



Asian American Advertising News

3AF Session at 2022 Advertising Week in New York



The 3AF organized a great session spotlighting representation at this year's Advertising Week, held in October in New York City. Advertising Week is one of the world's premier events for the marketing, advertising, and technology industries. It is now held in five global regions along with being virtual. This is the second year in a row in which the 3AF participated.

Our session topic was "Diverse Women in Leadership, Why it Matters," and was a candid fireside chat with Sukhi Sahni, SVP Head of Enterprise Communications, Wells Fargo and 3AF Board Member Nita Song, President of IW Group.

As we all know, representation matters more today than ever before. As an immigrant woman of color, Sukhi spoke candidly about her journey and experiences through the years and how it helped her to shape, build, create and tell stories of impact, inclusion, and culture building. And how a brand's intentional communications strategy can positively impact the bottom line.

Genny Hom-Franzen, 3AF Executive Director, said, "Advertising Week New York is one of the most highly regarded events in our industry, and we were honored to be asked to curate a session again this year on the power of the Asian American consumer segment. I personally loved Sukhi's advice at the end of our session-- about being bold; owning who we are and having the confidence to carry our culture on our sleeves."

3AF/Pew Research Center Webinar A Great Success



The 3AF hosted a free webinar with the Pew Research Center recently to highlight a fascinating qualitative research study called "Being Asian in America." The guest speaker was Neil G. Ruiz, Associate Director, Race and Ethnicity Research, Pew Research Center.

The Pew Research Center launched their study in the fall of 2021. It was their largest qualitative focus group, with more than 66 focus groups and more than 264 participants, representing 18 distinct Asian ethnic origin groups. Some of the topics covered included identify, treatment in the United States and what it means "to be home."

If you missed the webinar, you can watch it free on demand via the 3AF's You Tube Channel:

https://www.youtube.com/watch?v=llFsXHs_GMo

**3AF Members Recognized at
ANA's 2022 Multicultural Excellence Awards**

Congratulations to 3AF member agencies IW Group Inc and Ethnicity Matters, who took home top honors during the Association of National Advertisers' 2022 Multicultural Excellence Awards competition. The honors were bestowed at the ANA's national conference held in early November at The Diplomat Hotel in Hollywood, Florida.

The awards raise awareness and exposure of industry leading creative multicultural and inclusive marketing featuring powerful cultural insights that enabled brands to effectively connect with diverse consumers.

IW Group won the grand prize in the Asian category for their campaign "Hall of Zodiacs" for client McDonald's. Ethnicity Matters won the grand prize in the rising multicultural segments category for their campaign "There is No Escape Like Home" for client Ford Canada.

"It's great to see our member agencies being recognized at national events for helping clients connect with Asian consumers. Congratulations to IW Group and Ethnicity Matters for being honored at the ANA this year," said Genny Hom-Franzen, 3AF Executive Director.



3AF Mentees Chosen for Ad Age's Generation Next Program

The 3AF has collaborated again with industry trade publication Ad Age to identify outstanding Asian American mentees for its diversity, equity, and inclusion mentorship program. The List, a select group of marketing, advertising, and media leaders assembled by Ad Age in partnership with Meta, kicked off the 2022 edition of the mentorship program, called Generation Next, recently.

This year, The List accepted applications from diverse professionals with five to ten years of industry experience.

Since its inception in 2019, The List has been working toward addressing underrepresentation and work-life balance in the industry. In 2021, Generation Next launched in partnership with Management Leadership for Tomorrow (MLT) and the 3AF as a pilot program aimed at mentoring diverse professionals to address the retention problem in the industry.

Congratulations to this year's mentees who are concurrently in the 3AF's Next Gen Leaders Program!

- Armando Sanchez-Monsivais - Product Specialist, Twitch
- Juliet Fong - Marketing Analytics Manager, Invest US
- Serena Ji - In search of next role
- Wendy Xie - Producer, Condé Nast

3AF members attend ANA Multicultural Marketing Conference

Several 3AF members gathered at the Association of National Advertisers' annual conference focusing on multicultural marketing in Florida in November.

"Besides the learnings you get from the expert speakers, my favorite thing about attending was being able to see our members and friends in multicultural marketing after not being able to during the pandemic. We appreciate



all the marketers who are working hard to make sure diverse segments, especially Asian consumers, are included. If you need help in the Asian segment, the 3AF is the leading resource. Our member agencies and media partners are ready to help you in your brand's journey," said Genny Hom-Franzen, 3AF Executive Director.



AARP Research Study on Beauty, Age and Media

AARP has released results from its national survey, *Mirror/Mirror: Women's Reflections on Beauty, Age and Media*™, and found that 60% of Asian American and Pacific Islander (AAPI) women age 50+ experience discrimination regularly.

Not surprisingly, the discrimination experienced by AAPI women has a significant impact on their mental health and financial health.

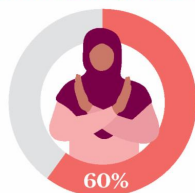
"Being an Asian American and Pacific Islander woman has always been challenging due to the stereotypes we have had to endure. On top of having to overcome these stereotypes, AAPI women have had to contend with many forms of discrimination as well," said Daphne Kwok, AARP Vice President, Asian American & Pacific Islander Audience Strategy, Office of Diversity, Equity & Inclusion and 3AF Board Member. "In the workplace, women, including AAPI women, should not have to combat barriers like age, ethnicity, or any other factor to work, succeed, and excel."

To learn more about AARP's *Mirror/Mirror*™ study, go to <http://www.aarp.org/healthyliving>. For tips, tools, and resources on how to stay mentally and physically fit visit: <https://www.aarp.org/work/>.

AARP Asian American and Pacific Islander Women, Discrimination & Mental Health

The Majority of Asian American and Pacific Islander Women 50+ Experience Discrimination Regularly

60% of Asian American and Pacific Islander women 50-plus feel discriminated against regularly.*



The most common types of discrimination are:



75% of AAPI women 50-plus who experience discrimination regularly try to avoid discriminatory behavior.

Avoidance tactics used most often include:



78% of working AAPI women age 50-plus who experience discrimination regularly have felt pressured to look or act a certain way at work.

*defined as "sometimes," "often," or "almost always"

Discrimination Impacts the Mental Health of Asian American and Pacific Islander Women 50-plus

AAPI women 50-plus who experience discrimination regularly rate their current mental health lower than those who do not (50% vs. 57% say they have low/moderate mental health).

Discrimination based on ethnicity/race/skin tone appeared to have the greatest impact on mental health.

aarp.org/mirrormirror
<https://doi.org/10.26419/res.00539.004>

Source: Mirror/Mirror: AARP Survey of Women's Reflections on Beauty, Age, and Media™ (2021)
Contact: Stephanie Chikdi (schikdi@aarp.org) | Media Inquiries: media@aarp.org
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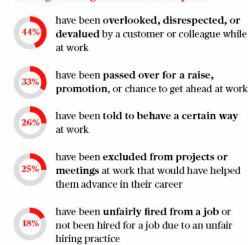
AARP Asian American & Pacific Islander Women, Discrimination & Financial Health

Discrimination and Financial Health Among Working Asian American and Pacific Islander Women

56% of working Asian American and Pacific Islander women age 18-plus reported experiencing discrimination at work that impacted their earnings potential.

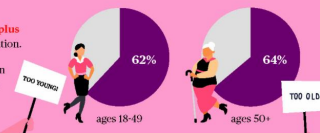


Among working AAPI women 18-plus:



63% of working AAPI women age 18-plus have reported experiencing age discrimination.

AAPI women experience age discrimination earlier in their careers at roughly the same rates as later in their careers.



aarp.org/mirrormirror
<https://doi.org/10.26419/res.00539.017>
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Source: Mirror/Mirror: AARP Survey of Women's Reflections on Beauty, Age, and Media™ (2022)
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General Motors Multicultural Marketing Team Sponsors Asian Event in Detroit

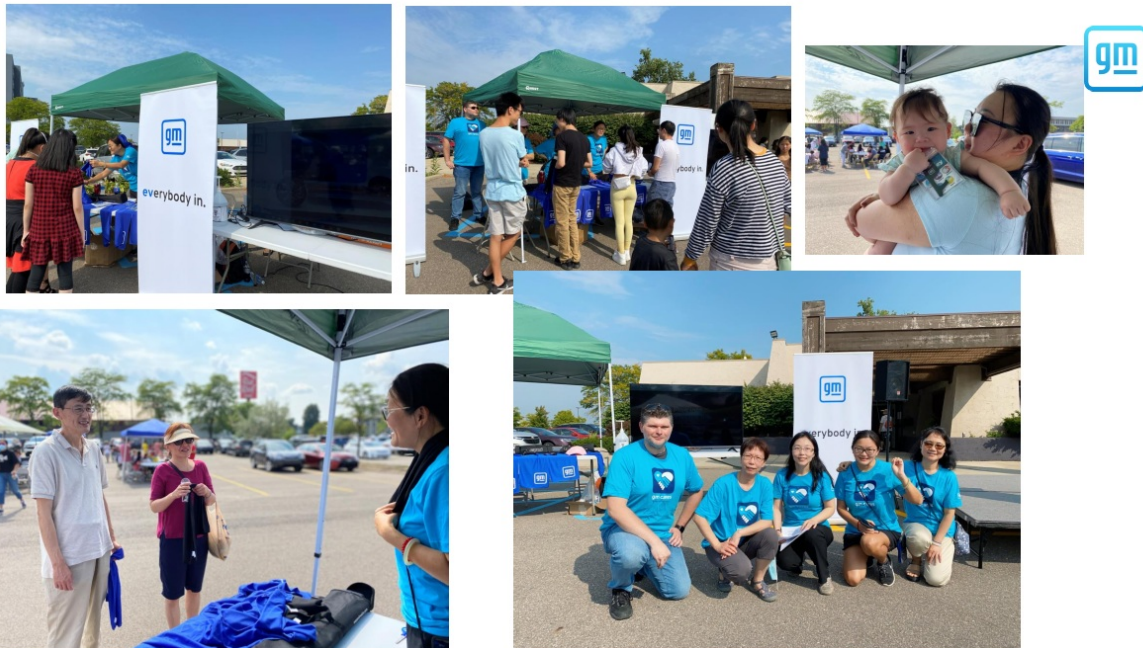
At the suggestion of its active Asian employee resource group, Asian Connections, General Motors was a

proud sponsor of the Association of Chinese Americans' (ACA) Healthy Gardening Fair, held on September 17 in Detroit, Michigan.

The ACA Detroit chapter is one of the Organization of Chinese American's 50 chapters throughout the United States. ACA serves some 2,000 people per day and plays a leading role in enriching the lives of Asian Pacific Americans in the Metro-Detroit region, specifically Wayne, Oakland, and Macomb counties.

The Healthy Gardening Fair focused on healthy gardening, healthy food, and a healthy lifestyle. General Motors' Asian Connections members set up a booth, handed out premium GM items, and engaged with fair attendees, answering questions about GM's brands, electric vehicles, charging stations, batteries and more. A highlight at the booth were four virtual sessions arranged through evlive.gm.com, covering EV ownership 101 and the Hummer EV; EV Basics and Beyond & Ultium Propulsion; Home Charging Installation and BrightDrop; and Merge from ICE to EV and the Bolt EUV.

Charles Chapman, Multicultural Marketing Manager at General Motors, said, "Our thanks to our Asian Connections colleagues for being such great community ambassadors and for bringing this fantastic sponsorship opportunity to our attention. We are proud to sponsor ACA's healthy fair, as well as a few of ACA's smaller events, as ACA provides so many valuable services to youth, seniors and low-income individuals and families in our area. Our multicultural marketing team at General Motors is very proud to play a role in enhancing the communities where our colleagues live and work, and we thank our Asian Connections team for their leadership on this event."



Ethnicity Matters wins Double Gold at the Marketing Awards for Ford and Reitmans

Ford

With progressive technology and driver-assist features, The Ford Escape is the ideal SUV for urban families. Ethnicity Matters had the opportunity to help Ford communicate these features in a relevant manner to South Asian audiences during Diwali season.

Diwali also marks the beginning of the holiday season, when family gatherings are a ubiquitous reality. "Nothing makes a vehicle more personal than when it brings us to the people and places we love" became our insight to target all South Asian audiences.

The story was about a young mother visiting her aging father, out of town for their first Diwali together since the start of the pandemic - accompanied by her husband and daughter.

The 3-minute film delivered an emotional narrative, relatable to all South Asians. At the same time, it also seamlessly wove in more than 10 vehicle feature



demos, making the ad as much a product walkthrough as a compelling human story.

[Full Version English](#)

Reitmans

For decades, Reitmans has championed clothing for all women, regardless of size, age, sexual orientation, or origin. In 2021, this commitment was expressed through their campaign “Diversity Is The Fabric Of Canada”.

Reitmans wanted to engage ambassadors that embodied the diversity of Canada to design a pattern reflective of their personal heritage. The patterns were reproduced on T-shirts, scarves, and tote bags, proceeds from which benefited the ambassador’s charity of choice, amounting to a donation of \$10,000 per ambassador.

In recruiting the perfect ambassadors for the campaign, Ethnicity Matters wanted to find women that resonated with the larger Canadian audience, while embodying a strong cultural pride within their respective communities. This led us to Punjabi-Canadian stylist and influencer Sandy Gill, and Chan Hon Goh, the first

Chinese-born principal dancer in the history of the National Ballet of Canada.

Ethnicity Matters supported the mainstream agency in crafting a diversity-focused message, which paid homage to the national anthem, with a creative and contemporary twist. We facilitated in-language interview segments with both Sandy and Chan, speaking to the significance of the campaign, and the inspirations behind their designed patterns. These segments were dispersed through in-language media, garnering some of the highest view-through rates of the campaign on digital displays.

Aligning with the timing of the campaign, we “teased” the launch during Vaisakhi 2021. Social posts, wishing Reitmans’ social media followers a “Happy Vaisakhi”, introduced Sandy Gill as one of the campaign’s ambassadors. WeChat posts outlining the campaign, and Chan’s own designs, helped extend the campaign to Chinese audiences.

An additional contest targeted at newcomers to Canada, gifting 10 lucky winners a \$1,000 wardrobe courtesy of Reitmans on Canada Day, was introduced to help extend the spirit of the campaign to new Canadian women.

[A1 Instagram](#)

3AF member Susan delos Santos Speaks at Festival of Journalism Event

3AF member Susan delos Santos, Publisher of The Filipino Press, was a featured panelist at The Festival of Journalism. The October event, geared towards college students, focused on the vibrant and diverse coverage of community journalism and was held at San Diego State University’s Tula Community Center. The new event was hosted by The San Diego Union-Tribune, SDSU School of Journalism and Media Studies, KPBS and Voice of San Diego.



delos Santos spoke on “The Importance of Community Journalism” panel, along with Cora Oriel at the Asian Journal Publication, Cheryl Morrow at Monitor News, Lilia O’Hara at the Union Tribune En Español and Fanny Miller at El Latino San Diego Newspaper about their experiences serving diverse communities with journalism.

Student Elaine Alfaro enjoyed the event. She said it was the first time she was able to speak to Filipinas and other women of color who were making it in the journalism field. Alfaro said, “I can only describe the event as the halo halo of journalism — a “mix mix” of ideas, people, and writing...Learning about the crucial community outreach that local newspapers offer has changed me as a journalist. While I’m encouraged by the growing diversity found in films and books, I’m even more excited and empowered by the journalism that is making a difference in areas like San Ysidro and National City.

delos Santos was glad to be able to share her expertise. She said, “It was a humbling experience to be a part of the Festival of Journalism and help tackle the subject of importance of community journalism with

my colleagues in the ethnic publications industry. It was heartwarming to get feedback on the impact we deliver to the niche community we serve, especially to the Filipino- American and immigrant community/ies who need the news, information and resources we provide in the newspaper so they can make informed decisions to better their lives."

ODK Media, Inc. Is Giving OnDemandKorea Its Biggest UI/UX Overhaul In 11 Years

3AF member ODK Media, Inc. recently debuted a major UX (user experience) and UI (user interface) overhaul for OnDemandKorea, on the company's 11th anniversary. The redesign reinforces ODK Media, Inc's brand identity and delivers a consistent user experience across all devices: web, mobile app and CTV. The significant front-end changes are supported by the company's proprietary back-end platform, ODX, which enables features including enhanced content discovery, FAST(24/7 live and curated channels), a streamlined VOD experience, and personalization.



Last October, ODK Media, Inc. released a massive roll-out of six CTV apps, including Roku, Samsung, LG, Fire TV, Apple TV, and Android TV, allowing users to access content on more devices in its updated format.

"Changing the face familiar to our users for 11 years was not an easy decision," said Peter Park, Chief Product Officer of ODK Media, Inc. "However, we are assured of what users value the most in consuming content, generating insight from the user's behavioral data and customer communications. We focused on simplicity to improve the user experience on the front-end while creating the technology infrastructure to support all the features that drive up user engagement. Our back-end platform, ODX, allows us to revolutionize our services with scale and flexibility, adapting to the needs of both our users and our brand partners."

ODK Media, Inc. owns and/or operates 1) international OTT streaming platforms OnDemandKorea, OnDemandChina, OnDemandViet, OnDemandLatino; 2) Zapzee, a digital magazine covering all the latest news on K-POP, Korean media, and celebrity life; 3) ODK shop, an e-commerce platform selling Korea's top Beauty and Lifestyle products in the US; 4) ODK Box, a user-friendly streaming TV device that provides access to all content from OnDemandKorea and includes live Korean channels; 5) Tailor Contents, a metadata production and distribution platform, collecting and processing Asian media data worldwide and 6) ODK media distribution platform connecting international content producers and studios from more than 36 countries.

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 Ethnicity Matters.

What is your organization's value proposition?

Ethnicity Matters is a leading Multicultural Marketing Agency, committed to helping brands unlock new growth opportunities across North America. We deliver brands to diverse markets, with solutions that are strategically focused, creatively inspired, and results driven.



As a full-service Multicultural Marketing Agency, our breadth of services includes strategy, creative, research, PR, digital and social marketing (including WeChat), influencer marketing, media planning and buying, shopper marketing, experiential activations and more.

The Agency has grown to close to 40 staff, representing the communities that we engage with. The company was founded by Howard Lichtman and Bobby Sahni. Howard was the former Executive Vice President of Marketing & Communications at Cineplex, providing him with a CMO's perspective.

Bobby was Head of Multicultural Marketing at Rogers. Together they bring a mainstream lens to the multicultural opportunity.

What is your organization's address/contact information?

Howard Lichtman – Partner & Co-founder
Ethnicity Matters – 4100 Yonge Street, Suite 416, Toronto, ON M2P 2B5
Phone: 416-402-4948
Email: howard@ethnicitymatters.com
Website: www.ethnicitymatters.com

Why did you join the 3AF?

Before formally joining 3AF, we attended the excellent conferences that 3AF holds, in order to introduce ourselves to the American marketplace. After several years, when our involvement in the United States grew, it made sense to join the organization as we all share the vision of growing the opportunity for Asian marketing.

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

We recommend that any agency or media outlet involved in marketing to the Asian community and, equally as important, any brand that is marketing to the Asian community join 3AF.

3AF offers a host of educational seminars, webinars and conferences that bring leading experts and their insights to you. 3AF also has a Resource Library for anyone who has questions about Asian marketing covering a whole host of topics.

Finally, and perhaps most importantly, it provides a network of business associates that quickly become friends. It is great to be able to pick up the phone and call people and ask them for their advice.

Announcements

Links Needed for Asian American Marketing Research Reports

Did you know that the 3AF website has links to marketing research on the Asian American segment? As we all know marketing research is a critical component in developing marketing strategy. Having data can help companies ensure they target consumers/customers successfully and move forward not backwards.

In addition to links to 3AF's past media consumption studies, we have links for other industry reports covering the Asian American consumer segment from other vendors and research suppliers. Some reports are available free, and others have a cost. If you know of any research studies covering the Asian American segment that should be included, please let us know by emailing ghomfransen@3af.org.

You can find the links to our research page here: <http://www.3af.org/resources/marketing-research/>
And here is the link to 3AF's marketing research studies: <http://www.3af.org/3af-research/>

Connect with 3AF on Social Media!

The 3AF's social media presence is growing, and we would love to connect with you! If you haven't already, please friend/connect with us on LinkedIn; Twitter; Facebook, YouTube and Instagram. Our handle is @3aforg. Or, feel free to email your handle to Sandra Winn at sandra.winn@gmail.com, and we will add you. Let's stay connected!

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 ghomfransen@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

