



Collaborating and Partnering

3AF MENTEES CHOSEN FOR AD AGE'S PILOT MENTORSHIP PROGRAM: GENERATION NEXT



Several mentees in the 3AF's Next Gen Leaders program were selected for a new mentorship program organized by Ad Age's The List in collaboration with Facebook. The initiative, called Generation Next, was established to nurture, develop, and promote a diverse group of rising stars in advertising, media and/or marketing and help them get to the next level and beyond.

As leaders in the Asian American advertising industry, the 3AF was asked to nominate mentee candidates of Asian and Pacific Islander American descent with three to five years' experience. (It is believed that young professionals are most likely to leave their job when they hit the three- to- five- year mark.)

The List's selection committee chose the final participants. The program kicked off in May. Generation Next mentees have access to educational content, VIP networking opportunities, live events and webinars, and other unique offerings, all aimed at providing the support, insights and opportunities that these young professionals need to take that critical next step in their careers.

John Dioso, Editor, Ad Age Studio 30, said, "I have been extremely impressed by the intelligence and savvy of the 3AF mentees for The List's Generation Next mentorship program. They had the business acumen and skill set of professionals with far more experience... Thank you to the 3AF for being a terrific partner for such an important mission, particularly during such a crucial time for the AAPI community."

3AF mentee Sung-Un Choe from Crossings TV said, "I was incredibly excited to learn that I'd be a part of AdAge's first ever Generation Next internship, and I'm thankful to 3AF for providing this opportunity. It's been a blast meeting diverse people, fellow mentees and my mentor. As an Asian American in marketing, the opportunity to work with diverse marketers in elevating D&I in our industry is such a valuable experience."

3AF's 2021 Generation Next mentees are: Natalie Gatbonton, Senior Analyst, Marketing at AmEx; Sung-Un Choe, Marketing Coordinator, Crossings TV; Kim Punzalan; Digital Manager; LinkedIn; Melanie Salamat, Video Content Producer/Balanced Health; and Eunice Pak, Data Strategist/Wieden+Kennedy NY.

The 3AF looks forward to collaborating again with The List to nominate hopefully even more Asian mentee candidates for the 2022 program.

3AF COLLABORATES WITH THE AD COUNCIL ON VACCINE EDUCATION CAMPAIGN

The 3AF, The Ad Council, and COVID Collaborative have teamed up on an innovative new campaign providing Asian Americans with the information and resources they need to make informed decisions about getting vaccinated. The program launched this month, exclusively on Asian media.

In the program, several 3AF media members created and produced culturally relevant, in-language

campaign assets aiming to boost COVID-19 vaccine confidence among Asian Americans. Those participating included Crossings TV, The Filipino Channel, The Filipino Press, iTalkBB, On Demand Korea, Sky Link TV, KTSF-TV and Zee TV.

Lisa Sherman, President and CEO of the Ad Council said “3AF has been a longtime and valued partner of the Ad Council, and we’re proud to collaborate with them on this important effort. As Delta and other variants emerge, there’s a pressing need to ensure culturally relevant, in-language creative is reaching the right audiences with messaging that will resonate. Together, with many of the leading Asian media companies who created these PSAs, we will help bring critical COVID-19 vaccine information to Asian American communities nationwide.”

The campaign includes both :30 and :60 second spots produced in English, Korean, Filipino/Tagalog, Hindi, Hmong, Vietnamese, Cantonese, and Mandarin. All PSAs direct audiences to free information and resources for the latest information on the COVID-19 vaccines, including details on vaccine eligibility, efficacy, safety and how/where to get vaccinated.

To view all the wonderful creative produced by 3AF’s members, click [here](#).

3AF REJOINS ALLIANCE FOR INCLUSIVE MULTICULTURAL MARKETING (AIMM)



The 3AF Board of Directors recently voted to rejoin the Association of National Advertisers’ Alliance for Inclusive Multicultural Marketing (AIMM). Established in 2016, AIMM is a coalition of 162 companies and organizations representing the Hispanic, African American, Asian, and LGBTQ+ markets. AIMM members are focused on re-prioritizing multicultural and inclusive marketing to help companies maximize their growth potential. AIMM has been the catalyst for unprecedented industry research examining multicultural marketing opportunities and the obstacles that stand in the way of optimal growth.

“It is our distinct honor to welcome the 3AF with open arms to AIMM,” said Gilbert Davila, AIMM Co-Founder. “The 3AF is the leading voice representing the Asian American segment in the United States. Their numerous agencies and media members serve as subject matter experts and develop unique and culturally relevant creative in the marketplace. As an esteemed AIMM member, the 3AF will help AIMM break barriers to achieve greater equity in the marketplace.”

Indrajit Majumdar, 3AF President, said, “We look forward to actively participating at AIMM to showcase and elevate the power of Asian Americans. 3AF is the primary resource for those interested in the Asian American advertising and marketing industry. Our dedicated members, which include top Asian media organizations and advertising agency experts stand ready to assist any and all corporations in AIMM who want to learn more about and successfully engage with Asian American consumers.”

2021 ANA Multicultural Marketing & Diversity Conference, Presented by SXM Media October 24-26, in San Diego, Calif. or virtually #ANAMulti

The United States is more diverse and multiracial than ever, according to new, recently released 2020 Census data. The non-Hispanic, white share of the U.S. population decreased while the share of those who identified as Hispanic/Latino or as multiracial grew the most.

Don’t miss out on this opportunity for growth and attend the [2021 ANA Multicultural Marketing & Diversity](#)

[Conference](#). Marc Pritchard, chief brand officer at P&G headlines an impressive group of leading marketers from Disney, McDonald’s, Target, Frito Lay, SXM Media, Facebook, Jack Daniels, Crayola, Nike, and GM who will share case studies and best practices to help you better reach this growing market and affect positive change.

[Register today](#) to attend in-person at the Marriott Marquis in San Diego, Calif., where there are plenty of [safety protocols](#) in place for exclusive content and unmatched networking, and the option to attend the ANA Multicultural Excellence Awards Dinner, presented by Amazon Advertising. Or [purchase a corporate](#)



Digital Over the Air TV



Increasingly people are switching to over-the-air (OTA) plus broadband, with vMVPD. This is especially true with Asians as they realize there is more channel choice over an antenna. For example, if you live in the San Francisco DMA, you can receive up to twenty-nine Asian TV

channels with an antenna vs. only one to four on basic cable. What if viewers could get most of these channels on their smartphone, connected TV, or devices? Looking at this from a marketer or broadcaster point of view, wouldn't you like to expand your viewing audiences and participate in cost savings and revenue sharing? Now you can, with my client LocalBTV.

Prime Image Media Group LLC is the exclusive media representative of LocalBTV for the Asian community. We are pioneering the path for digital advertisers to leverage LocalBTV's broadcast channel lineup on all modern devices, specifically towards multicultural and Asian audiences.

LocalBTV receives the primary broadcast from the TV signal and digitizes it for broadcasters for nearly all digital platforms. In the San Francisco DMA, 85% of our subscribers are watching OTA Asian TV channels. LocalBTV provides our crucial partners, such as Sky Link TV, SinoTV, DiyaTV, 24hrKpop, HTTV, KhmerTV, Azteca, VietDay, GetTV, Buzzer TV, and MeTV, expanded TV reach, data, and digital marketplace opportunities. All without increasing our media partners' operational and human capital expenditures.

For advertisers, LocalBTV is connected to digital exchanges such as SpotX, Aniview, theTradeDesk, Google, Amazon, or direct with Version Media DSP, DataWrkz, etc. Stations can now use their primary broadcast for additional digital ad revenue through dynamic digital ad insertions, making it easier connecting marketers to new digital impressions.

Prime Image's clients appreciate that with LocalBTV, they avoid app costs, are associated with a vMVPD full lineup of channels and subscribers, and find a new passive revenue stream. All without changing their broadcast workflow.

If you have any questions or would like to know more, please get in touch with me, Michael Moon at mmoon@primeimageus.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 iQiyi and Pinkvilla

iQiyi

What is your organization's value proposition?

Founded on April 22, 2010, iQiyi (www.iq.com) is the world's leading online streaming service offering Asian Drama, Movies, Variety Shows, Animation, and other high-quality original content. iQiyi currently has more than 107 million paid subscribers worldwide, and has also been listed on the NASDAQ since 2018. iQiyi international APP officially launched in June 2019, it provides subtitles in up to 11 multiple languages. In August 2020, iQiyi opened its North American headquarter providing the beloved Pan-Asian Entertainment to international viewers. Offering both ad-supported free viewing and VIP subscription services.



Furthermore, iQiyi is also one of the largest platforms to create original entertainment content in Asia. Its original content has won many awards both domestically and internationally. From "Story of Yanxi Palace" to "The Bad Kids", iQIYI's Hit Dramas Lead Progression of Chinese Drama Productions.

What is your organization's address/contact information?

Contact: Adam Xia; Advertising Sales Manager
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What are some highlights of your organization?

In 2021 iQiyi brings the next big trends in entertainment to the global stage with great success. The drama series, “*The Bad Kids*”, under the LIGHTS ON franchise won the Best Creative Award at this year’s Busan International Film Festival. The show was named by the Top Hollywood Entertainment Magazine “Variety” as one of The Best International TV Series of 2020. Being the only Chinese Drama series on the list, “*The Bad Kids*” is one of the first local Chinese dramas capable of truly standing up to any foreign series in its storytelling, cinematography, and performances. In addition, the iQiyi original movie “*Baby*” starring Yang Mi was short-listed for the 43rd Toronto International Film Festival (TIFF).

This year, iQiyi plans to produce over 200 productions, which includes movies, TV dramas, and Variety Shows. In 2021, iQiyi International will continue to stream exciting Korean, Thai, and Malay dramas. iQiyi International’s first ever Korean original production, *My Roommate is a Gumho* has been a huge hit since its debut in June.

Why did you join the 3AF?

We joined 3AF to further expand our networks to the broad Asian American Advertising market, and to increase the collaboration among the industry stakeholders. We would like to broaden our knowledge and share expertise on the Asian American market through the various conferences, seminars, events and programs that 3AF will host.

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

3AF is the leading organization supporting the Asian American Advertising community. You get access to key decision makers at agencies, brands, and various industry stakeholders. It also provides networking opportunities for Asian agencies, media and research professionals.

Pinkvilla

What is your organization's value proposition?

Pinkvilla is the largest publisher in the South Asian Entertainment and Lifestyle space. We have an unparalleled reach of over 30 Million monthly Unique Visitors and a 15 Million + Social Media following.

Based in San Francisco, Pinkvilla also has a massive presence with offices and studios in Mumbai & New Delhi, India. With deep inroads into the Indian Film, Fashion & Beauty industry the Pinkvilla brand is not just consumed by masses but also aspirational for the industries at large.

With our content expertise and Celebrity and Influencer access, we take the pole position in being the market leader for offering content to all the top brands catering to the South Asian diaspora.

What is your organization's address/contact information?

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Website address: www.pinkvilla.com

What are some highlights of your organization?

Our high-quality original content offers a wide array of unique value propositions to brands globally. We specialise in marrying brands with highly relevant celebrities and influencers. Multiple success stories with brands like Facebook, Google, Amazon, Netflix, HUL, Target, Disney, Marico speak of our brand value over the last 14 years.

With an upmarket, highly engaged and active South Asian user base on our platforms, we are the go-to platform for innovation, amplification and value creation.

Why did you join the 3AF?

We joined 3AF to be better connected with the happenings in the AAPI community, and actively contribute in crucial discussions around policies and decisions impacting us.

With a significant share of voice in the South Asian community, we believe we can drive meaningful conversations towards bringing about a positive change.

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

3AF has been doing a phenomenal job in bringing a community of like minded people from brands, agencies, publishers and policy makers under one umbrella.

This is sure to add value to you and your organization as it did to us.

Announcements

Update on 3AF's GoFundMe Efforts

Less than one month after the stay-at-home orders changed our lives, the 3AF launched its first GoFundMe campaign in April 2020. It's hard to believe that it's late 2021 already.. We wanted to take a minute to provide an update on our fundraising effort. Thanks to the kindness and generosity of several individuals and companies (<https://www.gofundme.com/f/donate3af>) we raised more than \$11,000 so far!

Monies raised via the 3AF's GoFundMe page will help in three key areas:

- 1) Providing relevant and useful resources, i.e., webinars, conference calls to assist Asian American small businesses. Many don't have access to information or know what federal or local resources may be available to them. Given our access to Asian American ethnic media, we can be a conduit to get these businesses the information they need to help them survive this crisis.
- 2) Keeping us afloat. Due to shelter in place restrictions, health emergency mandates, and to keep our sponsors, attendees and members safe, we have postponed our annual Asian marketing summit, the only national conference focusing solely on the Asian consumer segment. The summit is our primary revenue generator, and given that it's been pushed back, funds are needed to help us pay basic bills and weather this unprecedented crisis.
- 3) Investing in our future Asian advertising leaders. Diverse employees in our industry who understand the value of culture and community is critical. A portion of funds collected will be used to provide scholarships to our upcoming 3AF Asian Marketing Summit for undergraduate college students planning a career in Asian marketing or advertising.

The rate of COVID-19 infections has slowed, thankfully, and our country is starting to slowly open up. We all look forward to the day when we can return to "normal," but we're not there just yet. The 3AF still needs your help in reaching our goal of raising \$40,000. Please consider donating if you can.

A big thank you to our generous donors who have contributed so far! It means so much to us that you value our work, our programs, and initiatives. Thank you for joining us in promoting the power of the Asian American consumer and helping marketers see the benefit in doing so!

If you'd like to see the updated list of contributors or if you can donate, please visit:
<https://www.gofundme.com/f/donate3af>

3AF Feature - Christopher Sean

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!

Tell us about yourself in two to three sentences.

I am a Japanese-American actor.

How did you get started in the industry?

I began with modeling at NEXT then worked my way to get signed at Buchwald Talent Group Commercial Division and, finally, their Theatrical

Division with Pamela Fisher and Fatmata Kamara. Pam and Fatmata brought me with them to Abrams (now A3 Artists Agency), and I've been with them ever since. I also brought on with me my manager, Tim Angle, who is one of the best in the business.

What are some of your current activities?

Currently just focusing on acting and developing new intellectual property.

Where can people watch/see you perform?

People can see my upcoming work on NETFLIX, YOU. CBS NCIS Los Angeles, Gotham Knights as NightWing and Star Wars Visions. My previous works have been on shows like Hawaii 5-0, Days of Our Lives and Star Wars Resistance.

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

Every culture has a story to tell. Asian American's deserve a voice and platform to share their stories. In the United States, where we are all immigrants, unless you're indigenous, it's important to share our stories and with that provide a respect and understanding for our culture and people. I know with more on screen representation, we will find more acceptance and equality across all professions in life and in social circles too. This is as long as we continue to shine AAPI on a positive manner, as leads and not just stereotypes.

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

Watch Asian American Pacific Islander projects or movies. Speak up and show support on social media platforms for the AAPI titles and help the artists. Nowadays, social media has a large impact on whether an actor actually gets a role. Even cancelled shows can get renewed with the power of the audience's voice. Post about projects you'd like to see your favorite AAPI artist on. There are so many ways to help.

How have you protected yourself and your family during the pandemic from Covid and its effects? What advice would you give others?

We've been very safe staying indoors as much as we can, wearing masks during errands and washing hands consistently throughout the day. Most importantly, get vaccinated, to provide the utmost protection.



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.

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

STAY CONNECTED

