



ASIAN AMERICAN ADVERTISING FEDERATION

# 2023 ACCOMPLISHMENTS

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In 2023, 3AF achieved remarkable accomplishments in various areas, such as community engagement, website improvement, event hosting, membership expansion, industry partnership, industry presence, mentorship and recognition, and community involvement. Some of the highlights of the year include hosting the in-person 3AF Asian Marketing Summit in Los Angeles, launching the inaugural 3AF Fall Webinar series, organizing the Asian Mosaic networking event during Advertising Week in New York, welcoming new members from diverse media and advertising sectors, collaborating with Nielsen on the first-ever Asian Language Media Consumption study, participating as panelists at key industry events, launching the third year of the 3AF Next Gen Leaders mentorship program, and contributing as a non-profit judge for Gold House's A100 List. These achievements reflect 3AF's dedication to fostering community, advancing industry partnerships, and championing the Asian American advertising landscape.



## GENERAL

Successfully expanded and engaged the 3AF community, achieving a 20 percent increase in followers/subscribers through active social media and email outreach.

Revitalized and enhanced the 3AF website with a modern design, security features, new imagery, and content. Introduced a member-only portal facilitating profile edits, membership fee management, and access to exclusive resources, including past conference presentations and research studies.



## EVENTS

Hosted the 3AF 2023 Asian Marketing Summit in Little Tokyo, Los Angeles, marking a return to in-person events. Topics ranged from research presentations by prominent organizations to discussions on Asian identity, marketing trends, and cultural influences. Link: <https://www.3af.org/2023-3af-asian-marketing-summit/>

Launched the inaugural 3AF Fall Webinar series featuring subject matter experts addressing crucial topics for the Asian American consumer segment. Link: <https://www.3af.org/webinars/>

Successfully organized the 3AF Asian Mosaic networking event during Advertising Week in New York, celebrating the influence of the Asian American consumer. The event featured renowned speakers, delectable cuisine, and vibrant entertainment. Link: <https://www.3af.org/asian-mosaic-event/>





## MEMBERSHIP

Achieved record attendance at the in-person 3AF 2023 annual membership meeting and board elections after two and a half years of virtual meetings.

Welcomed new members, including H&K Strategies, Asian Media Group, Streamlyn Media, Chime TV, MyCode Media, and PopShift TV.

Introduced specialized webinars for new members focused on showcasing the business case for the Asian American consumer segment.



## INDUSTRY PARTNERSHIP

Moderated and provided subject matter experts at several Asian-focused sessions at the Alliance for Inclusive Multicultural Marketing all-member forums, emphasizing the Asian American opportunity and promoting supplier diversity.

Sponsored the Hispanic Marketing Council's research study, "It's Time: The Growing Power of the Multicultural Majority," contributing to a comprehensive multicultural understanding with a focus on AAPI insights.

Collaborated with Nielsen on the first-ever Asian Language Media Consumption study, revealing the significance of in-language media for Asian Americans.



## INDUSTRY PRESENCE

Actively participated as panelists at key events, including the Alliance for Inclusive Multicultural Marketing's All Member Meeting, the Association of National Advertisers Multicultural Marketing and Diversity Conference, and Advertising Week New York.

Hosted an end-of-year networking mixer with Asians in Advertising to celebrate the successful collaboration in the mentorship program, Next Gen Leaders.





## MENTORSHIP AND RECOGNITION

Launched the third year of the 3AF Next Gen Leaders mentorship program in collaboration with Asians in Advertising, boasting a growing community of mentors and mentees. Served as judges for the Association of National Advertisers' annual multicultural marketing excellence awards.

Continued efforts to develop 3AF's first-ever media directory initiative, streamlining connections between marketers, agencies, and advertisers with the Asian American consumer base.



## COMMUNITY INVOLVEMENT

Maintained commitment as a community partner for Gold House's Future Challenge Grant Initiative, supporting and amplifying Asian American non-profits.

Contributed as a non-profit judge for Gold House's A100 List, recognizing the top Asian Americans impacting culture and society.

These achievements reflect 3AF's dedication to fostering community, advancing industry partnerships, and championing the Asian American advertising landscape.



# 3AF 2022 Accomplishments



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Embracing the “new normal,” we started out 2022 with many virtual speaking opportunities to showcase 3AF’s leadership and expertise in Asian marketing and Asian advertising. Every month, companies, agencies, and organizations reached out to us to learn more about the benefits of reaching the Asian American consumer. As COVID regulations relaxed after the summer, we were excited to be able to participate, finally, in person at some of the biggest and most important events in our industry like Ad Week New York, the Association of National Advertisers’ Annual conference, and Alliance for Inclusive Multicultural Marketing’s member only/quarterly meetings. This gave us the chance to connect personally with many marketers who have embraced the country’s support of diversity, equity and inclusion. We look forward to building upon our tremendous successes in 2023, helping even more marketers with their brand journey in the Asian segment.



### GENERAL

Hired our first part-time administrative assistant/consultant which allows us to more effectively conduct proactive outreach, streamline operations and serve members better.

Continued to connect with followers on 3AF social media: Facebook, LinkedIn, YouTube and Instagram to relay key industry news and data.

Welcomed new members General Motors, Pernod Ricard and Admaru.



### INDUSTRY PARTNERSHIP

Organized two Asian focused sessions at the Alliance for Inclusive Multicultural Marketing all-member forum in February.

Invited to contribute an opinion piece in Ad Age on how the advertising industry can help fight hate against Asians <https://adage.com/article/opinion/violence-against-asian-americans-how-advertising-industry-can-fight-hate/2426186>

Organized session on Asians and Representation at Ad Week New York, October 17-20. The topic was “Diverse Women Leaders, Why It Matters.”

Identified and recommended young Asian professionals for the second year of Generation Next, Ad Age’s diversity, equity and inclusion and mentorship program to help get more diverse employees in the industry. This year’s program included professionals with five to ten years of experience.

Launched second year of 3AF Next Gen Leaders, our mentorship program, in collaboration with Asians in Advertising.

Organized another successful virtual summit in May 2022. Theme was “The Future of Advertising to Asian Americans.” The summit was extended for the first time to include an additional half day, focused on diversity, equity and inclusion, and the power of Asian employee resource groups.

Served as first round and final round judges for the Association of National Advertisers’ annual multicultural marketing excellence awards.

Served as panelist experts at Asians In Advertising’s first virtual conference. The topic was on the Power of Mentorship.

To launch Asian Pacific Islander American Heritage Month, invited to speak at the Alliance for Inclusive Multicultural Marketing’s member only webinar on “The Rising Growth Market Opportunity of Asian Americans, Native Hawaiians and Pacific Islanders.”

Invited to speak at XPECTIVES’ Health Summit in Boston on April 20. The summit’s theme was “Multicultural Health, National Marketing to Diverse America.”

Held AAPI networking mixer with other industry groups, Voices, Asians In Advertising, and Clique Now in Los Angeles.

Launched 3AF’s first-ever media directory initiative, so marketers, agencies and advertisers can direct their efforts to a single location to more easily connect with our consumers.

Hosted a free webinar with the Pew Research Center highlighting 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. Link: [https://www.youtube.com/watch?v=IIFsXHs\\_GMo](https://www.youtube.com/watch?v=IIFsXHs_GMo)



## COMMUNITY

Wrote and distributed resolution to key elected officials and others leaders in San Francisco and California in support of a former 3AF member who was badly beaten/attacked, asking for greater awareness and support of anti-Asian hate.

Continued to serve as a community partner of Gold House’s Future Challenge Grant Initiative, and continued to announce/amplify their grant competition benefiting Asian American non-profits.

In collaboration with Gold House, participated in the first-ever Asian evening event during Ad Week New York. The curated, interactive dinner and reception convened top multicultural fund managers, founders, Chief Marketing Officers, Chief Diversity Officers, and Asian and Pacific Islander creatives and celebrities.

Served as a non-profit judge for Gold House’s A100 List of top Asian Americans who have had the most impact on culture and society in the past year.

# 3AF 2021 Accomplishments



## 3AF 2021 ACCOMPLISHMENTS

Challenges from the Corona virus pandemic continued into 2021, but that didn't stop the 3AF from continuing its mission "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." We were able to build upon our existing relationships with key industry organizations and forge new connections. We were contacted by many new companies/individuals who sought our expertise in the Asian marketing and advertising industry. Here are some of our accomplishments in 2021:



## INDUSTRY

Elected our first South Asian and first media executive, Indrajit Majumdar, as our 3AF President to lead the 3AF Board of Directors for a two-year term.

Collaborated with Ad Age on a virtual webinar on "Giving a Voice to the Asian and AAPI Experience" on January 21.

Launched 3AF's Next Gen Leaders program, to support up and coming Asian and Pacific Islander American professionals in marketing and advertising. We had a significant response, many from mainstream agencies. In our inaugural co-hort class, we paired 100 people (50 mentors with 50 mentees) and had six monthly program sessions on various topics.

Recommended young Asian American professionals for Ad Age's pilot initiative, called Generation Next, which 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.

Organized two Asian- focused sessions highlighting the power of the Asian American segment at Advertising Week 2021 in New York City

Expanded the number of Asian American judges providing counsel and expertise to the Association of National Advertisers' (ANA) Multicultural Marketing awards.

Rejoined the Alliance for Inclusive Multicultural Marketing (AIMM)

In May, organized MagnaGlobal's first Asian Equity Upfront, introducing MagnaGlobal executives and clients to Asian American media to show how they are a conduit to reaching the Asian American consumer segment

3AF Treasurer, Sandra Lee, was a featured speaker at AdAge Net's Multicultural Marketing (virtual) webinar on June 29.

3AF May 2021 Virtual Summit – highest attendance ever with more than 300 participants from India, China, the United States, Canada and the Philippines. Session recordings are available on the 3AF Insights page: (link). <https://www.3af.org/summit-archives/>

3AF Fall 2021 Virtual Summit was held on November 17, featuring nine sessions and more than 140 participants. In addition to partner showcases highlighting our member agencies, the agenda included a deep dive into Asian-specific 2020 U.S. Census data; Asian marketing in the recovery and beyond; disrupting aging; the popularity of cricket in reaching Asian Indian consumers; a behind the scenes look at the 3AF and Ad Council's vaccine education collaboration; the model minority myth; the future of video advertising; and AAPI Leadership: an industry ERG. 3AF Insights page link: <https://www.3af.org/summit-archives/>

Welcomed many new 3AF members including On Demand Korea Media Inc.; Pinkvilla; iQiyi; Little Saigon TV; and Roundel



## COMMUNITY

Hosted our first-ever virtual screening of the movie “Minari,” thanks to our friends at Gold House and A24 Films. The movie was nominated for six Academy Awards.

Partnered with Facebook on a virtual town hall in March addressing the rise in anti-Asian hate and systemic racism. Topic was entitled, “Forward Together, Addressing Anti-Asian Hate.”

3AF President Indrajit Majumdar spoke to multicultural marketing students at an in-person seminar at Rutgers University in New Jersey in October.

Collaborated with Ad Council on a vaccine education campaign providing Asian Americans with the information and resources they need to make informed decisions about getting vaccinated. 3AF media members participated and campaigns were created in Hindi, Tagalog, Cantonese, Mandarin, Hmong, Korean and Vietnamese.

Served as a community partner of Gold House Co's Future Challenge Grant initiative. Amplified and shared information on a new grant opportunity, an exciting new online grant competition to benefit Asian American and Pacific Islander organizations in the United States. A departure from traditional philanthropy, the challenge invited experts on the ground (community leaders) to submit their innovative proposals that will help AAPI individuals and communities be Seen, Heard, Empowered and United.

Showcased phenomenal Asian-created and Asian-founded products on 3AF's social media channels from Gold House's Founders Network, a community of the most promising API (Asian and Pacific Islander) small business entrepreneurs. Championing these innovative brands and inspiring entrepreneurs is more important than ever