

From: MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]

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Subject: Asian American Advertising Federation (3AF) Hosts Successful Asian Market Conference and Announces 3AF 2010 Creative Award Winners

Asian American Advertising Federation (3AF) Hosts Successful Asian Market Conference and Announces 3AF 2010 Creative Award Winners



West Hollywood, CA—May 26, 2010—The Asian American Advertising Federation (3AF) announced today the winners of its 2010 creative awards recognizing the “best and brightest” in the Asian American advertising and marketing industries. The honorees were recognized at the 3AF’s national conference entitled, “*Model Minority to Model Consumer—Capturing Your Share of the Asian Consumer Market*,” held last week in Las Vegas, Nevada.

The first place (gold) award for creative campaign of the year went to IW Group, Inc. and MetLife for their campaign entitled, “Tilak.” The judges were impressed with the insurance company’s use of culturally relevant insights and story lines. Second place (silver) in the creative campaign category went to interTrend and JC Penney for their innovative online digital campaign called, “International Secret Agents,” which targeted young Asian Americans. Third place in the creative campaign category went to AAAZA and DirectTV for their work on the satellite television provider’s “Chinese Hip Grandpa” campaign.

McDonald’s and State Farm both received the marketer/client of the year award for their long-time commitment and dedication to the Asian American community.

Named as marketing researcher of the year by the 3AF was Interviewing Service of America and Phoenix Multicultural for their work on the Asian American Market Research Report. The study creatively incorporated the use of non-traditional marketing research strategies, including daily journals written by the respondents.

Nita Song, President of the 3AF, said, “We are delighted by the success of last week’s conference. Clearly, momentum is building in the Asian advertising and marketing industries, and savvy corporations are realizing the importance of the Asian American consumer. We would like to thank all the conference attendees and especially our generous sponsors for being a part of the event.”

The recent 3AF conference was the largest event devoted solely to the Asian American advertising and marketing industries. Approximately 140 attendees actively participated in the

one and a half-day event and were captivated by the conference agenda. Topics included a unique panel of Asian creative directors; the power of social marketing; the impact of Chinese food on American life; engaging young Asian millennials; the historical 2010 U.S. Census; the video debut of the 3AF's ethnographic research study; Nielsen's work on Asian measurement; and case studies/remarks by executives from Hyundai, JC Penney and Zappos.com.

Sponsors of the conference included: Nielsen and Multicultural Radio Broadcasting, Inc., and industry partners: the Association of National Advertisers and the Advertising Education Foundation.

The Asian American Advertising Federation (3AF) is a national trade organization comprised of Asian American advertising agencies, Asian market advertisers, Asian media companies, and other industry specialists. Its mission is to grow the Asian American advertising and marketing industry, raise public awareness of the importance of the Asian American community and further professionalism within the industry. Information on the 3AF is available at www.3af.org.

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About This Newsletter

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