



ASIAN AMERICAN ADVERTISING FEDERATION

Welcome to our 1st newsletter!

As we embark on the 3AF's upcoming 20th anniversary next year, we thought it was fitting to launch our first e-newsletter. Twenty years is a long time for any organization, but for a non-profit, it's an eternity worth celebrating. Our 3AF quarterly newsletter enables us to keep in touch, share details on upcoming events and programs; highlight our wonderful 3AF members, provide industry insights and cast the spotlight on the special people who help make the Asian American advertising and marketing industry what it is. We invite you to share your thoughts and comments and send story ideas to feature in upcoming issues. Enjoy!

Sincerely,

Genny Hom-Franzen
3AF Executive Director

New Digital Voices and Growing Influence

From digital entertainment channels, to film, TV and music, the Asian American influence has become readily apparent across the U.S. mainstream. Besides their trendsetting usage of online platforms, the most recent Nielsen report also presents a long list of young Asian Americans who have successfully build their own powerful brands as social media influencers and content creators. In one of APartnership's previous blog posts, the agency highlighted a few real-life examples of these YouTube personalities who have used the audience's affinity for digital platforms to gain millions of followers and subscribers from all backgrounds.



We have recently invited Dan Matthews, Director of Productions at ISAtv, to share his experience in creating social media campaigns targeting Asian American millennials. He also gives his advice on how advertisers and marketers should leverage the relationships with these influencers, and to get their brands in front of millions of devoted followers.

[Click for Interview](#)

iTalkBB Partners with Verizon FiOs



iTalkBB Chinese TV



iTalkBB TV announced a new partnership with Verizon FiOs to offer Chinese TV programming to the Asian American community. As part of this strategic partnership to entice the multicultural market and introduce new users to it, iTalkBB TV offers FiOs Internet customers the latest "hit" Chinese movies, TV series, and variety shows, as well as over 60 of the most popular live channels from China, Hong Kong, and Taiwan. iTalkBB Media is very excited to expand TV viewership with Verizon FiOs and provide premium Chinese TV content whenever and

New 3AF Board Member Sandra Winn

Sandra Winn, Development Manager at iTalkBB Media, has been appointed to fulfill the seat vacated by Jennifer Chung Kim. Winn graduated from Brigham Young University with a degree in global economics and a minor in communication and Asian Studies. She is a former combat medic for the U.S. Army and attended Officer Candidate School and Aviation Training to become a UH-60 Aviator. Winn said, "My desire to get back into the Asian Community drove me to seek out a job with a Chinese company, iTalkBB, because I saw it as a unique opportunity to provide cultural awareness to American Advertisers, and the Asian-American community." Welcome to the 3AF Board, Sandra!



Susan delos Santos Honored by San Diego Asian Business Association



3AF media member, Susan delos Santos, Marketing Director and Publisher of The Filipino Press, was honored October 4 by the Asian Business Association (ABA) in San Diego. delos Santos received the community award at the ABA's 28th Annual Awards Gala, recognizing her many contributions to the community. "Susan has a heart of gold and is such a great connector, always advocating for great causes and bringing folks together," said Wendy Urushima-Conn, ABA President and CEO. Congrats Susan!

Upcoming Events

20th Anniversary 3AF Asian Marketing Summit Set
(May 22-23, 2019)



It's hard to believe but the 3AF is turning 20 years old in 2019! Next year, we will celebrate the milestone at the 3AF's Asian Marketing Summit, set for May 22 and 23 at the Intercontinental hotel in downtown Los Angeles. In keeping with past summits, the event will feature sessions focusing on the importance of the Asian American consumer, an opening night reception and an awards dinner, highlighting winners of the 3AF Excellence Awards. The 3AF Program Committee is working hard on the summit agenda, and ideas for speakers or session topics are welcomed. 3AF members at large are also welcome to join the committee to help plan the summit.

3AF Annual Membership Meeting
(January 24, 2019)

Each year, the 3AF invites members in good standing to an annual membership meeting. Per the 3AF bylaws, board elections are also held during the same time. As a membership organization, the 3AF values and appreciates members; input and ideas. The meeting is a great time for current 3AF members to hear about 3AF events and activities for the year, including the 3AF Asian Marketing Summit; meet the 3AF Board, provide input on important 3AF initiatives, and vote for board members who will be leading the organization. In 2019, the meeting will be held on Thursday, Jan. 24, in Los Angeles. Save the date/invitations will be sent via email to members soon, and the agenda will be sent to those who RSVP. Mark your calendars and attend!

3AF Members Invited to Unexpected Connections event
(November 7, 2018)

On Wednesday, November 7, from 9 a.m. - 6 p.m., Imprint Culture Lab and MAEKAN will hold its first joint conference, Unexpected Connections, which will host distinguished leaders from the creative world. Imprint Culture Lab, a sister company to 3AF member interTrend Communications, is a Long Beach based



UNEXPECTED CONNECTIONS

Date:
Wednesday, 11.07.18

Location:
The Beverly O'Neill Theater

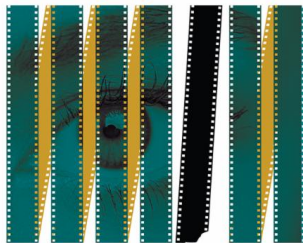
Time:
8AM: Registration Open
9AM - 6PM: *Speaker Talks
6:30PM: Cocktail Hour @LBMA
* Lunch provided by Roy Choi

Unexpected Connections leading to Unstoppable Ideas



Event Info

3AF Members Invited to ABS-CBN's Cinematografo Film Festival (Nov. 8 - 11, 2018 in San Francisco)



What: [CINEMATOGRAFO FILM FESTIVAL 2018](#)

When & Where: November 8 – 11 at the AMC Kabuki 8 in San Francisco

This Year's Theme: Breaking Down Walls

Featuring original movies from Asian and Filipino filmmakers, the festival's theme is "Breaking Down Walls," which refers not only to divisions along global political lines but also aims to empower storytellers in breaking through barriers in film and story whether in terms of subject matter, representation and cultural limitations.

For more information and the list of films, please visit:

<https://cinematografofilmfestival.com/>

Event Info

Member Spotlight

St. Jude Children's Research Hospital

What is your organization's/company/agency's value proposition?

[St. Jude Children's Research Hospital](#) is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to 80 percent since the hospital opened more than 50 years ago. St. Jude is working to drive the



overall survival rate for childhood cancer to 90 percent. And we won't stop until no child dies from cancer. By freely sharing discoveries, every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children. Families never receive a bill from St. Jude for treatment, travel, housing or food – because all a family should worry about is helping their child live.

St. Jude Children's Research Hospital is expanding its reach around the world with St. Jude Global, a bold new initiative that grows and strengthens efforts to improve access to care for children with cancer and other life-threatening diseases in every corner of the world. St. Jude is investing more than \$100 million in St. Jude Global to achieve an ambitious goal of influencing the care of 30 percent of children with cancer worldwide within the next decade. St. Jude's mission of *Finding cures. Saving children.*[®] is universal, and it is important that we acquire and steward a base of diverse, highly engaged supporters that reflects the nation's expanding multiculturalism.

What is your organization's address, name and title of primary contact and email address for the contact person for us to share? What is your website URL?

ALSAC/St. Jude Children's Research Hospital
501 St. Jude Place
Memphis, TN 38105

Primary contact:
Evelyn Homs Medero
Senior Vice President, Multicultural Marketing and Business Development
evelyn.homs@stjude.org

URL:
www.stjude.org

What are some highlights of your organization's/agency's experience in the Asian American segment?

We have collaborated with leading Asian-focused media companies, including Zee Media, on targeted Direct Response TV to promote our Partner in Hope program and iTalkBB on direct media placements of our PSA's and local engagement in our St. Jude Walk/Run to End Childhood Cancer. Additionally, we have leveraged important cultural moments such as testing direct mail throughout the year and during specific celebrations such as Lunar New Year and activating at the IdentityLA festival in celebration of Asian/Pacific Islander Heritage Month.

Internally, we have invested in Asian American brand and philanthropic research, conducted cultural competency training for our staff and established an Asian American business resource group to support diversity and inclusion efforts and business development.

We have intentionally highlighted the diversity among our patients and St. Jude doctors. An increasing number of Asian American patients and families, like [Calvin](#) and [Tammy](#) (pictured) are eager to share their St. Jude stories with the public to help increase awareness of St. Jude's mission.

Why did you join the 3AF?

We saw the value of the unique educational and networking opportunities 3AF provides and have leveraged them to further our business goals.

How long have you been a member?

We officially joined in 2017 but have been attending the annual 3AF Summit since 2013.

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

3AF is a leader in providing insights about the Asian American segment that are critical to any organization that is looking to expand its reach and deepen its engagement with this audience.

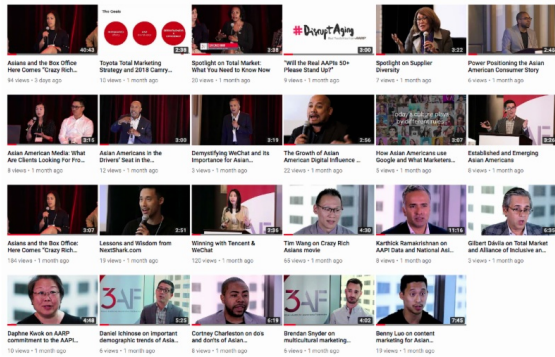
Announcements

New 3AF YouTube Channel and Insights Page

In an effort to grow the 3AF's social media presence, we now have our first 3AF YouTube

Channel! Brief teaser videos from speaker presentations at the 3AF 2018 Asian Marketing Summit make up the bulk of the channel for now, and we plan to upload additional videos, including presentations from future 3AF Summits, with the goal of having a library of materials over time for subscribers to access. Please help us by subscribing by clicking below or using this link:

<https://www.youtube.com/channel/UC8-hdRHQR9fQWdSH9hEfRHg/videos>



Subscribe to 3AF YouTube Channel

For the full videos of the presentations and special footage of one on one interviews with speakers from the 2018 Summit, check out the 3AF Insights page at: <http://www.3af.org/3af-insights/>. Access to the 3AF Insights page is free for current 3AF members. Non-members will be charged \$99 to access the information. Special thanks to 3AF Vice President Iris Yim for spearheading this important 3AF initiative!

3AF Insights
Page

The Value of 3AF Membership

The 3AF is a membership organization and funds generated via events, summit registrations and dues are critical in supporting our efforts to grow, enhance, empower and promote the Asian American advertising and marketing industries. Here's a brief list of member benefits:

General Member benefits:

- Broaden knowledge and share expertise on the Asian American market through conferences, seminars, events, and programs sponsored by 3AF.
- Receive advance notice, early reservation service, and discounted registration fees on industry events and programs.
- Meet and network with Asian American marketing, agency, media and research professionals, and potential clients.
- Participate in 3AF committees that relate to your business area.
- Exclusive, complimentary access to Asian Marketing Summit video recordings
- Opportunities of being featured in monthly newsletters for company profile and events

Corporate members:

Depending upon the level, corporate members may also receive the following:

- Membership for one to three years
- Complimentary "all-access" passes for each year of membership to the annual 3AF Asian Marketing (This includes all events held during the Summit, which may include the 3AF Boot Camp, the 3AF Summit, and any networking or special events that may be held during the Summit that year)
- Access to 3AF case studies
- Printed copy of the 3AF's inaugural media consumption study "Reaching the Fastest Growing Consumer in a Digital World."
- Logo on the 3AF website during the one to three years of membership
- Verbal recognition at all 3AF events during the year
- Mention as a corporate sponsor in 3AF news releases for one year
- Complimentary access to marketing research reports/research data on the 3AF website for one year

Other:

- Additionally, the 3AF seeks to enhance visibility and relevance of the Asian American market to marketers through the following:
- Increased participation in industry conversations such as ANA and AIMM to make sure Asian American marketing industry is properly represented
- Media roundtable discussions to address concerns of ethnic media serving the Asian American community
- Bi-annual Asian American media consumption study to provide the most up-to-date information on Asian American media consumption behaviors for strategic planning
- YouTube channel to broaden reach and increase awareness of the 3AF and provide videos on timely topics and important Asian American marketing issues

Enhancement to 3AF Website

The 3AF is the thought leader when it comes to Asian American consumers and the Asian American marketing and advertising industry. We've recently enhanced our website to spotlight the qualifications and expertise of our members. Current 3AF members can now upload a one-pager on their company's/agency's capabilities for website visitors to peruse. We feel it's important to highlight our members who are experts in our industry, and we invite all 3AF members to take advantage of this opportunity. 3AF members will need to create a password and have the ability to change the uploaded document as many times as they wish. Members can contact Genny Hom-Franzen, Executive Director, if they have trouble logging in.



3AF Commissions Second Asian Media Consumption Research Study

The 3AF is proud to announce our second media consumption study focusing on the highly coveted Asian American consumer. In late 2016, the 3AF released its inaugural Asian media consumption study which provided a comprehensive media consumption profile for all major segments of the Asian American population and included in language components. As a follow up to the 2016 study, the 3AF is launching a second study, which seeks to expand upon the first study and provide a more in-depth look on Asian American's use of digital media in addition to traditional media. Data collection will begin in January, and highlights of the study will be featured at the 3AF 2019 Asian Marketing Summit in May. Iris Yim, 3AF Vice President and 3AF Marketing Research Committee Chair, said, "Asian American is a very diverse group of consumers with different cultural backgrounds, speaking different languages. Understanding the nuances in media consumption behaviors among different cultural groups is key to creating effective communication plans. This study aims to provide industry partners actionable segment insights in addition to overall findings. The new study also seeks to shed light on impact of technology and cross border content consumption in the age of globalization." Stay tuned for more updates on the 3AF study.

Free Copies of Multicultural Digital Report 2018 Available Now

The 3AF is an industry supporter of the Multicultural Digital Report, authored by Dr. Jake Beniflah, Executive Director, Center for Multicultural Science. The report provides brands, agencies and research companies never-seen before primary data in three areas: (1) The 2017-2018 digital media spend by U.S. Hispanic, African American, Asian, and Non-Hispanic Whites; (2) Key digital behavior and attitudes by ethnicity/race, nativity (Hispanic only), and age (18-34, 35-49); and (3) Key findings of several empirical studies that drive in-cultural marketing effectiveness for U.S. Multicultural consumers. In short, this fact pack will help companies navigate a 21st-century, digitally-centric media landscape with actionable insights and strategies for the New Mainstream. Beniflah said, "Digital measurement of multicultural consumers needs immediate improvement, given that the U.S. population growth is being driven by Asian, Latino, and African-American consumers. The Multicultural Digital Report 2018 — the first of its kind — provides new data on digital and social media usage by these consumers, which are not reported anywhere else. The goal of the report is to shed light on the importance of this consumer groups and digital — and to help clients grow their business in the 21st century."



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Asian American Advertising Federation | www.3af.org

STAY CONNECTED

