

ASIAN AMERICAN ADVERTISING FEDERATION (3AF) RELEASES 3AF IMPACT 50 -THE MOST IMPACTFUL ADVERTISERS REACHING ASIAN AMERICAN CONSUMERS

May 1, 2025 – Los Angeles, CA – In celebration of Asian Pacific Islander American Heritage Month, the Asian American Advertising Federation

(3AF) proudly announces the 3AF Impact 50, recognizing outstanding companies marketing to Asian Americans. This alphabetical list

celebrates Fortune 500 and Fortune 500 Global companies who have demonstrated exceptional commitment in engaging the 24-million strong

Asian American consumer segment, whose purchasing power is projected to reach \$1.9 trillion in 2026.

The announcement aims to honor and celebrate advertisers and brands that have shown a meaningful commitment to the Asian American community by developing insights-driven creative and/or investing in media specifically targeting Asian American consumers.

3AF utilized a blend of data sources—including reports from Asian American media and

community event organizers, agency updates, and iSpot video research—to identify the Impact

50 advertisers. These are brands that have invested in the Asian American audience through paid media, events, and

activations in 2024.

Cheryl Lee, President of the 3AF said, “The Asian American market continues to grow as one of the most influential and impactful consumer segments in the U.S. At 3AF, we’re proud to

recognize and honor the advertisers and brands that have shown a genuine commitment to this

vital community through meaningful investment and culturally relevant marketing. We hope this

list serves as a benchmark for industry excellence and inspires more companies to

acknowledge the influence, loyalty, and purchasing power of the Asian American audience. By

embracing this opportunity, brands can build stronger consumer connections, elevate brand perception, and unlock sustainable long-term growth.”

The 3AF Impact 50 is alphabetical and not a ranking. Companies include:

- Acura
- Adidas
- Amazon (Prime Video)
- Apple
- AT&T
- Bank of America
- BMW
- Bristol Meyers Squib
- Brown Forman
- Charter Communications (Spectrum)
- Chase
- Citibank
- Coca-Cola
- Comcast NBCUniversal
- Diageo
- Fox
- General Motors
- Gilead Sciences
- HBO
- Honda
- Hulu
- Humana
- Hyundai
- Kia
- Las Vegas Sands
- Lexus
- Loreal
- McDonalds
- Meta (Instagram, Facebook)
- MGM Resorts International
- Moet Hennessy
- Nationwide Financial
- Netflix
- New York Life Insurance
- Nike
- Nissan
- Paramount Global
- Pernod Ricard

- Procter & Gamble
- Sanofi
- Sony Pictures
- TikTok
- Toyota
- UnitedHealthcare
- Volvo
- Walmart
- The Walt Disney Company

- Warner Bros
- Wells Fargo
- YouTube

Genny Hom-Franzen, 3AF Executive Director, said, “If there’s one rule in Marketing 101 that

truly drives results, it’s this: the brands that win are the ones that build real connections—rooted

in cultural awareness, inclusivity, and authenticity. According to Nielsen, representation isn’t just

important—it’s powerful. Asian American audiences are 46% more likely than the general

population to support brands that show up in inclusive content. That’s not

just a statistic—that’s a call to action. We thank these brands who are reaching Asian Americans and urge others to

step up, be intentional, and reflect the vibrant communities they serve.”

3AF’s Impact 50 is available at <https://www.3af.org/3af-2025-impact-advertisers/>. Companies

who would like to be considered for next year’s list should visit the 3AF website to submit their information.

The 3AF encourages all marketers to continue their efforts in reaching the critical Asian

American consumer segment and looks forward to expanding this list in the years ahead.

About 3AF: The Asian American Advertising Federation (3AF) is the leading national voice for

Asian American advertising and marketing, illuminating the power of this consumer segment.

We unite advertising agencies, corporate marketers, media, research firms, and industry

partners, empowering brands to engage this audience through our summit, webinars, research,

and expert network. For more information, visit: www.3af.org.



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