



Gaining Momentum

Culturally Relevant Advertising = Increase Consumer Purchases

It's kind of a no-brainer, but now we have the data to back it up: When someone feels as though a commercial or ad they've seen accurately reflects their culture, they're more likely to buy products from the featured brand.

A new study by the Alliance for Inclusive and Multicultural Marketing (AIMM), an arm of the Association of National Advertisers (ANA), in partnership with NBCUniversal and other member companies recently surveyed 10,000 individuals from various racial backgrounds, as well as members of the LGBTQ+ and disabled communities. The 3AF recently joined AIMM, to advocate for the Asian American advertising and marketing industry and for Asian American consumers.

Turns out, consumers who perceive ads as “culturally relevant” are 2.6 times more likely to find the brand relevant to them and are 2.7 times more likely to purchase a brand for the first time. Additionally, they are 50% more likely to repurchase a brand they have bought in the past.

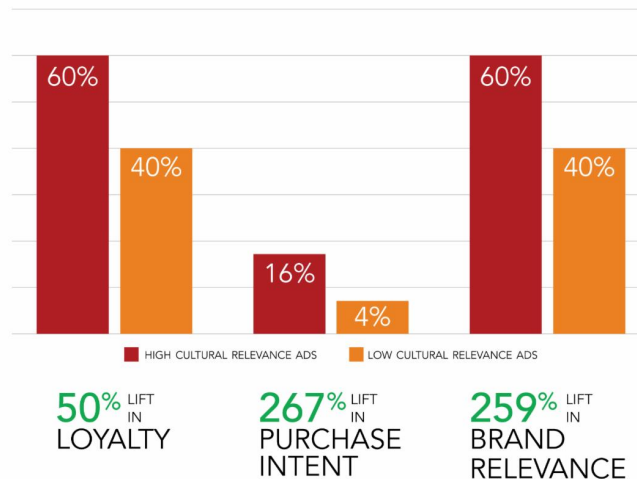
According to the ANA, the study was conducted using 175 ads submitted from 76 member companies. Each of the 10,000 respondents was asked a series of questions about NBCU programming and shown 3 ads. CIIM™ then evaluates advertising creative in various categories and identifies the impact and effectiveness of cultural insights in both ads and programming against brand relevance, ad relevance, purchase intent and loyalty.

The initial outcome of the Cultural Insights Impact Measure (CIIM™) algorithm answers the question: ‘does cultural relevance matter?’ The answer is a big YES.

The ANA said that insights from CIIM will fuel the launch of #SeeAll, a movement to expand representation within advertising and illuminate growth opportunities for brands within multicultural segments.

The 3AF will share more info on #SeeAll in the next newsletter or via social media. Stay tuned!

CULTURAL INSIGHTS IMPACT MEASURE (CIIM™) ALL CONSUMERS



CREATED BY AIMM IN PARTNERSHIP WITH NBCUNIVERSAL AND OTHER AIMM MEMBER COMPANIES



As we all know, the 2020 U.S. Census is just around the corner. This once-in-a-decade count of every person who lives in the United States provides demographic data critical for businesses. 3AF corporate and brand members rely on decennial census data to make decisions such as investing funds in multicultural marketing efforts, and 3AF market researcher members use census data in their conclusions and findings. As such, it is imperative that 3AF members motivate their stakeholders—from employees to clients to customers to partners—to complete the 2020 Census questionnaire.

Specific to Asian American communities, the U.S. Census Bureau is in the midst of an integrated communications campaign that includes dedicated Asian American outreach, as well as specific outreach to other multicultural communities.

The English 2020 Census platform, “Shape your future. START HERE.” was adapted into the 12 non-English languages of the campaign and [shared](#) with the American public in August. 3AF member TDW+Co, the Asian American audience expert on the 2020 Census team, took the lead in developing, testing, and confirming the tagline into Chinese (Simplified and Traditional), Japanese, Korean, Tagalog, and Vietnamese.

By developing advertising in these languages along with a paid media campaign, media relations, and partnerships with Asian American organizations, the U.S. Census Bureau is hoping to maximize reach to Asians in the U.S.

However, 3AF members can do their part to support the 2020 Census. One way is to become a 2020 Census [partner](#), as 3AF is. In your role as an advertiser, media outlet, or marketer, you serve as a trusted voice to the convey to the community the important of the 2020 Census.

If you are a media outlet, influence in the Asian American community is critical. The census website contains [press kits](#) in the six Asian languages, with new information and resources added on a regular basis. We ask that you start and continue to cover the census between now and July 31 to help our communities receive our fair share of funding and resources.

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

Engaging India Diaspora on Indian Regional Websites this Festive Season

The Indian diaspora is one of the largest in the world, with four million Indians in the U.S. alone. For brands in North America, the upcoming Indian festive season (Sept 29 to Oct 27 - covering Dussehra, Diwali, and regional festivals celebrated by linguistic sub-groups in India) provides opportunities to market their offerings to Indian-Americans.

Datawrkz studied the online behavior of Indian-Americans on Indian National and Regional publishers across India, specifically their Page View (PVs) and Click Through Rate (CTRs) trends through a 26-day comparative study done before (Sep 19 to Oct 14 2018) and after the festival period (Oct 15 to Nov 10, 2018). Datawrkz considered publishers covering:

1. National Indian news in English and Hindi as national publishers
2. Regional Indian news in English and regional languages (Telugu, Tamil, Bengali, Malayalam) in their respective regions as regional publishers

Results

- Average PVs increased by 15% across publishers during the festival season vis-à-vis non-festival period due to awareness, knowledge, and experience of Indian publishers in producing festival-centric content.

The increase in PVs for Regional publishers during the festival period was 24% higher than for National publishers, indicating the engagement Regional publishers have on content consumed by Indian-Americans.

The increased PV numbers during the festive season not only resulted in a jump in ad impressions but also the CTRs, meaning the audience was engaging better with advertisements during the festive season.

- Average CTRs increased by 53% across publishers during the festival season vis-à-vis the non-festival period.
- Average CTR increase for Regional publishers was 26% higher than that for National publishers during the festive season.

Recommendations

INDIAN PUBLISHERS DURING FESTIVAL SEASON (2018)



Datawrkz studied the CTR and PV trends on leading National and Regional publishers across languages - English, Hindi, Tamil, Telugu, Malayalam, and Bengali

OVER
26%

increase in Click Through Rates (CTRs) for Regional publishers when compared to National publishers

OVER
24%

increase in Page Views (PVs) for Regional publishers when compared to National publishers

OVER
72%

increase in CTRs for Bengali publishers during festival season of 2018, which was the highest CTR among all publishers analyzed



- 1 Tailored Messages**
Create tailored messages that are consistent with the festival theme, culturally sensitive, and regionally relevant
- 2 Regional language publishers**
Leverage a healthy mix of Regional publishers in addition to large English and Hindi publishers for greater reach
- 3 Marketing Budget**
Allocate marketing budget against Indian festivals based on Indian-American language groups

Datawrkz also suggests creating tailored messages that are culturally relevant to sub-groups within the Indian-American community rather than a one-size-fits-all messaging for all Indian-Americans. With a healthy mix of Regional language publishers in addition to large English and Hindi publishers, advertisers can get higher reach and greater engagement.

Marketers should allocate additional budget to increase emotional connect by creating content consistent with a Regional or National focus depending on the Festival.

For more details, reach out to multicultural@datawrkz.com.

For the full article, visit <https://datawrkz.com/blog/2019/09/18/bet-on-indian-regional-publishers-to-reach-indian-americans-this-festive-season/>

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 issue, we focus on our two newest members: VBS Television and Datawrkz.

VBS Television

(Joseph Nguyen, President)

What is your organization's value proposition?

We really stand out among all Vietnamese TV stations in the United States because we have the largest coverage and the best content. As a result, we are the most watched among all Vietnamese TV stations in America.



What is your organization's address/contact information?

VBS TELEVISION NETWORK

16331 Gothard Street, Suite B
Huntington Beach, CA 92647

Tel. 714-843-1888

Fax: 714-843-9888

Email: info@vbstelevision.com

Website: www.vbstelevision.com

What are some highlights of your organization?

Established in May 2008, we are one of the oldest and the largest Vietnamese Television Network in America.

We currently broadcast on 11 television systems:

KJLA 57.6 free-to-air, broadcasts to the Vietnamese living in southern California.

Satellite Galaxy 19: broadcasts to the Vietnamese living in 50 US States and Canada.

The other 9 systems: Apple TV, Android TV, Roku, Amazon Fire TV, Apple Store, Google Play, YouTube, Facebook, www.vbstelevision.com.

We also have many unique shows such as "Diamond Auction on TV", "Editorial of Professor Dung Dai Hai" which attracts millions of people worldwide.

How long have you been a member?

I had joined 3AF in the past. However, due to some model of media that I wanted to pursue, I left 3AF for a while. I now rejoined 3AF because I see the Asian population continues to explode in the USA. If we are united, together we will have great influence to the greater American Society both culturally and financially.

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

For those who have not joined 3AF, I would encourage you to do so because together, we will be able to control our destiny and bring great influence to the USA society.

Datawrkz

(Senthil Govindan, President)

What is your organization's value proposition?

Datawrkz is a 6-year old advertising technology firm with offices across the US, Singapore, and India. Our experience helping General Market US agencies with cutting-edge Online Advertising techniques, especially in the Programmatic space, has built expertise in planning and campaign execution. Datawrkz's deep relationships with South Asian and South-East Asian publishers combined with proprietary ad units and the First-Party Data Management Platform (DMP) gives us extensive reach among the Asian American audience. We are now bringing together these two sides of our business to focus on the Multicultural advertising space across North America.



What is your organization's address/contact information?

Datawrkz Inc

12636 Research Blvd, Suite C-206
Austin TX 78759

Senthil Govindan, President
Email Address: senthil@datawrkz.com
Website URL: <https://datawrkz.com/advertiser-solutions/>

What are some highlights of your organization?

1. Direct publisher relationships across South Asia and South East Asia, leading to "always-on" inventory that can be tapped at any time
2. Proprietary ad units for banner and video that lead to high viewability (> 80%) and high CTR (> 0.3%)
 - a. More than 35 Mn impressions from 5 Mn unique North American visitors every month on South Asian and South-East Asian publisher websites
 - b. Access to first look inventory that is exclusive to Datawrkz.
 - c. Can be only accessed through Datawrkz
3. Proprietary Demand Side Platform (DSP) that provides full transparency to websites, a real-time reporting module, and proprietary Datawrkz Asian American audience pools in addition to a powerful targeting engine. This represents a unified place to buy both programmatic and Datawrkz proprietary impressions.

Why did you join the 3AF?

Having taken the call to enter the multicultural space in North America, we looked at different ways in which we could start contributing to the Asian American marketing community and chose to sponsor the 3AF Summit in Los Angeles. While there, we saw the kind of extensive platform that the 3AF has built for different parts of the Asian American advertising ecosystem to interact and grow. With Datawrkz's extensive reach among South Asian and South-East Asian Americans, it was a no-brainer for us to join 3AF to both contribute to and learn from the vibrant Asian American advertising community.

How long have you been a member?

Since July 2019

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

We're torn between spreading the word about how helpful the 3AF is and wanting to keep this secret to ourselves :). In the interest of helping those who haven't joined 3AF yet, we would just say that 3AF represents a single degree of separation from the Who's Who of the Asian American Advertising ecosystem. It is also a great source of additional learning for brands, publishers, and agencies interested in tapping the Asian American demographic.

Announcements



Save the Date!

3AF 2020 Asian Marketing Summit

June 10-11, 2020

Los Angeles, California

Speaker Interviews from 3AF 2020 Summit Posted on 3AF YouTube Page

Several interviews with speakers from the 3AF 2020 Asian Marketing Summit are now on our 3AF YouTube page. As subject matter experts in the Asian marketing and advertising industry, our summit speakers shared wonderful insights during their actual conference sessions. To expand upon their expertise, we asked a handful of them to do one-on-one interviews to get additional perspectives and comments. Featured interviews include Ravi Kapur, Diya TV; Indrajit Majumdar, Zee Network; Julia Huang, Intertrend; Bobby Sahni, Ethnicity Matters; and Robert Lundberg, China Lion Film Distribution.

Be sure to check out the speaker interview videos on our 3AF YouTube page at:

<https://www.youtube.com/3afasianamericanadvertisingfederation> and subscribe if you haven't already.

3AF Advocacy Video

If you're looking for a great video on why to reach out to the Asian American segment, be sure to visit the 3AF's YouTube channel. "The Business Case for the Asian American Opportunity," is a quick (one minute and 30 second) overview of why marketers should be investing in our segment. Whether you want to see quick data facts on the power of the Asian American consumer or want to include a video on Asian Americans in a new business pitch, the video is a resource you should consider. As the fastest growing ethnic group in the US, Asian-Americans are not only over-indexing on factors such as income, purchasing power, education, affluence, and online shopping, but are also shaping mainstream culture in America today. Special thanks to the 3AF Marketing Committee for developing and researching the information for the script and to Daniel Sakaya, 3AF Marketing Committee Chair, and Moua Xiong, Producer, at Crossings TV, a 3AF member, for putting together the video.

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

To request the download link, contact ghomfranzen@3af.org with your name, company, and contact info.

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 ghomfranzen@3af.org.

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

Asian American Advertising Federation | www.3af.org

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