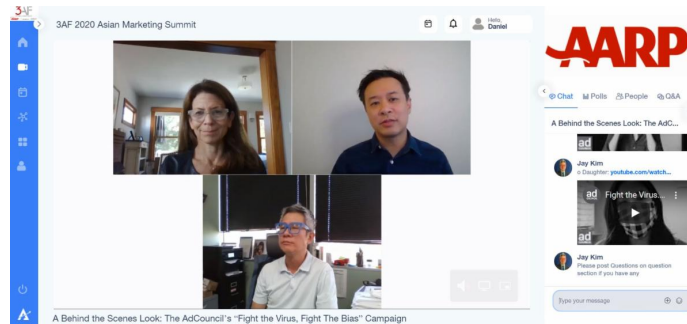




Happy Holidays!

3AF Virtual Asian Marketing Summit



The 3AF recently held its first ever virtual summit in mid-October. Sadly, given the pandemic, we weren't able to gather in person at our conference, which we look forward to every year. However, we wanted to highlight the great things marketers, media and others are doing to connect with and target the critical Asian American consumer segment during this unprecedented time. Summit topics included how companies have pivoted successfully during the pandemic; the latest research and insights on Asian consumers during COVID-19, the role of Asian voters in the presidential election, how and why to reach the South Asian segment; how live Asian events have changed during the pandemic, case studies from U.S. Bank, Lexus, the 2020 United States Census, and Pandora, a behind the scenes look at the making of the historic "Fight the Virus, Fight the Bias" campaign, networking and virtual exhibit booths.

The summit recordings have been posted on the 3AF Insights page. Virtual summit attendees were given access to the recordings for one year, which was included in the registration cost. If you did not attend the summit, you can still register for access for \$99 at: <http://www.3af.org/3af-insights/2020-summit/>

A big shout out to all the attendees, speakers and, especially, our generous sponsors who made the virtual summit possible: AARP, Nielsen, Datawrkz, Panda Express and Zee Network.

Also, we've gotten some great media coverage on the summit sessions:

[Why marketers must correct their historic underinvestment in reaching Asian Americans \(Nielsen session\) \(Article\)](#)

[Three ways for brands to reach Indian Americans in a nuanced, relevant way \(Datawrkz session\) \(Article\)](#)

[How digital algorithms are failing consumers – and what marketers can do about it \(Vox Media session\) \(Article\)](#)

The End of 2020 Census Data Collection Next Steps and a Heartfelt Thanks

The U.S. Census Bureau completed data collection for the 2020 Census on October 15, 2020. "Every decennial census makes history, but this was like no other in living memory," said Dr. Steven Dillingham, Director of the U.S. Census Bureau. "Over the coming days, weeks and months, we will provide periodic updates on our post-processing efforts. We are working hard to deliver complete and accurate state population counts as close to the Dec. 31, 2020, statutory deadline as possible."

All states, the District of Columbia and the Commonwealth of Puerto Rico achieved total response rates over 99.0%. All but one state was at or above 99.9%. Compared to the final self-response rate of 66.5% for the 2010 Census, 67% were accounted for through self-response to date, with the rest having been accounted for through our Nonresponse Followup (NRFU) operation. “Generally, better data comes from self-response, but after a decade of global decline in census and survey participation along with the challenges presented by COVID-19, we had not expected to beat the 2010 self-response rate,” Dillingham said. “This would not have been possible without our partners and new technologies.” The 2020 Census benefited from the strong support of nearly 400,000 dedicated community and national partners who contributed to our efforts to achieve a complete and accurate count of the nation’s population. The internet proved to be the easiest and preferred option for self-reporting.

2020 Census partners served as trusted voices and census ambassadors within their communities, and their outreach raised awareness of the 2020 Census and encouraged response — particularly among those who have been historically hard to count. When COVID-19 turned everyone’s plans upside down, the partners rose to the occasion with creativity and perseverance. In-person events became virtual events. Outreach turned digital with video messages, Facebook Live events, and other online engagements. Some communities sponsored socially distanced car parades through neighborhoods.

Dillingham said, “With data collection for the 2020 Census concluded, we at the Census Bureau want to keep working with you. We will continue to provide information on the 2020 Census going forward, including to our national partnership and community partnership teams. We encourage you to sign up today to receive updates at 2020census.gov.”

Congratulations 3AF 2020 Excellence Awards Winners

The Asian American Advertising Federation (3AF) announced recently the winners of the 3AF 2020 Excellence Awards competition. The awards are bestowed annually to recognize excellence and commitment by corporate marketers and Asian American media and the best and brightest creative, public relations and digital work by agencies in the Asian American advertising and marketing industry. And the winners are:

3AF Creative Campaign of the Year:

AAAZA for “Home,” for client AT&T DirecTV

3AF New Marketer of the Year:

St. Jude Children’s Research Hospital

3AF Marketer of the Year:

United States Census

3AF PR Campaign of the Year:

IW Group, Inc. for “Wash The Hate”

3AF Digital Campaign of the Year:

IW Group, Inc. for “Jack Daniel’s Tennessee Fire Drag Queen Mukbang”

3AF Media Partner of the Year:

Sky Link TV, USA



Genny Hom-Franzen, Executive Director of the 3AF said, “Sadly, given the pandemic, we were not able to hold our awards event dinner in person during our annual Asian marketing summit which was held virtually. Yet, we felt it was critical to still recognize and applaud the wonderful work in our industry by marketers, media, agencies and other partners. At 3AF, despite the setbacks of the pandemic, we are forging ahead and doing whatever we can to keep Asian consumers and the Asian American community top of mind. Congratulations to this year’s winners for helping the 3AF spotlight the power and influence of the Asian American consumer segment.”

HELP ABS-CBN SUPPORT VICTIMS OF TYPHOON GONI AND ULYSSES

Amid the global pandemic, the Philippines was recently hit with a destructive typhoon season affecting more than 6 million Filipinos in 6,000 communities.

Early in November, two million residents were impacted when Typhoon Goni (Rolly) swept across the country. The heavy rainfall and gusting high winds brought on flooding and landslides to many areas in Luzon, forcing



many to evacuate.

Not long after, Typhoon Ulysses (Vamco), a Category 2 hurricane, have left residents in the northern island of Luzon stranded and with no power supply. The consecutive calamities contributed to the Philippines' overcrowded evacuation centers, causing more concerns, as COVID-19 continues to spread throughout the country.

3AF member ABS-CBN is collecting donations to help the more than 24 million people affected. ABS-CBN Foundation International Managing Director Rea Lopez says that "For over 70 years, ABS-CBN has been in the service of the Filipino and now, more than ever, we need to deliver on that commitment."

Here's how you could help: (1) Online via www.abscbnfoundation.org; (2) Text HELP4PH to 24365 (US Only); (3) Call 1-800-527-2820 (US Only); (4) Mail to ABS-CBN Foundation International, 2001 Junipero Serra Blvd. Ste 200, Daly City, CA 94014.

To learn more and to donate visit: <https://abscbnfoundation.org/>

TDW+ Co Client US Bank Assists Multicultural Communities During COVID-19

U.S. Bank recently rolled out a new campaign focused on reaching multicultural audiences, specifically Black, Hispanic and Asian Pacific Islander consumers, with the tagline, "Turning talk into action." The campaign includes digital and print advertisements, social media and contributions in five markets: Chicago, Cincinnati, Los Angeles, San Diego and San Francisco. The goal of the campaign is to raise awareness of critical financial resources. The campaign directs people to a corresponding [campaign website](#) with more financial resources.

"Multicultural communities are being hit hard by the Covid-19 pandemic both financially and culturally," said Beth McDonnell, U.S. Bank Chief Marketing Officer. "Our responsibility is to actively assist multicultural consumers and communities as they recover and rebuild their financial lives for the near and long term. This campaign is just one way we are focused on reaching these communities."



For struggling small businesses, people laid off or furloughed, or anyone struggling to make ends meet, the website directs them to vital Covid-19 relief programs, helpful financial articles, tips and a free financial wellness webinar series. Available in both English and Spanish, it also encourages users to seek one-on-one support from a banker by phone or in person.

Additionally, U.S. Bank is offering a series of free financial wellness seminars for consumers both in English and Spanish. U.S. Bank is also sponsoring events like the BET Hip Hop Awards. The ads are appearing on multiple news sites including a partnership with Univision.

In addition to the campaign consumer and business resources, U.S. Bank highlights its continued commitment to communities through rapid and meaningful response through multiple donations to local nonprofits that are offering consumer financial education, supportive housing resources and small business technical assistance. The campaign included additional financial support to accompany general operating support grants that have allowed nonprofit partners in underserved communities to add services and keep their doors open for critical community needs. Neighborhood Housing Services of Los Angeles County, Mercy Housing Lakefront in Chicago and Asian Pacific Fund in San Francisco were beneficiaries of the additional support.

3AF To Launch New Young Professionals Program in 2021

The 3AF is proud to announce the formation of a Young Professionals Group to attract and create a community for young Asian American Pacific Islanders in the marketing & advertising industry. As an often underrepresented and fragmented group within these fields, the Young Professionals program seeks to serve as a learning resource for young talent, connecting them with established industry professionals to empower them in their careers. It also seeks to serve as a learning opportunity & resource for the industry professionals to connect with up & coming talent – which hopes to provide them with insights into the new generation of consumer advocates.

"Our mission includes education and empowerment, and what better way to ensure the success of our

industry than mentoring and assisting our talented younger generations,” said Jay Kim, 3AF President. “We are excited to launch the young professionals group and provide these individuals with practical advice, encouragement, support as they navigate the critical and foundational years of their advertising and marketing careers.”

Young Professionals (*Mentees*) and Industry Professionals (*Mentors*) will be matched through the program and will meet once a month over the period of six months. Each month there will be a specific theme or topic to discuss, set by 3AF steering committee, which will provide an opportunity for Mentors and Mentees to learn from one another, hopefully forging a long term relationship.

Young Professionals will also get a chance to connect with one another in the program through monthly speaker series, workshops, and happy hours. Not only will they get a chance to learn from Industry Professionals, but they'll get a chance to learn from others like them whom are going through similar stages in their professional careers from all around the Country.

Young Professionals will also receive other perks, like opportunities to meet & greet with 3AF Board, early access & discounts to workshops & panels, and other industry resources.

We will be accepting applications soon but here is what we'll be looking for:

IDEAL CANDIDATE:

- Young professionals, between the ages of 22 to 35
- Entry to Coordinator Level
- 1yr+ Industry Experience
- Must have Asian heritage/interest in Asian culture/community

Save the Date: AdAge Town Hall on Asian and AAPI Experience Thursday, Jan. 21

AdAge has scheduled a Town Hall giving voice to the Asian and AAPI experience.

Pandemic-fueled racism against Asians and Asian Americans is on the rise, stoked by disinformation from high office. Amid a movement for racial justice that is not centered on them but must include them nonetheless, Asian, South Asian and Asian-American and Pacific Islander (AAPI) marketers must navigate experiences ranging from victim to ally and everything in between.

Join Ad Age on Jan. 21 for a frank discussion with Asian and AAPI industry leaders about how the industry needs to change to make their voices heard. This discussion will take place in a town hall format, and attendees are encouraged to submit questions when RSVPing for the event.

Thursday, Jan. 21 at 11:00 a.m. EST

Livestreamed from your laptop, phone or other connected device

To RSVP, click <https://adagetownhall-0121.splashthat.com/>



"The Stage is Yours" launched by iTalkBB

With Yamaha Piano's generous support, 3AF member, iTalkBB, has launched its inaugural virtual talent contest "The Stage is Yours." The virtual talent contest (dancing, singing and instrumental music) aims to award the best performance artists in our community during this unprecedented time. The top winner will be awarded a Yamaha Clavinova CLP-775 digital piano and a certificate. "The stage is yours and the world is waiting to see your talents," said Clive Chang, one of the contest judges, who is the Chief of Staff and Innovation at Lincoln Center for the Performing Arts and an Adjunct Professor of Art Administration at Columbia University.



The deadline for entry is December 31, 2020 and the admission fee is \$20. The public votes will be collected in February via the iTalkBB TV App. The winners will be scored by the professional judges and announced in March. For more details, please visit the event page at https://www.italkbbtv.com/event/virtual_talent_show_2020/registration_page.html

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 INQUIRER.net.

INQUIRER.net

What is your organization's value proposition?

INQUIRER.net, the most credible news and information website with the largest Filipino audience in the US and Canada, has been at the forefront of Philippine online news publishing for over 20 years. Backed by multi-awarded journalists and storytellers, we passionately tell the Filipino story better than anyone else. We are able to reach our audience – wherever they may be in the world – on any platform available be it mobile, digital, and social.

INQUIRER.NET
PHILIPPINE DAILY INQUIRER ONLINE

With over 73M page views and 20M unique users globally, and 7M page views and 2M unique users in the US alone, INQUIRER.net lets you deliver and amplify your multicultural campaigns to the right audience.

With INQUIRER.net, brands are able to maximize ad spend through effective digital solutions – be it via Display Ads that are available on a variety of platforms, or via Native Advertising that will enable you to create customized content to help you communicate better with your audience.

What is your organization's address/contact information?

Micaela Tan

Sales and Marketing for USA & Canada

Email: micaela.tan@inquirer.net

Mobile: +63 998 966 9155

Website: www.inquirer.net

US Office Address: 851 Burlway Road, Suite 409, Burlingame, CA 94010

What are some highlights of your organization?

INQUIRER.net has been championing digital advertising since 1997 with the introduction of standard website banner ads which earlier clients found to be highly effective and continue to tap to this day. Our site continues to be a prime example of a media platform that makes good use of its massive global reach to connect its audience with brands that matter to them. We have grown our client portfolio for display advertising from only a handful of small brands willing to experiment with the title, to a wider network of brands of varying scales that continue to place utmost trust not just on INQUIRER.net's credibility and integrity, but also on our tech capabilities that generate value for advertising money.

In 2014, INQUIRER.net pioneered the native advertising business model in the Philippines by establishing BrandRoom. It was a way to diversify ad products and bring local flavor into contextual advertising. BrandRoom is a team of digital strategists, writers, multimedia artists and producers, data analysts, web and mobile developers, and video producers who possess valuable experience and expertise in the fields of media, advertising, marketing, data science, and journalism.

INQUIRER.net and BrandRoom continue to deliver quality, out-of-the-box work designed to meet key objectives of clients and provide them tangible positive results, all while ensuring that they are received well by the INQUIRER.net audience.

Through the years, we have worked on thousands of digital advertising campaigns with major brands and industries like Banking and Finance, Real Estate, Food, Remittance, Nonprofit Organizations, and Entertainment, among many others, with numerous clients attesting to the proficiency of its advertising offerings.

Despite increased competition, we remain ahead through constant product innovation and rigorous skillset preparation, all to better serve clients and partners. We continue to be encouraged by the trust and the accolades we have been getting from not just people we work with, but also from the industry we operate in.

Why did you join the 3AF?

We joined 3AF because we strongly support their goal to promote the Asian American marketing and advertising industry. Over the years, our membership has enabled us to meet with different industry stakeholders, introduce and promote our brand, and gain invaluable insights through the organization's conferences, events, and other programs.

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

3AF is a good avenue to learn more insights about the industry and establish rapport with key personnel from other players which could strengthen your business ties.

Announcements

Save The Date: 3AF 2021 Membership Meeting

Once a year, the 3AF Board and current members gather for our annual membership meeting and 3AF Board Elections. The date is Thursday, January 28 from 10 a.m. to 11:30 a.m. Pacific Time. Given the pandemic, we will meet virtually via Zoom. The agenda includes committee reports and updates on activities, projects and initiatives. We will also be electing new board members and this year a new President and Vice President.

We invite and encourage members to join us as we value their input and opinions. The meeting agenda will be sent to those who RSVP. All 3AF members in good standing are encouraged to attend.

Save the Date: 3AF 2021 Asian Marketing Summit June 9-10 in Los Angeles

We have gone ahead and tentatively scheduled our 3AF 2021 Asian Marketing Summit for June 9-10, in Los Angeles, California. Given the pandemic, this is not 100 percent certain, however. We are awaiting more details in the first quarter next year from the hotel and from local government jurisdictions if large gatherings will resume and be allowed. Please save the date for now, and we will keep everyone posted if we will have to transition to a virtual event and, if so, provide the new dates.

3AF GoFundMe Page Update and Thank You to our Generous Donors

Like most non-profits, the 3AF has been hit hard by the pandemic. Sadly, we have had to postpone our in person Asian marketing summit in 2020 twice, given government restrictions on large public gatherings. The summit is our primary source of revenue for the year so four months ago we started a GoFundMe page. The good news is that we have raised about 20 percent of our fundraising goal of \$40,000 so far, thanks to the kindness and generosity of several individuals:

Frank Washington
Margaret Yip
Zan Ng
Donna Bantle
Jay Kim
Susan delos Santos
Iris Yim
Diya TV
Anonymous Donor
William Suh
Daphne Kwok
Sandra Lee

Funds raised will go towards three key areas: 1) Community Resources, like our 3AF Corona virus Support page 2) Keeping Us Afloat and 3) Investing in our Future Leaders

We still need help! If you can donate, please visit: <https://www.gofundme.com/f/donate3af>

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

STAY CONNECTED

