware of the differences in language, dialect, values, interests, income, habits, and education, which allows us to advertise more effectively and efficiently.

- We can target customers based on their native languages such as Chinese, Hindi, Korean, Vietnamese, Japanese, and Filipino which helps in creating a value connection.

- We run ads on the In-language sites where these audiences feel comfortable browsing the sites.
- We can target according to the household income of these audiences if economic feasibility is a factor for buying products from a brand.
- We run in-language creatives with English creatives, so the audience feels a sense of connection and is tailor made for them.
- As we understand the nuances of the audience, we can also target the dialects such as Traditional Chinese, Simplified Chinese, Tamil, Kannada, Telugu, Hindi, Malayalam, etc.

<https://thinkcultural.com/>

3AF Members Participate in Association of National Advertisers' Asian Owned Supplier Diversity Event

The imperative to diversify the marketing supply chain comes with the challenge of identifying appropriate resources, including media outlets, agency partners and other marketing service providers.

3AF members had the opportunity to present their capabilities in a special virtual supplier diversity fair in May, sponsored by the Association of National Advertisers (ANA). The event highlighted Asian-American owned businesses. Each company was given ten minutes to introduce themselves and share ways they can help brands grow, connect with Asian American consumers, and drive business growth. A similar event for African-American owned businesses was organized by the ANA earlier this year, and additional supplier diversity events featuring the Hispanic, women, LGBTQ+ segments are in the works as well. The event was complimentary and open to all.

You can download the list of participating companies here: https://www.ana.net/getfile/33778?utm_source=informz&utm_medium=email&_zs=LTvuV1&_zl=5ggN8

ANA Welcomes Entries for 2022 Multicultural Excellence Awards



Submit your best-in-class examples of multicultural marketing to our select jury of industry leaders to see if you have what it takes to join previous winners including **Pfaff Harley-Davidson, Netflix, McDonald's, TikTok, Jack Daniel's, and P&G.**

You can choose from among 15 categories, including this year's new category: marketing to the 55+ consumer. You can find more information at www.anamulticulturalawards.org

Submit your entry by the final deadline of July 19th! Winners will be announced at the [2022 ANA Multicultural Marketing & Diversity Conference Presented by Yahoo!](#) November 6 – 8 at the Diplomat Beach Resort. [Register now!](#)

Asians in Advertising's Scholarship Program— Free Career Coaching Available

Asians in Advertising asked us to share the news about a great opportunity.

Apply to Asians in Advertising's scholarship program specifically for Asians in the marketing, advertising, and comms industry! Applications are now open for Asians in Advertising's Future Leaders Scholarship program for 12 Asian leaders facilitated by life coach Nicole Cruz. This 3-month career coaching program is tailored specifically to a global community to level up their career and move them into leadership roles through clarity and mindset shifts.

Application Deadline: June 30, 2022

<https://www.asiansinadvertising.com/futureasianleaders>

Member Spotlight

From time to time, we like to spotlight our members. After all, members are the heart and soul of our organization. Their dedication, enthusiasm, and relentless support for the Asian American community and our industry fuels us and keeps us striving to fulfill the 3AF's mission. In this

What is your organization's value proposition?

Admaru is dedicated to helping multicultural marketers buy Asian American media efficiently so they can reach their target audiences at scale. We offer different ways to buy Asian American media: publisher direct, programmatic/PMP, new media (e.g., game and e-sports, k-pop entertainment), etc. We facilitate a smooth buying experience between publishers and agencies by ensuring that publishers are in compliance with industry standards in terms of ad serving and measurement, verification and brand safety.



What is your organization's address/contact information?

Peter Keum
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Fort Lee, NJ 07024
peter@admaru.com / contact@admaru.com

What are some highlights of your organization?

Admaru's media business is well represented across the major Asian American subgroups (Chinese, Korean, Vietnamese, Filipino, Asian Indian) and English-preferred Asian American audiences. Digital video advertising is another key offering, as we enable our publishers to create new video inventory by providing the underlying technology stack. From the publisher's perspective, Admaru is an ad tech partner providing advanced supply-side technologies (e.g., header-bidding, video player).

Why did you join the 3AF?

We wanted to connect with other companies (agencies, brands and publishers) in the Asian-American advertising industry. We want to stay informed of the latest developments by actively participating in 3AF initiatives. We hope to help advance 3AF's mission by contributing learnings from our own experience.

What would you say to those who have not joined 3AF yet?

Check out the accumulated knowledge and history of 3AF and its members. Learn from other member companies and contribute to the success of our community's journey. As soon as we joined 3AF, we were introduced to a number of business development opportunities by Genny and the team.

Announcements

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 ghomfranz@3af.org.

You can find the links to our research page here:
<http://www.3af.org/resources/marketing->

3AF Next Gen Leaders Mentorship Program Continues in 2022

We're excited to announce the call for applicants for the 2022 3AF NextGen Mentorship Program presented in partnership with Asians in Advertising. The program is designed to be targeted and focused on helping rising Asian American Pacific Islander (AAPI) leaders in the marketing, advertising, and creative industry. In the 3AF/AIA Next Gen Leaders program, mentee/mentor pairs meet on their own each month and, also, attend a virtual monthly program with guest speakers on various topics. Sign up today! Last year, 2021, was the first year of the program, and it was a resounding success. The deadline to apply is June 30.



"We're so incredibly excited to join forces with 3AF to create a mentorship program for the AAPI advertising and marketing community," said Bernice Chao, Head of Integrated Creative at Zambezi and co-founder of Asians in Advertising. Dan Matthews, 3AF Board Member and Chair of the 3AF Next Gen Program, said, "It's been exciting to see the

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

interest in mentorship in the community!
Definitely recommend signing up to find life- long contacts and people to help you along the way!"

To sign up, either as a mentor or mentee, visit (link):
<https://forms.gle/DLFDNL1EYxjshQTe9>

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, and we will add you. Let's stay connected!

3AF Feature - Dan Matthews, DANakaDAN

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.

Excited to be featured! I'm an indie rap artist based in Los Angeles, CA! I write about love, life, addiction, and all of the feelings.

2) How did you get started in the industry?

I got really lucky! Was able to meet people who were already in the industry that helped give me advice & provided a platform for me to perform! That, combined with a real love for music & the lifestyle pushed me to get more and more into it!

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

I love performing so much! I typically perform at cultural events, showcases, colleges, and local LA venues! They should check out my performances on Youtube - search DANakaDAN

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 agree! We want to see ourselves reflected in the stories & media we consume. I think I write a lot about topics that other Asian Americans can relate to - which has helped garner an audience!

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

Put your \$\$ where you want to see change! That's how things change! Where people & companies see \$\$ being pushed - typically means they'll want to invest in more like that in the future! Please buy tickets for concerts and download songs!

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.

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/>

STAY CONNECTED

