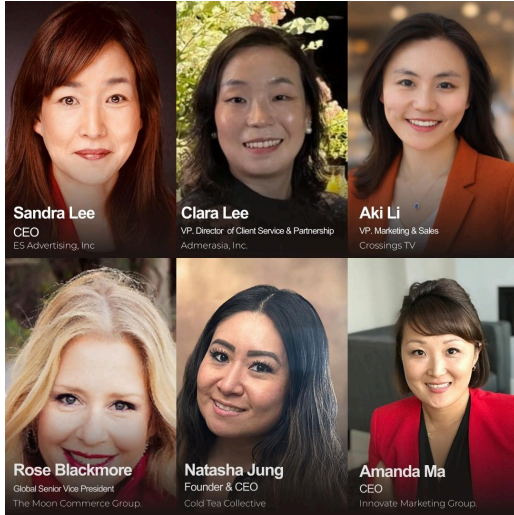


## Welcome, New and Re-Elected Board Members



At our annual Meeting in March, we were proud to celebrate the leaders elected to guide 3AF’s next chapter and to welcome new voices to the table.

Thank you to returning board members **Sandra Lee (ES Advertising)**, **Clara Lee (Admerasia)**, **Aki Li (Crossings TV)**, and **Rose Blackmore (The Moon Commerce Group)** for their continued commitment and stewardship of our mission.

We’re also thrilled to welcome newly elected first-term board members **Natasha Jung (Cold Tea Collective)** and **Amanda Ma (Innovate Marketing Group)**, whose passion and perspectives bring fresh energy to our work.

Together, this inspiring group reflects the strength, generosity, and leadership of our community—and leaves us energized for what’s ahead.

[Read More](#)

## Presenting: 2026 Sponsorship Opportunities from 3AF Media Members



[BINI North America Tour Sponsorship Package](#)



[AAPI Heritage Month & annual Sponsorship Packages](#)



[AAPI Heritage Month: Asian PaCIVICS Sponsorship Package](#)



[2026 Annual Tentpole Sponsorship Packages](#)



[2026 Mid Autumn Festival GOLD Package](#)



[2026 Annual Tentpole Sponsorship Packages](#)

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## 3AF May In-person Summit and Impact 50 Reveal

Join 3AF this May in Los Angeles for a one-day, in-person summit during AAPI Heritage Month, celebrating the cultural and market impact of Asian American consumers. Designed to bring the industry together at a pivotal moment, the event offers *fresh insights, meaningful conversations, and the opportunity to connect* with leaders shaping what's next.

- Hear from industry leaders through engaging panels, keynotes, and new research on:
  - How culture is driving brand relevance and growth
  - What effective Asian American marketing looks like today—and where it's headed
  - How brands are turning insights into measurable impact
- **Impact 50 returns:** honoring brands setting the standard for authentic engagement, creativity, and sustained investment

Be in the room where cultural insight turns into impact.



[Register Now](#)

The 3AF **members-only mixer** will be held on **May 12** in Los Angeles. Keep an eye out for emails in April with more details.

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## From In-Language to In-Culture: Asian American Media Habits

As Asian American audiences continue to grow in influence, their media habits are evolving just as rapidly. The latest 3AF study highlights a clear shift in both where audiences engage—and what they expect from brands.

- Asian Americans now spend two-thirds of their total media time on streaming and social platforms, with total video consumption surpassing 20 hours per week.
- Long-form streaming has become a primary video source, reaching 7.71 hours weekly.
- The audience is distinctly mobile-first, with 75% using smartphones to watch Asian-focused video content.
- Cultural relevance is a critical performance driver: 8 in 10 are more likely to notice, trust, or purchase from culturally resonant ads; 67% prefer in-English but culturally specific content, while 4 in 10 prefer in-language media.
- Influencers play a pivotal role in shaping consumer behavior: 85% follow Asian creators, and 49% have made a purchase based on influencer recommendations.
- Asian creators demonstrate a strong cross-cultural impact, with 38% of non-Asian consumers purchasing products promoted by Asian influencers

Source: [Asian American Advertising Federation \(3AF\), Asian American Media Consumption Study \(2025\)](#)

[Full Insights](#)

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**What else would you like to see in 3AF's bimonthly newsletter? Email [marketing@3af.org](mailto:marketing@3af.org) or reply to this email directly to share your thoughts.**

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