

The Ad Council, The Asian American Advertising Federation (3AF) and COVID Collaborative Collaborate on Innovative Vaccine Education Awareness Campaign Reaching Asian Americans

AUGUST 18, 2021 (NEW YORK, NEW YORK) – To further the effort of spreading fact-based and critical information about the COVID-19 vaccines, the Ad Council, Asian American Advertising Federation (3AF) 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 against COVID-19. The program launches this week, exclusively on Asian media.

Through this program, various Asian media in the United States created and produced culturally relevant, in-language campaign assets aiming to boost COVID-19 vaccine confidence among Asian Americans. 3AF media members who developed content and are distributing across their networks include: 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 PSA we will help bring critical COVID-19 vaccine information to Asian American communities nationwide.”

Launching this week, the campaign includes both :30 and :60 second spots produced in English, Korean, Filipino/Tagalog, Hindi, 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.

Indrajit Majumdar, 3AF President, said, “At 3AF, we believe in the power of Asian American media. They are a critical conduit to our Asian American community. After all, they know best how to reach their viewers, listeners, subscribers, and readers. What better way to produce targeted campaigns to reach the various Asian segments on this incredibly important vaccine initiative than using the expertise and the voice of Asian media? It was a great, strategic collaboration with our friends at the Ad Council, COVID Collaborative and our media members, and we look forward to future efforts.”

This content is part of the Ad Council and COVID Collaborative’s COVID-19 Vaccine Education Initiative and the “It’s Up To You” campaign, which includes creative assets developed by Pereira O’Dell, JOY Collective, Alma, iHeartMedia, Group SJR, Values Partnerships and other partners to ensure the American public has the latest and most accurate information about the COVID-19 vaccines.

John Bridgeland, Co-Founder and CEO of the COVID Collaborative said “We are so thrilled to join this partnership with 3AF, helping Asian American and Pacific Islander communities get the answers they need to make informed decisions about the vaccines. By understanding their views and collaborating with these media partners on the new PSAs, we’ll be best set up to help these communities build further confidence in the vaccines and engage in the country’s recovery.”

Leading contributors to date include Amazon, Apple, Bank of America, Cisco, CVS Health, Facebook, General Motors, Google and YouTube, the Humana Foundation, NBCUniversal/Comcast, Reckitt, Salesforce, Verizon, Walgreens and Walmart. Significant contributions have also been provided by Adobe, America's Health Insurance Plans (AHIP), the American Heart Association, the American Medical Association, BNY Mellon, Budweiser/Anheuser-Busch Foundation, Business Roundtable, Caterpillar Foundation, Citi, Ford Motor Company, Honeywell, JPMorgan Chase, Kaiser Permanente, Mastercard, the New York Life Foundation, Stanley Black & Decker, Synchrony, Target, Unilever, Wells Fargo and ViacomCBS.

For more information about the "It's Up To You" effort and for answers to top questions about the COVID-19 vaccines, visit [GetVaccineAnswers.org](https://www.getvaccineanswers.org).

About the Ad Council

The Ad Council has a long history of creating life-saving public service communications in times of national crisis, starting in the organization's earliest days during World War II to September 11th and natural disasters like Hurricane Katrina and Hurricane Sandy. Its deep relationships with media outlets, the creative community, issue experts and government leaders make the organization uniquely poised to quickly distribute life-saving information to millions of Americans.

The Ad Council is where creativity and causes converge. The non-profit organization brings together the most creative minds in advertising, media, technology and marketing to address many of the nation's most important causes. The Ad Council has created many of the most iconic campaigns in advertising history. Friends Don't Let Friends Drive Drunk. Smokey Bear. Love Has No Labels.

The Ad Council's innovative social good campaigns raise awareness, inspire action and save lives. To learn more, visit [AdCouncil.org](https://www.adcouncil.org), follow the Ad Council's communities on [Facebook](https://www.facebook.com/adcouncil) and [Twitter](https://twitter.com/adcouncil) and view the creative on [YouTube](https://www.youtube.com/adcouncil).

About The Asian American Advertising Federation (3AF)

The Asian American Advertising Federation (3AF) is a national trade organization comprised of Asian American advertising agencies, Asian market advertisers, Asian media companies and other industry specialists. Its mission is to advance the Asian American marketing and advertising industry for Asian American consumers through education, advocacy, promotion, and increased collaboration of all industry stakeholders including, but not limited to, marketers, agencies, research partners and media. Additionally, 3AF seeks to promote and encourage high standards of conduct and ethics among our members and our industry. The 3AF Asian Marketing Summit is held annually. More information about the 3AF is available at www.3af.org.

About COVID Collaborative

COVID Collaborative, a project of UNITE, is a national assembly of experts, leaders and institutions in health, education and the economy and associations representing the diversity of the country to turn the tide on the pandemic by supporting federal, state and local COVID-19 response efforts.

The COVID Collaborative is co-chaired by former Governor and U.S. Senator Dirk Kempthorne (R-ID) and former Governor Deval Patrick (D-MA) and led by CEO John Bridgeland and

President Gary Edson. COVID Collaborative includes expertise from across Republican and Democratic administrations at the federal, state and local levels, including former FDA commissioners, CDC directors, and U.S. surgeon generals; former U.S. secretaries of Education, Homeland Security and Health and Human Services; leading public health experts and institutions that span the country; the Business Roundtable, National Association of Manufacturers and U.S. Chamber of Commerce; the NAACP, UnidosUS and the National Congress of American Indians; the Skoll Foundation, The Allstate Foundation and The Rockefeller Foundation; and associations representing those on the front lines, from the American Public Health Association and Association of State and Territorial Health Officials to the Council of Chief State School Officers and the Council of the Great City Schools. Tim Shriver is Chairman of UNITE.

To learn more, visit www.CovidCollaborative.us, and follow the COVID Collaborative on [Twitter](#) and [LinkedIn](#).