



# 3AF Office Hours

## Expert Guidance for the AANHPI Consumer Market

Company Name

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Contact Person Name

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Contact Person Email

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Phone Number

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Please list the names, titles and emails of those who will be joining the call. (Up to up to six participants)

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6.

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### Business Background

**What does your company/organization do?**

(Briefly describe your products, services, or industry focus.)

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**Who is your target audience?**

(Provide demographic and geographic details, if possible.)

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### Marketing Goals

**Optional: What are your primary marketing objectives for the Asian American and Native Hawaiian/Pacific Islander (AANHPI) segment?**

(Examples: brand awareness, customer acquisition, cultural relevance, etc.)

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**Have you worked on marketing campaigns for the AANHPI audience before?**

(Yes/No. If yes, please briefly describe the campaign, its goals, and the results.)

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### Consultation Focus

What specific questions or challenges would you like to address during the session?

(Examples: campaign ideas, cultural relevance, creative review, media strategies, etc.)

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What outcomes do you hope to achieve from this consultation?

(Examples: actionable insights, creative approval, marketing strategy validation, etc.)

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### Current Marketing Efforts

What marketing materials, if any, would you like us to review during the session?

(Examples: advertisements, messaging, campaign plans, etc. Feel free to attach files or links.)

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Which platforms or channels are you currently using to reach your audience?

(Examples: social media, TV, print, digital advertising, etc.)

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### Budget and Resources

Optional: What is your approximate marketing budget for the AANHPI segment?  
(This helps us provide advice that aligns with your resources.)

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Do you have an in-house marketing team, or do you work with an agency?

### Additional Details

Are there any specific cultural or linguistic considerations we should keep in mind?

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What is the timeline for your campaign or project?

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Please upload the completed questionnaire along with any relevant files, such as campaign drafts, creative concepts, or presentation decks, to help us better understand your needs.