



## Asian American Advertising News



### 3AF Takes a Bite of the Big Apple

This year, the 3AF is proud to be a part of not one but two events during Advertising Week New York, October 16-19. Held annually, AWNY is highly regarded as one of the of the industry's largest gatherings of the brightest minds in advertising, marketing, media, and tech.

First, in collaboration with the Hispanic Marketing Council, 3AF Board member and chair of the 3AF Research Committee, Iris Yim will be a co-presenter of HMC's latest research study, "The Growing Power of the Multicultural Majority." Conducted in early 2023, it includes 4,600 quantitative interviews and 24 qualitative interviews among non-Hispanic white, Hispanic, Black and AAPI consumers. One-third of the sample size were ages 3-17, the new multicultural majority.

The study covers:

- How does ethnicity and race play into identity?
- POC: Is it an identity or a movement?
- The media lives of the multicultural majority
- The power of in-culture content
- The cross-segment influence of Hispanic, Black and Asian cultures on the American mainstream

Registration is required to attend AWNY. The 3AF has a limited number of discounted registrations at AWNY (20 percent off), and they can be purchased here:

[https://newyork.advertisingweek.com/register/-delegate/?code=AWNewYork23\\_3AF](https://newyork.advertisingweek.com/register/-delegate/?code=AWNewYork23_3AF)

Secondly, the 3AF will host a special networking soiree highlighting opportunities in the AAPI market. The reception will bring together 3AF members, agencies, brands, researchers, and other industry vendors and partners to celebrate the Asian American advertising and marketing industry and will feature Asian inspired food, drinks and entertainment. The event is invitation only. Special thanks to our generous sponsors, Pernod Ricard, AARP, and Datawrkz! More information is available at: <https://www.3af.org/asian-mosaic-event/>

## SPONSORS



## Toronto Blue Jays Celebrate Cricket in North America

The Toronto Blue Jays embarked on an innovative initiative that celebrated the emergence of cricket in North America and demonstrated the power of sports in bringing communities together. "Cricket Day At the Park" featured cricketing legend Chris Gayle in a strategic triumph that reverberated through the lens of cricket's ascent in the region.

Cricket's rise in North America has been nothing short of remarkable. The inception of leagues like GT20 Canada and Major League Cricket in the United States has laid a robust foundation for the sport's growth. A key driving force behind this transformation has been the active involvement of South Asian communities. As these communities have grown in North America, so has their love for cricket, which serves as a nostalgic link to their roots.

The Toronto Blue Jays' "Cricket Day" was a masterstroke in capitalizing on the sport's cultural significance and the growing enthusiasm for it in the immigrant communities. Canada's leading multicultural agency Ethnicity Matters provided the Blue Jays with strategic direction on the execution, including engaging Chris Gayle, overseeing ethnic media outreach, developing the ethnic media plan and facilitating media and relations and providing cultural insights on menu items and activations.

The campaign scored some impressive metrics. With 4.9 million media impressions and 1 million video views across various platforms, it not only generated widespread interest but also created a lasting digital footprint. Moreover, the Rogers Centre was sold out for the Blue Jays' match against the Oakland Athletics, demonstrating the event's undeniable appeal.

The success of the "Cricket Day" serves as a testament to the Toronto Blue Jays' foresight in recognizing cricket's potential to unite communities and captivate audiences in North America. It goes beyond the realm of sports; it reflects the essence of cultural inclusivity and the harmonious coexistence of diverse backgrounds.



## 3AF Fall Webinar Series

**UPCOMING WEBINARS**

**AANHPIs, Family, Caregiving...Are We Ready?**  
Oct. 03, 2023 - 10:00 AM PST / 1:00 PM EST via Zoom

**Tricia L. Sandiego**  
Sr. Advisor, Caregiving & Health, AARP

Nearly 48 million Americans—1 in 5 adults—are caregivers for a relative or friend over age 50. Asian seniors are the fastest growing demographic, and Asian American, Native Hawaiian/Pacific Islanders have unique caregiving challenges. These include language barriers, strong cultural beliefs that prioritize and respect elders, multi-generational households and a preference for home care vs. institutional care. In fact, many AANHPIs don't consider themselves "caregivers" as it is just an "expected role in life."

In this session, 3AF member AARP will provide important resources and strategies for caregivers and help them realize it is ok to take care of themselves as they are not alone in their journey.

[Register Now](#)

As the leading resource in Asian advertising and marketing, the 3AF kicked off our first-ever Fall Webinar Series earlier this month. Beginning in September and running through November, we will highlight subject matter experts who will share their insights in reaching the critical Asian American consumer segment. The webinar series is free and attendees can learn from 3AF corporate members as well as agency partners/organizations. "The excitement and response from our 3AF summit in May, held finally in person after three years due to the pandemic, was so high that we wanted to continue the momentum of showcasing the power of the Asian consumer segment," said Genny Hom-Franzen, 3AF Executive Director. "Also, we always love to highlight the great things our 3AF members are doing, so the webinar series makes perfect

sense. We hope everyone takes advantage of the opportunity to gather knowledge via our 3AF webinars." More information on the upcoming topics and featured speakers and recordings of the past webinars can be found here: <https://www.3af.org/webinars/>

## Jess Persson Joins 3AF Board of Directors

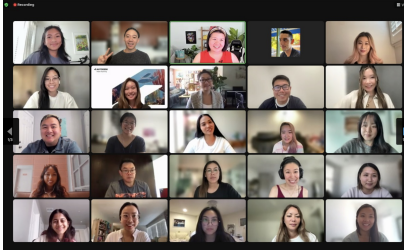
Jess Persson, new SVP, Managing Director at TDW+Co, has joined the 3AF Board of Directors. Jess has more than 15 years of experience in brand marketing, advertising, sales and marketing. Excited to "be in the trenches with the team at TDW+Co where she oversees the account, PR and media teams, she said she is "committed to creating a culture of empowerment that results in positive business outcomes and believes advertising can be a

powerful tool to build relationships, bridge communities, and influence positive social change.” Prior to joining TDW + Co, she worked at Twitter for eight years, in revenue and sales management. Based in Los Angeles, she is also proud to be a contributor of The City of Los Angeles Mayor’s initiative, AAPI LA. Welcome to 3AF, Jess!



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## 3AF x AIA Next Gen Leaders Program Year Three



In partnership with our friends at Asians in Advertising, we are proud to announce that our Next Gen Leaders Program’s 2023 Cohort class is now underway! This year, we had an overwhelming response, matching 140 mentor/mentee pairs. In 2021, the 3AF embarked on this mentoring program to bring together experienced AAPI professionals with up- and -coming AAPI leaders in marketing, advertising, and media. As an often underrepresented and fragmented group within these fields, the NextGen program seeks to serve as a learning resource for rising leaders, with industry professionals to empower them in their

careers. It also seeks to serve as a learning opportunity and resource for the industry professionals to connect with younger talent – which hopes to provide them with insights into the new generation of consumer advocates. To all the mentors and mentees, have a great program, and let’s continue to advocate for diversity, equity and inclusion in our industry!

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## iQiyi - An Exciting Slate to Come



This summer, iQIYI has unveiled an impressive slate of original Asian dramas, catering to a wide range of genres and preferences. The lineup includes iQIYI's workplace drama, *Imperfect Victim*, starring international superstar Zhou Xun as a lawyer, and *Exclusive Fairy Tale*, a high school drama featuring Jun (also known as Wen Junhui), a member of the popular K-pop boy band SEVENTEEN. The detective drama *Mystery Lotus Casebook* is another highly anticipated release. Currently, the light-hearted comedy drama *Love You*

*Seven Times*, produced by the creators of last summer's blockbuster drama series *Love Between Fairy and Devil*, has emerged as the second most-watched drama on iQIYI North America platform. Featuring Yang Chaoyue and Ryan Ding in lead roles, is the perfect addition to your summer viewing list. In addition, the collaboration between Esther Yu and Zhang Linghe in *My Journey to You*, following their roles in *Love Between Fairy and Devil*, has fulfilled the wishes of many avid fans.

### The global audition of *The Rap of China*

In addition to the must-see drama series, iQIYI North America is excited to announce the popular original reality music show *The Rap of China*, a Chinese competition show of next big Rap Star, in the regions of America, Oceania, and Europe. The highly anticipated reality show returns for another season in 2024, providing an unparalleled opportunity for aspiring rappers from all corners of the globe to break into the world of hip-hop.

The top three winners of the global audition can advance directly to the recording of the 60-second competition round of the show in China. Interested participants can go to [www.iq.com](http://www.iq.com) for more information and to register.

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## Datawrkz Introduces VIZIBL

We are Datawrkz, a data driven performance marketing agency and we are excited to share about our programmatic DSP Vizibl ([www.vizibl.ai](http://www.vizibl.ai)) with the 3AF community!! It provides you all with greater control, efficiency, and flexibility in your advertising endeavors. Our clients are seeing remarkable results with Vizibl and we are positive you all can too!!





### What is Vizibl DSP:

Vizibl DSP, built leveraging the decade long expertise of Datawrkz ([www.datawrkz.com](http://www.datawrkz.com)) in successfully running multicultural performance marketing campaigns for global clients, empowers marketing agencies to achieve full funnel success in programmatic advertising

### Why Vizibl DSP?

At Datawrkz, we make the data work. Vizibl DSP stands out with its **AI enabled auto Campaign Optimization** capabilities. With advanced machine learning algorithms, our platform continuously analyzes campaign data in real-time, making automatic adjustments to optimize performance. By leveraging AI, Vizibl DSP maximizes your ad spend efficiency, improves targeting accuracy, and enhances overall campaign effectiveness and ROI.

This is in addition to standard DSP capabilities such as:

- Seamless campaign management with a user-friendly self-serve interface
- Access to all kinds of programmatic inventory - CTV, Programmatic Audio, Banner, HTML5, Video, and In-App
- Precise targeting by geography/multicultural audiences/contextual targeting and more
- Access to Private/PG/PMP deals
- Brand safety and ad fraud prevention
- And a lot more!!

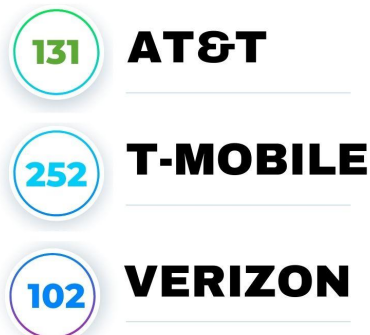
Prabhu Eswara, the Demand Side Product head adds “Our flexible pricing options makes it easier to tailor Vizibl to your specific budget and objectives. And our dedicated support team ensures you have the assistance you need, exactly when you need it.

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## The Filipino Channel (TFC) Viewers: A Hot Market for Wireless Carriers



Household watching TFC exhibit higher preference for these wireless carrier brands surpassing the average US household  
Reporting Period: 05/01/23 - 07/31/23



**TFC**  
An index value of 100 is the average, and a score above this denotes increased viewer activity during network programming, such as inquiries, subscriptions, and purchases.  
Learn More: <https://mytfc.com/advertise/northamerica>

In today's ever-evolving marketplace, understanding consumer preferences stands as the cornerstone of successful marketing strategies. A recent Comscore report covering the period May 1 to July 31, 2023 revealed that households watching The Filipino Channel (TFC) have a distinct preference for wireless carrier brands AT&T, T-Mobile and Verizon, over-indexing the average US household. This finding paints a picture of remarkable potential for wireless carrier companies and other related businesses eager to connect effectively with the Filipino-American community.

An index value of 100 represents the level of activity of an average U.S. household. Any score above 100 indicates heightened viewer interest, which often translate to consumption. Filipino-Americans comprise the third largest Asian group in the United States and belong to the top two highest income earners among other ethnicities. TFC is the biggest creator and distributor of Filipino content globally. It is subscribed to Comscore – an independent TV audience data provider. For more information about the Filipino-American consumer market and TFC, visit <https://mytfc.com/advertise/northamerica>.

## 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*

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

Our goal is to grow the visibility and highlight the opportunity of Asian American audiences by proving out scale and performance.

We are a 100% diverse-owned and targeted media partner that provides accurate, scalable, data safe, and transparent reach across the major Asian American ethnic groups.

Our standards for performance are very high, and through optimizations they outpace agency benchmarks to help highlight the Asian American consumer opportunity for agency teams.



**ASIAN MEDIA**  
G R O U P I N C

**What are some of your company's highlights?**

Here are some recent highlights:

Helped an agency team grow client investment 50% YoY (2021-2022) and another 300% YoY (2022-2023), based on media scale and performance; delivered a mid-6-figure video campaign (60-sec asset only) in 2-weeks with performance that exceeded agency expectations. Worked with an agency team for a longform video content piece that will be released soon.

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

Genessee Semler  
<https://www.asianmedia.com>  
5737 Kanan Rd. #337  
Agoura Hills, 91301  
(310) 991-0629

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

A rising tide lifts all boats, and by coming together in a place uniquely dedicated to Asian American visibility, we hope to contribute to highlighting the audience opportunity and importance of cultural relevance in authentic connection.

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

Why not?

Supporting diverse audiences is a good business strategy.

## 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](mailto: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](http://www.3af.org)

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