



Shaping Our Future

3AF Members Can Help Shape our Future

As Asian American and Pacific Islander Heritage Month 2019 comes to a close, we at 3AF are reminded of the many accomplishments, milestones, and triumphs of our Asian American community over this past year. At our 2019 Marketing Summit, we learned about growing Asian representation in media, Asian Americans as powerful digital consumers, and segment population growth.

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United States®
Census
2020

In 2020, we have another opportunity to help our Asian American community find success. The 2020 Census is approaching starting in mid-March, and it is crucial that our community fill out census forms completely and accurately. The data collected in a census impacts federal, state, and local funding for programs and infrastructure schools, healthcare, road construction, and social services. The data also determines congressional representation. An undercount of the Asian American population means we will not receive our fair share of the examples cited above.

The 2020 Census will count everyone living in the U.S.—no matter age, residency or citizenship status, or language preference—by asking households questions including race, sex, age, and income. Census forms can be submitted online, by phone, or by mail, and individual responses are confidential.

While an accurate census count is critical to our future, Asian Americans are widely unfamiliar with the idea of a census. The recent Census Barriers, Attitudes and Motivators report by the Census Bureau showed that Asians are the least familiar with the census among all ethnic and racial groups in the country. In fact, 38 percent said they were either “not too familiar” or “not familiar at all” with the census, the most of any group surveyed. That is why the U.S. Census Bureau is currently conducting a large-scale advertising and public relations campaign to educate Asian communities about the Census and emphasize its importance to them and their communities—as shared during the 3AF Marketing Summit.

The 3AF is an official partner organization of the 2020 Census and we are committed to doing our part to help get an accurate count of our community. As front-line consumer-facing storytellers, brand reps, and media members that make up this collective, it is in our best interest that Asian American communities across the country their fair share of support and resources from the federal government, based on census data.

For more information on the 2020 Census, visit www.2020census.gov.

3AF Advocacy Video Debuts at 2019 Summit



Debuted at the 2019 3AF Summit, the 3AF advocacy video is intended to serve as a tool for all marketers, agencies, and media to share across the industry to increase awareness of the Asian American advertising market. We encourage everyone to share this video as much as possible to introduce and remind marketers of the unique opportunity our market provides.

Link: <https://youtu.be/9qEyafUJPDl>

Download: <https://spaces.hightail.com/space/WvOeT1HfON>

3AF Hosts Webinar on Asian Cultural Values with ThinkNow



The 3AF hosted a successful webinar with ThinkNow recently. Speakers included Roy Eduardo Kokoyachuk, Co-Founder and Principal of Think Now, and Iris Yim, 3AF Vice President and Chair, 3AF Research Committee and President of Sparkle Insights. More than 115 registrants participated.

The webinar covered the findings of ThinkNow's research study, conducted in September 2018 via ThinkNow's online omnibus. The respondents included Asian American, African American, non-Hispanic Whites and Hispanic consumers from across the country. In addition to demographic information, the study tested seven key values including religion, education, financial success, family, respect for the elderly, confirming to societal expectations, and traditional gender roles.

Kokoyachuk said, "I'm thrilled to have been able to co-present our Asian Cultural Values research with Iris Yim and 3AF. Iris' insights helped explain intriguing differences among country-of-origin groups. I look forward to collaborating with 3AF in the future."

The 3AF hosts several webinars each year. Be sure to keep an eye for our emails announcing the webinar's subject, date and time and make sure the email address we have for you is current.

Board Member Doris Huang Gave Keynote Lunch Address At Multicultural TV Summit in New York City

Board Member Doris Huang, Media Director of 3AF member agency Admerasia, was the featured keynote lunch speaker at the 2019 Multicultural TV Summit in New York in late April. The event, organized by the editors of Broadcasting and Cable magazine and



Multichannel News, focused on revenue growth opportunities for businesses involved in creating content for specific audience segments defined by age, ethnicity or race, gender, nationality or sexual preference. At the event, 3AF was recognized for its 20th anniversary.

In her remarks, Huang shared information about 3AF's mission, the 3AF Asian Marketing Summit, and useful statistics about the power of the Asian American consumer that resonated with the audience.

Joe Schramm, Managing Partner and President, Schramm Marketing Group, who organized the event, said "We were pleased to have recognized the 3AF on its 20th anniversary at the 2019 Multicultural TV Summit. The impact this organization is having on the media industry was made clear by 3AF board member, Doris Huang. When she delivered her luncheon comments, Doris shared data and revealed information with our attendees about Asian American consumers that significantly raised their awareness and increased their interest in the market." Great job, Doris!

Crossings TV Presented Asian Media Marketplace Information to Future Business Professionals at UC Davis

Crossings TV's management team visited UC Davis' Graduate School of Management and gave its MBA candidates a presentation on the Asian Media Marketplace, aiming to inspire the future business professionals to learn about the Asian media market and possibly pursue careers in this growing media segment.



This presentation, led by 3AF Board Member and Crossings TV President and COO Daniel Sakaya, started with a discussion of the current business model of media market, introduced the unique opportunities and challenges within the Asian media market, shed light on the success traits for young professionals to thrive in the industry, and then reviewed the job opportunities both in the U.S. and overseas. Each Crossings TV management executive also shared their personal stories working in this industry.

"Asian Americans are the fastest growing ethnic group in the US, and will hold more than \$1.3 trillion in buying power by 2020. Yet, we constantly see businesses missing out on this powerful market segment for a lack of understanding of what it is, or how to reach this audience," said Sakaya. "Thus, we want to start our education earlier in the pipeline -- right here in business schools. When these students are ready to work, we hope they can seize the opportunities in the Asian American market, advocate for it, and help the Asian media marketplace to grow."

Ayushman Mathur, current UC Davis GSM student and Marketing Club President commented, "Hosting CrossingsTV was a fantastic choice for GSM, firstly because Daniel gave us a comprehensive overview and intricate understanding of the media industry, and secondly the unique positioning and target segments of CrossingsTV was very intriguing. He laid down the path for people aspiring to get into the media industry and offered nuanced experiences and opportunities to pursue. It was a pleasure to host him and my colleagues loved the dialogue with him and the team. We look forward to having them at the GSM again for our next incoming batch!"

Click here <https://forms.gle/o89ZG8Uq6SoJptGfA> to download a copy of Crossings TV's Asian Media Marketplace Introduction slides. To request a presentation from Crossings TV management team at your organization/school, please email marketing@crossingstv.com.

3AF 2019 Summit

3AF Honors the Past; Celebrates the Present and Looks Towards the Future at the 3AF 2019 Asian Marketing Summit



3AF Hosts First-Ever Media Fair at 2019 Summit

The 3AF showcased the power of Asian media at our first-ever media fair during the 3AF 2019 Asian Marketing Summit. The fair was held immediately prior to the opening night reception on May 22.

During the event, various Asian media set up exhibit tables and provided information to summit attendees on how they are a conduit to the community and how marketers should utilize media to reach Asian consumers. The media fair included print, radio, television and digital media

The 3AF celebrated its 20th anniversary at this year's annual summit. This year, we had a jam-packed agenda, with more than 35 subject matter experts and moderators who shared their insights and perspectives on the importance of the Asian consumer.

We had three general sessions. Kicking off the conference and setting the stage was a panel of 3AF founders who talked candidly about the past, the present and their visions for the future of our industry. Iris Yim,

3AF Vice President and Marketing Research Chair, gave an overview of the 3AF's 2019 media consumption study results. The summit concluded with an informative and inspiring session on how participating in the 2020 U.S. Census can shape our community's future.

In addition to the general sessions, attendees had the difficult task of choosing between several breakout sessions throughout the day. They included: the power of Asian media; how the changing American landscape has demanded better Asian representation; changing media consumption habits of Asian customers and the global media landscape, how Asian American programming led the digital over the air broadcasting revolution; taking Asian American marketing to the next level; how to resonate with the next generation of cultural influencers; brand implications for Asian Americans and Asia; how to effectively reach young Asian American millennials and Gen Zs; and around the world in location based entertainment/virtual reality.

Following the day long summit, we moved into the 3AF Excellence Awards, honoring the best and brightest in our industry. Our post-event survey showed that attendees were happy with not only the summit agenda and content, but the venue, the location and the professional growth and networking opportunities. If you missed this year's summit, take a look at our photo recap [here](#).

Link to 2019 Summit pics: <http://www.3af.org/events/event-photos/3af-2019-asian-marketing-summit/>



Congratulations to the 3AF 2019 Excellence Awards Winners

Kudos to all the winners in the 3AF 2019 Excellence Awards competition. The awards honor the best and brightest in our industry. Winners include agencies, marketers, media and other partners who are recognized at the 3AF Excellence Awards Dinner held during the annual conference.

3AF Creative Campaign of the Year – Gold: **Admerasia and State Farm**, “Smart Living”

3AF Creative Campaign of the Year – Silver: **Admerasia and Twin Marquis**, “The Yum Chat Series”

3AF Creative Campaign of the Year – Bronze: **interTrend Communications and Toyota**, “Greater Than”

3AF Media Partner of the Year – **The Korea Times**

3AF Digital Campaign of the Year – **Muse Communications and Acura**, “The Diamond Effect”

3AF Marketer of the Year – **MoneyGram**

3AF New Marketer of the Year – **U.S. Bank**

Jay Kim, President of the 3AF, commented, “This year is the 3AF's 20th anniversary, and our theme was “Honor our Past; Celebrate the Present and Embrace Our Future. Although we have made some great strides in 20 years, we have more to do in order to grow our industry and continue to promote the importance of the Asian American consumer. We are glad

to passing out traditional media kit information, several media organizations were very creative with their tables. Most exhibitors had raffles and/or giveaways, and attendees could also take home souvenir digital photos in front of various famous sites in India; or even get a henna tattoo!

“The media fair idea surfaced during our last media roundtable when we gathered various media executives together to talk about how we can better connect Asian media with marketers,” said Genny Hom-Franzen, executive director. “With attendees already in town for the summit, we thought it was an ideal time to host the fair. We received a lot of good feedback on our first media fair, and we plan to include the fair next year and make it bigger and better.”

3AF 2019 Summit Thank You!

Putting on an endeavor as big as the annual 3AF Asian Marketing Summit would not be possible without the help of our sponsors and charitable partners. The 3AF Board of Directors extends a heartfelt thanks to the following:

Lunch Sponsor- **Nielsen**

Break Sponsor- **AARP**

Bronze Sponsor—**The Korea Times**

Exhibitors: **AdTheorent; Datawrkz, Inc., Zee Network; iTalkBB Media; St. Jude Children's Research Hospital**

3AF Excellence Awards Dinner Charitable Partner: **St. Jude Children's Research Hospital**

Beverage Sponsors: **Ketel One and Johnnie Walker**

that so many marketers, agencies, media and other vendors and partners joined us in recognizing the best and brightest work in our industry. We celebrate with all our partners and look forward to continued success in the future.”

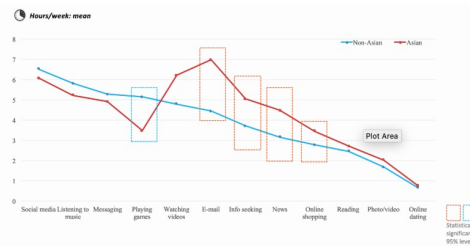
3AF 2nd Media Consumption Study Highlights

In order to provide industry stakeholders up-to-date data and insights on Asian American consumers’ media consumption behaviors, 3AF launches its 2nd media consumption study – The Changing Media Landscape and Role of Asian Media. The study includes 1,394 interviews and readable samples of Asian Indian, Chinese, Filipino, Korean and Vietnamese consumers. Topics covered include general media consumption, social media, audio and video streaming and Asian media. Here are some highlights from the study.

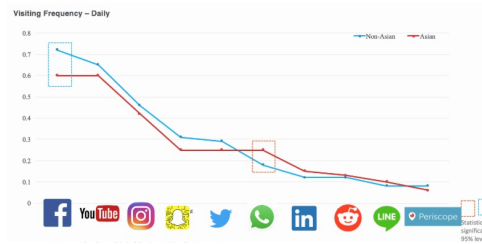
Overall, TV (both in traditional and online formats) and social media are prominent within all media types, with weekly time spent on them having reaching 8-9 hours. Compared to non-Asians, Asians spend significantly more time on media, driven by more time spent on listening to traditional radio, and reading press (both in traditional and online formats).



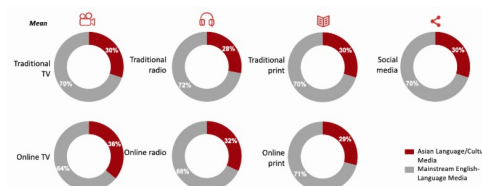
Smartphone commands more than 50% of digital device screen time, but computer continues to retain its importance. Asian consumers use computers a lot for e-mails, news and information seeking/research. Compared to non-Asians, they spend more time on most daily activities by using tablets and computers.



Asian home grown apps play an important role for certain Asian segments. WeChat is #2 app used most often after YouTube for Chinese (58% and 67% respectively) and similarly for Koreans, Kakao Talk is the #2 most used often app after YouTube (49% and 51% respectively). Chinese and Korean consumers also use these apps mostly in native language, particularly for Koreans. Three out of four Koreans use Kakao Talk in Korean.

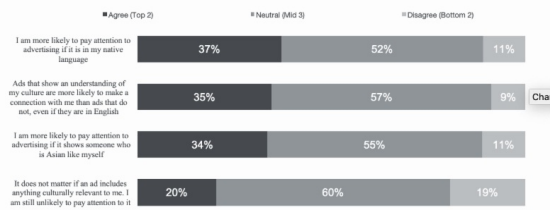


Asian Americans use in-language media to various degrees. Koreans and Vietnamese in general use in-language media more than other Asian segments, using most media types in native language more than 40% of the time. Chinese and Asian Indians use media in native language or a dialect other than English about 1/3 of the time whereas Filipinos use in-language media only 1/4 of the time.



Regarding advertising approach, about one third would like to see Asian cast, in-language or in-culture

approach whereas approximately half of Asians hold the neutral attitude.



To order the study, please contact Genny Hom-Franzen at ghomfransen@3af.org. The 3AF member rate is \$1,200; the non-member rate is \$2500, and data tabs are \$500.

For more information about the study and to download the executive summary, please visit <http://www.3af.org/3af-research/2019/index.html>

Special thanks to our study sponsors:

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[TAN TV](#)

Announcements

Indrajit Majumdar of Zee TV Joins 3AF Board



Indrajit Majumdar, Executive Vice President of Zee TV, was recently elected to a two-year term on the 3AF Board of Directors. This is his first time serving as a board member.

Majumdar, who has been attending and/or sponsoring the 3AF Summit for several years, welcomed the chance to get more actively involved during the 2019 elections held in February. He said, "I wanted to run for the board to bolster our segment's voice and be a representative of our South Asian media and marketing fraternity in the Asian American Marketing forum and make them aware of the numerous opportunities that exist and how best to engage this community."

As head of sales for Zee TV's stations and digital portals in the United States, Canada, the Caribbean and Latin America, Majumdar is responsible for driving the revenues for all of the company's media products. As for his new 3AF hat, Majumdar has some lofty goals. First, he wants to help encourage more South Asian media companies and marketers into the 3AF family. Next, he wants to make sure these companies realize the benefit from the pioneering work that 3af does to draw the attention of the top American companies and marketers to the Asian community. Lastly, he also wants to help guide marketers on the ways and means to engage with South Asian consumers. In his spare time, when he's not working on his 3AF or Zee TV duties, Majumdar enjoys playing soccer and tennis or swimming with his kids. "I love being involved in different community initiatives," he said. Welcome to the 3AF Board, Indy!

17th Annual Hispanic Television Summit



Join us for the 17th Annual Hispanic Television Summit, Wednesday, October 30, 2019 at the Westin Times Square in New York City, part of NYC Television Week. The Hispanic Television Summit maintains the record for longest running, and most popular, annual event for those in the business of television and video for U.S. Hispanic and Latin American audiences. This will be the seventeenth consecutive year the Summit has been presented by *Broadcasting & Cable*

and *Multichannel News*, two leading business publications serving the television and video industry. Likewise, the summit has consistently been produced for all 17 years by Schramm Marketing Group, on behalf of these publications.

The Summit traditionally attracts hundreds of leading executives engaged in areas of television and online video distribution, programming, production, advertising, marketing, research & analytics, technology and

financial investment.

The Summit remains popular because the business of TV and video for Hispanics and Latin American audiences keeps growing in revenues and importance. The increasing Hispanic audience size and its buying power has grown exponentially, making this the fastest growing and most profitable audience for today's television production, program distribution, promotions and advertising industries.

According to Joe Schramm, the summit's producer, "This summit is a one-of-a-kind gathering of those in the business of reaching Hispanic viewers and consumers. Past sponsors, speakers and attendees can count on us to once again deliver a valuable and informative event." Schramm continued, "We already have sponsors committed to this year's event, and we are now accepting submissions for speakers and panelists."

Follow the latest consumer trends, uncover new revenue opportunities, and gain business insights that you will only find at the Hispanic Television Summit.

For information on the 17th Annual Hispanic Television Summit, please visit www.nyctvweek.com and/or contact Navi Ramnarain at 212-983-0219/ navi@schrammnyc.com.

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.

Latest jobs are posted here: <http://www.3af.org/jobs/job-postings/>

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