



Join us on May 10!

**3AF 2022 Semi-Annual Asian Marketing Summit  
"The Future of Advertising to Asian Americans"  
May 10-12, 2022 (Virtual)**



**Early Bird Rate Extended!**

Join marketers, agency executives, media, researchers and other industry partners and vendors at the 3AF's 2022 Asian Marketing Summit. The 3AF summit is the country's largest national conference focusing solely on the critical Asian American consumer segment. The Asian American and Pacific Islander (AAPI) community in the U.S. will control \$1.6 trillion of spending power by 2024, up from \$1 trillion in 2019, according to Nielsen. Asian American buying power has grown at nearly triple the rate of the total U.S. during the past decade, skyrocketing 314% from 2000 to 2019 while the total U.S. buying power has grown at 119% during the same period. Our summit this year includes three days of learnings. Day 1 features our Asian 101 Boot Camp, for those new to Asian advertising/marketing or those who need a refresher course. Day 2 will provide a deep dive into Asian advertising and marketing related topics. Day 3 will focus on diversity, equity and inclusion and the power of employee resource groups. If your interest is customer and revenue growth, the 3AF Asian Marketing Summit is the event for you. Don't miss it!

Register Now: <https://attendify.co/3af-2022-semi-annual-asian-marketing-summit---the-future-of-advertising-to-asian-americans-Luag8KR>

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**IW Group Named Ad Age's 2022 Multicultural Agency of the Year**



Ad Age has named IW Group as its 2022 Multicultural Agency of the Year. One of the marketing industry's highest honors, it is part of the trade organization's prestigious A-List & Creativity Awards, which recognizes the best forward-thinking leaders, top agencies and creative innovators of today.

From tapping into the power of Kpop to embracing the possibilities of the metaverse, 2021 was a year of extraordinary firsts for the LA-based consumer and entertainment shop. As the pandemic continued to limit in-person activities and on-set production, the firm explored new creative approaches that not only yielded award-winning campaigns for clients McDonald's and Jack Daniel's but also an unprecedented expansion into new consumer segments -- including LGBTQ+, Hispanic and

Indigenous -- for the traditionally AAPI-focused agency.

"It's an absolute honor to be recognized by one of the industry's foremost authorities in creative excellence," said Bill Imada, IW Group's Founder and Chief Connectivity Officer. "These past few years haven't been easy but they've also brought forth extraordinary opportunities from both new and existing clients. Their faith in our agency and our team's passion for innovation is what enables us to produce significant work, which leads to significant awards."

Bolstered by diverse young talent and guided by veteran leadership, IW Group scored new clients in 2021 across a broad range of industries including consumer, entertainment and healthcare. Upskilling agency personnel has also been a key priority, with internal training courses on emerging tech and digital trends (e.g., metaverse, NFTs and VR) offered regularly to staff. With an eye towards the future, the firm also recently opened an office in the metaverse, which will be utilized for virtual events, client presentations and staff meetings.

For the year ahead, IW Group will pursue agency growth; with plans to expand its award-winning entertainment practice, scale up its content department and formalize its burgeoning metaverse marketing capabilities. Additionally, the firm is exploring new client opportunities with overseas brands seeking to enter the US market.

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### 3AF Session at XPeCtives Health Summit in April

Iris Yim, Vice President of 3AF and Jeannie Yuen, President of APartnership, are going to co-present at the Xpectives.Health Summit on April 20 in Boston. Titled Multicultural Health National: Marketing to A Diverse America, the conference features presentations from key thought-leaders in the multicultural health marketing sphere and focuses on best practices for reaching the key multicultural populations in America. The conference draws all stakeholders in healthcare including pharmaceutical marketers, representatives from health plans, healthcare providers, policy makers, researchers and NGOs. Titled "Meaningful connections with Asian Americans in healthcare marketing - insights, strategy and tactic," Iris and Jeannie's presentation will focus on important insights about the segment such as population characteristics and cultural values as they relate to healthcare marketing, highlights from the 2019 3AF media consumption study, and case studies of both public sector and private sector healthcare campaigns. This is the one and only session focusing on the Asian segment at the conference. We hope that this session will highlight the importance of the Asian segment and stimulate conversations and actions from all healthcare stakeholders to address healthcare disparity among Asians.

"We are thrilled to have a presentation from 3AF on our agenda. With the diverse health needs of the Asian community, and its vastly increasing share as a demographic of the population, its very important to use healthcare marketers learn to communicate effectively with this audience and we are happy to have 3AF working to teach marketers more about this important market segment. We are happy to offer 3AF members and affiliates 10% off passes to this event because we'd love to have them to network with healthcare marketers as well".

Use the code 3AF and this link:

<https://hu345.infusionsoft.app/app/storeFront/showSubCategoryPage?subcategoryId=97>

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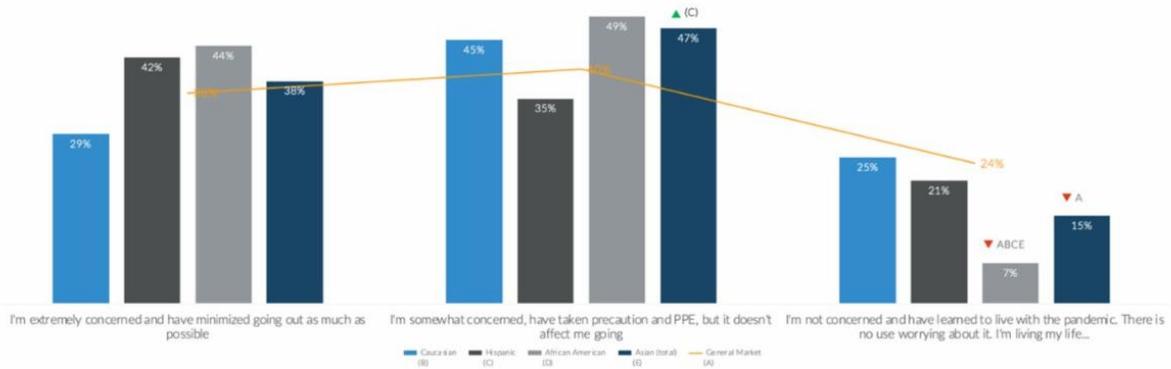
### Optimistic and Resilient, Multicultural Consumers Power the Pandemic Economy and Beyond

Sparkle Insights and The Filipino Channel unveil a new study "**Optimistic and Resilient, Multicultural Consumers Power the Pandemic Economy and Beyond**" on consumer behaviors during the pandemic, outlook for 2022 and media consumption. More than 1500 online interviews were conducted in January 2022 on Caucasians, Hispanics, African Americans and Asian consumers. The study sheds lights on behavior changes in grocery shopping, online shopping, activities during the pandemic, consumers' mindset, attitudes towards diversity and inclusion and broader environmental, social causes, outlook for 2022, video streaming, and attitudes towards ethnic media. Key highlights from the study include:

#### **Consumers are cautiously embracing the new normal**

When data was collected in January, consumers were split on their attitudes towards Omicron between extremely concerned and somewhat concerned while taking precaution and PPE. A quarter of consumers shrug it off and are ready to embrace the new normal. Being disproportionately impacted by the pandemic, multicultural consumers tend to be more cautious than the general population.

Attitudes towards Omicron

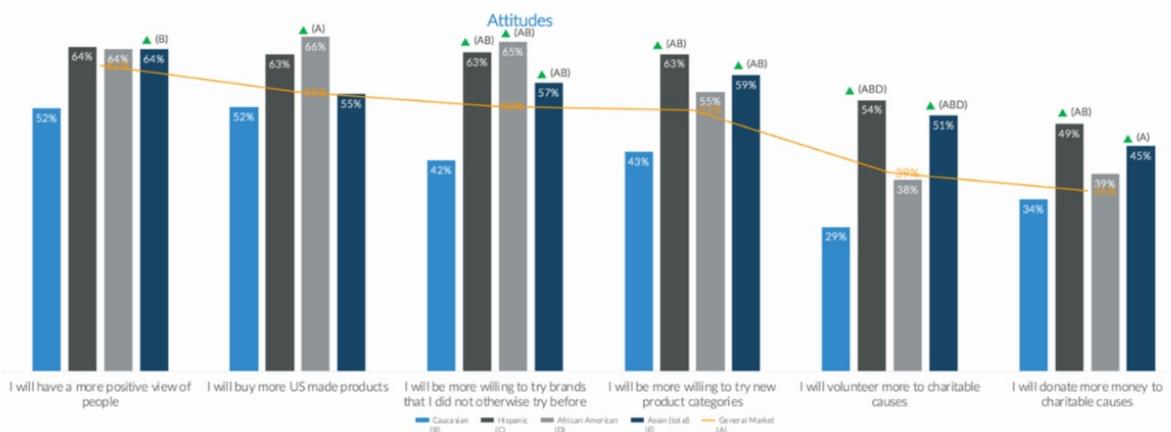


Q24. How concerned are you about the Omicron variant and other potential new variants? (Base: Total 1519, General Market 748, Caucasian 100, Hispanic 102, African American 101, Asian 468)  
 ▲▼ Statistically significant at 95% level

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**Consumers remain optimistic amid Omicron and inflation**

When the survey data was collected in January, Omicron was widespread, inflation was the highest in more than a decade, and the stock market was in correction territory, yet more than half of consumers interviewed agreed that they would have a more positive view of people. More than one-third also plan to volunteer more and donate more to charitable causes. Multicultural consumers also demonstrated stronger interest in trying brands and new product categories.

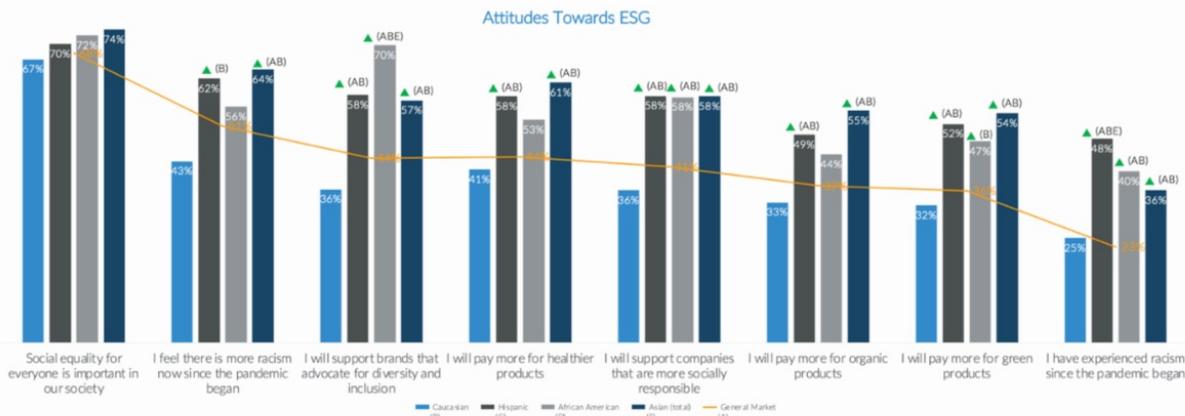


Q10. On a scale of 1 to 5, where 1 represents completely disagree and 5 represents completely agree, how much do you agree or disagree with the following statements in the next 12 months? (Base: Total 1519, General Market 748, Caucasian 100, Hispanic 102, African American 101, Asian 468)  
 ▲▼ Statistically significant at 95% level

© Sparkle Insights, Inc. 2021

**Multicultural consumers support DEI and solving broader environmental, social and governance issues**

In addition to DEI, multicultural consumers also show stronger interest in solving broader environmental, social and governance (ESG) issues than the general population. Approximately half or more will support companies that are more socially responsible and pay more for healthier, organic or green products.



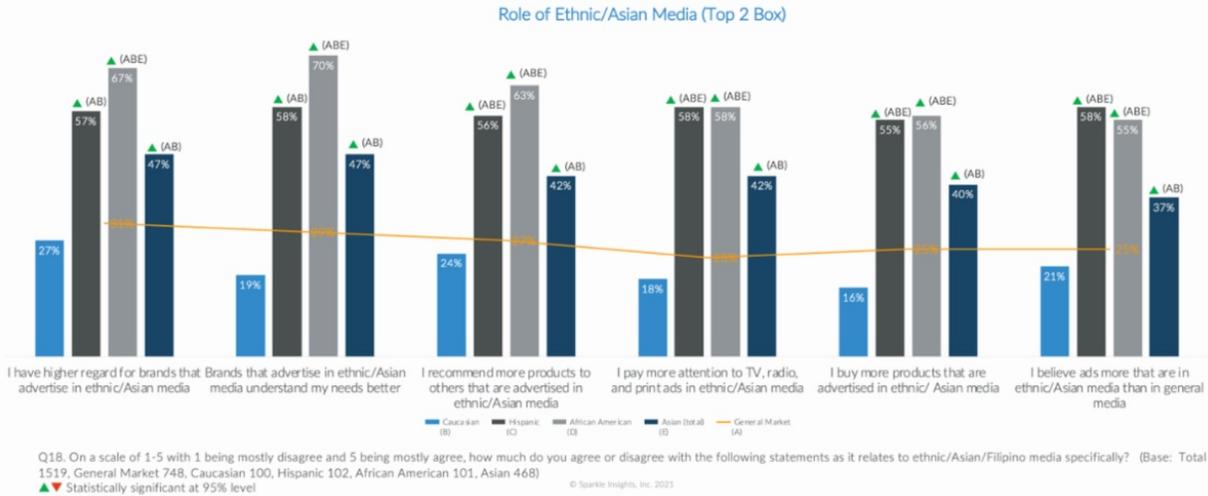
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 ▲▼ Statistically significant at 95% level

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**Brands and products in ethnic media are viewed in a more favorable light**

Multicultural consumers across the board have a more favorable impression of ads and their products in

ethnic/Asian media. African Americans and Hispanics vocal about ethnic media understanding their needs better and supporting brands and products being advertised in ethnic media.



For more information about study, please click [here](#).

## Ethnicity Matters Is Unlocking North America's Fastest Growing Segment

The Asian American market, valued at over \$1.2 Trillion, has never been more important. Described by Nielsen as the fastest growing consumer segment in the U.S., Asian Americans are the next big growth opportunity for brands looking to diversify their consumer base.



Seizing the sizable opportunity is multicultural agency Ethnicity Matters (EM), which last year benefited from a stakeholder investment by NFA/Mischief (Ad Age's 2022 Agency Of The Year), expanding its networks into New York and Chicago.

In addition, three new Managing Directors have joined co-founders Bobby Sahni and Howard Lichtman in helping clients tap into diverse markets across North America. These include newly promoted Abhijeet Ray, formerly VP Media & PR at the agency. A multicultural marketing mainstay for over two decades, Ray has previously served as Chief Strategy Officer, Lowe Worldwide, and Strategy Director at Ogilvy—both in South East Asia. He has also held senior media roles at McCann, Bates, Leo Burnett and J. Walter Thompson across various Asian countries, with clients including Unilever, Johnson & Johnson, Procter & Gamble, Four Seasons and HSBC. Joining Ray will be freshly appointed Managing Director Terence Tse. Tse brings over 25 years of branding and design experience, having worked on notables like Corby, Scotts, Kraft Foods, Mars Inc., Johnson & Johnson, Bio-K+, Aurora Cannabis, ConAgra Foods, Remitly, and Fruit of the Loom. Completing the trio of Managing Directors is Wendy Castillo McFarlane. With a background in law, and over 15 years of advertising experience, McFarlane's former clients include Heinz, Old Navy, S.C. Johnson, Shell, Sobeys, BMO, Rona, Rexall, and Jean Coutu.

Notable amongst the agency's pan-asian capabilities is their robust South Asian marketing division, dedicated to harnessing the rising purchase power of Indian Americans, and other consumers of South Asian descent. Last fall, the agency kicked off the holiday season with a nuanced Diwali campaign for Ford, telling an emotional story of families reuniting post-pandemic.

To learn more about Ethnicity Matters' work, or to leverage their expertise, please contact:  
Howard Lichtman  
[howard@ethnicitymatters.com](mailto:howard@ethnicitymatters.com)

## ThinkCultural LLC - Asian American Audiences

For decades, brands have fought hard to find ways to reach multicultural audiences. It is essential to think about the various ethnic cultures and adjust your message accordingly. Targeting certain communities with specific messaging can increase your profit margins



without increasing your market budget.

As a brand, if you are not advertising to multicultural audiences, you are losing a crucial market segment. Ignoring the need to market to diverse customers signifies a loss of opportunities to grow your customer base. Adopting a multicultural marketing strategy helps brands to remain relevant in a competitive marketplace.

Asian Americans are a distinct group who are descendants of immigrants from certain parts of Asia or like immigrants. Six ethnic groups, including Chinese, Indian, Vietnamese, Filipino, Japanese, and Korean, shape the demographic characteristics of Asian Americans.

- According to the 2020 United State Census report, nearly 19.9 million people were identified as Asian in 2020.
- From 2000-19, the Asian American population increased by more than 81%, while the total population of the US increased by 16%.
- Chinese, Filipino Americans, and Indians make up the major share of the Asian American population with 5 million, 4.3 million, and 4 million people individually.
- Most of the Asian American population focuses on a few areas of the country, with mainly three states accounting for about 44% of the population. These are California- 29%; Texas- 7%; New York- 8%, and Others- 56%
- Asian Americans continue to make a profit as tech-enabled influencers with infinite potential. As a result, Asian-American customer purchasing power has increased exponentially to around \$986 billion, up by 257% since 2000, against 97% of the total U.S. population.

Whether your motto is to grow your audience for your next online campaign, or you want to sell products and services to Asian Americans and Asian Canadians, we are here to help you. As a multicultural marketing company, ThinkCultural enables digital media planners to reach Asian audiences across US and Canada. We are certified WBE, MBE, and WOSB. We help you win Asian audiences, the fastest-growing consumer group in North America.

ThinkCultural LLC - [www.thinkcultural.com](http://www.thinkcultural.com)

## 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 ThinkCultural LLC.*



# ThinkCultural

ACCEPT, APPRECIATE & CELEBRATE DIVERSITY

### ***What is your organization's value proposition?***

**ThinkCultural LLC**, is an **Asian American** focused digital advertising company headquartered in California. ThinkCultural enables brands and agencies to reach **Asian audiences** across US and Canada. **We are a certified WBE, MBE, and WOSB company.** ThinkCultural is wholly owned and operated by Priya Sharma, an Indian-origin media veteran with over 17 years of experience in Digital Advertising. Over these two decades, Priya has had the distinct honor of working in leadership roles across multiple global corporations in the US and India while handling yearly budgets in the range of \$500K to \$1M per client.

While working in the digital media sector for more than a decade, Priya realized a huge gap in understanding the multicultural advertising space. Brands and advertising agencies are always focused on general market audiences (Caucasians) while drafting a media plan, but as per the trend in population growth across USA & Canada, immigrants and multicultural ethnicities have seen massive growth. Priya plans to bridge this gap by helping brands and agencies reach this audience pool through an online multicultural audience platform and making it easy for clients to run multicultural campaigns at ThinkCultural.

### ***What is your organization's address/contact information?***

Priya Sharma, Founder & CEO  
[priya@thinkcultural.com](mailto:priya@thinkcultural.com)  
972-804-0066  
7187 Calistoga Ln. Dublin, CA 94568  
[www.thinkcultural.com](http://www.thinkcultural.com)

## **What are some highlights of your organization?**

Briefly, we help you with the below offerings:

- Media planning for multicultural campaigns
- Execution of digital multicultural campaigns across top Asian publishers
- Measuring the effectiveness of the campaigns through various data points

Whether your motto is to grow your audience for your next online campaign, or you want to sell products and services to Asian Americans and Asian Canadians, we are here to help you.

## **Why did you join the 3AF?**

I am an Asian Indian origin US Citizen. Being in the minority group, I have an in-depth understanding of the Asian markets & audiences, their buying pattern, culture and their response to various products & services. I aim to grow and support the Asian communities across the US and strive to bring in more people in the Asian community who actually understand the multicultural market.

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

Time is crucial now, more than before to work in coherence and leverage the synergies of the Asian ethnic segments to it's best.

# 3AF Feature - Aoni Saima

## **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!*

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## **Brief overview paragraph-- who you are and what do you do/how did you got started?**

Wide range of production roles, including development, finance, and risk management.

- Started career with Film Finances, a leading film completion-bond company, worked with both boutique and established independent production houses.
- Worked extensively on Chinese productions and co-productions, established close professional relationships with all major media companies in Asia.

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

- Asian Americans are a major financial force today, with a spending power that exceeds \$1 trillion annually. Yet, a study conducted by USC's Annenberg School for Communication and Journalism, found that Asians and Pacific Islanders accounted for less than 6% of speaking roles and 4% of leads and co-leads in Hollywood.
- Out of 1300 top grossing films released between 2007 and 2019, only 3.5% were directed by API directors, of which, female directors accounted for less than half a percent.
- Asian Americans represent a wide range of ethnicities, each with their own culture, traditions, and values. Movies like Minari and Crazy Rich Asians have shown that there is an immense demand for authentic stories that capture these unique perspectives.

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

- 3AF members and our community can choose to support the stories that reflect their values and experiences, by exercising their purchasing power accordingly.
- Supporting AAPI led shows and movies, as well as the people who make them, will go a long way in ensuring that these stories continue to be told authentically, well into the future.
- Explore more opportunities to support brands driven by the AAPI community

To get in touch with Aoni, visit [www.amalgamtales.com](http://www.amalgamtales.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 [ghomfranzen@3af.org](mailto:ghomfranzen@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](http://www.3af.org)

STAY CONNECTED

