Why We Are Here

To efficiently expand the reach of our marketing programs to include America’s most desirable consumers.
To Pique Your Interest

**Luxury**
- Platinum
  - Non-Hispanic Whites: 3,882,000
  - Asian Americans: 601,000
  - Index: 106

**Value of Residency More Than $750,000**
- Non-Hispanic Whites: 2,286,000
  - Asian Americans: 942,000
  - Index: 92

**Retail**
- NORDSTROM
  - Non-Hispanic Whites: 6,164,000
  - Asian Americans: 1,661,000
  - Index: 83

**Automotive**
- TOYOTA
  - Non-Hispanic Whites: 14,376,000
  - Asian Americans: 3,074,000
  - Index: 253

**Travel**
- 3+ Round Trips Of Foreign Travel in Last 3 Years
  - Non-Hispanic Whites: 14,846,000
  - Asian Americans: 7,965,000
  - Index: 97

Source: Experian Information Systems; Spring 2014 NHCS Adults Study
Average Annual Expenditure

Asians outspend the total market by 19% overall and in many key areas including Apparel (+41%), Personal Insurance & Services (+39%), and Housing (+23%).

Spending Online

77% of Asian Americans have made a purchase online compared to 61% of the general population. In fact, 12% of Asian Americans spend more than $2,500 in one year on internet shopping, nearly twice the rate of general population.

Source: 2013 Nielsen Scarborough Research USA
Smarter, Wealthier & Bigger Families

% of People Age 25+ With Bachelors Degree Or Higher

- 28% Total U.S. Population
- 49% Asian-Americans

Household Income

- <$25,000: 24% (20% for Asians)
- $25-35,000: 11% (8% for Asians)
- $35-50,000: 16% (13% for Asians)
- $50-75,000: 20% (18% for Asians)
- $75-100,000: 12% (14% for Asians)
- $100,000+: 18% (29% for Asians)

Average Household Size, 3+

- Total Population: 2.65
- Asians: 3.1

Density of Asians by DMA

<table>
<thead>
<tr>
<th>RANK</th>
<th>DMA</th>
<th>ASIAN POPULATION</th>
<th>% COMPOSITION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Los Angeles, CA</td>
<td>2,328,967</td>
<td>14.7</td>
</tr>
<tr>
<td>2</td>
<td>New York, NY</td>
<td>2,086,406</td>
<td>13.2</td>
</tr>
<tr>
<td>3</td>
<td>San Francisco, CA</td>
<td>1,757,814</td>
<td>11.1</td>
</tr>
<tr>
<td>4</td>
<td>Washington, DC</td>
<td>585,887</td>
<td>3.7</td>
</tr>
<tr>
<td>5</td>
<td>Chicago, IL</td>
<td>570,902</td>
<td>3.6</td>
</tr>
<tr>
<td>6</td>
<td>Honolulu, HI</td>
<td>525,582</td>
<td>3.3</td>
</tr>
<tr>
<td>7</td>
<td>Seattle, WA</td>
<td>477,126</td>
<td>3.0</td>
</tr>
<tr>
<td>8</td>
<td>Sacramento, CA</td>
<td>463,326</td>
<td>2.9</td>
</tr>
<tr>
<td>9</td>
<td>Houston, TX</td>
<td>437,557</td>
<td>2.8</td>
</tr>
<tr>
<td>10</td>
<td>Philadelphia, PA</td>
<td>411,471</td>
<td>2.6</td>
</tr>
</tbody>
</table>

63% Asians age 18+ live in the standard top-14 DMAs.

47% Asians that live in these (above) top-10 Asian DMAs.

41% Asians age 18+ living in Los Angeles, New York and San Francisco DMAs.
Age Distribution, All Asians

2013 U.S. Population Distribution By Age

© 2015 Gravity Media, LLC
Source: 2013 Nielsen Pop-Facts
Sizing The Asian Market, Age 18+

Source: 2013 U.S. Census American Community Survey
Asian Migration Trends

Growth Rate, 2000-13

Top Countries of Origin For U.S. Asian Immigrants
(Cumulative Number of Immigrants By Year, Millions)

- China/Hong Kong/Taiwan
- India
- Philippines
- Vietnam
- Korea
- Japan

Population (millions)

© 2015 Gravity Media, LLC
Source: Nielsen Research, 2013 “Asian American Consumer”
### Density of Asian Sub-segments

**CHINESE**

<table>
<thead>
<tr>
<th>City</th>
<th>% COMP ASIAN/CHINESE</th>
<th>INDEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boston</td>
<td>2.37/3.73</td>
<td>157</td>
</tr>
<tr>
<td>San Francisco</td>
<td>11.01/17.19</td>
<td>155</td>
</tr>
<tr>
<td>New York</td>
<td>13.22/20.10</td>
<td>152</td>
</tr>
</tbody>
</table>

**INDIAN**

<table>
<thead>
<tr>
<th>City</th>
<th>% COMP ASIAN/INDIAN</th>
<th>INDEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Philadelphia</td>
<td>2.59/4.50</td>
<td>173</td>
</tr>
<tr>
<td>Chicago</td>
<td>3.60/6.00</td>
<td>167</td>
</tr>
<tr>
<td>New York</td>
<td>13.22/19.97</td>
<td>151</td>
</tr>
</tbody>
</table>

**FILIPINO**

<table>
<thead>
<tr>
<th>City</th>
<th>% COMP ASIAN/FILIPINO</th>
<th>INDEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Diego</td>
<td>2.27/5.76</td>
<td>254</td>
</tr>
<tr>
<td>Honolulu</td>
<td>3.31/7.21</td>
<td>218</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>14.68/19.37</td>
<td>132</td>
</tr>
</tbody>
</table>

**VIETNAMESE**

<table>
<thead>
<tr>
<th>City</th>
<th>% COMP ASIAN/VIETNAM</th>
<th>INDEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Houston</td>
<td>2.76/6.90</td>
<td>179</td>
</tr>
<tr>
<td>Dallas</td>
<td>2.45/4.66</td>
<td>158</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>14.68/18.93</td>
<td>153</td>
</tr>
</tbody>
</table>

**KOREAN**

<table>
<thead>
<tr>
<th>City</th>
<th>% COMP ASIAN/FILIPINO</th>
<th>INDEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta</td>
<td>1.93/3.44</td>
<td>179</td>
</tr>
<tr>
<td>Washington</td>
<td>3.69/5.82</td>
<td>158</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>14.68/22.44</td>
<td>153</td>
</tr>
</tbody>
</table>

**JAPANESE**

<table>
<thead>
<tr>
<th>City</th>
<th>% COMP ASIAN/VIETNAM</th>
<th>INDEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Honolulu</td>
<td>3.31/22.16</td>
<td>669</td>
</tr>
<tr>
<td>Seattle</td>
<td>3.01/4.13</td>
<td>137</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>14.68/19.34</td>
<td>132</td>
</tr>
</tbody>
</table>

Source: Nielsen Research, 2013 “Asian American Consumer”
Asian 1.5 & 2.0 Generation

Insights

Immigrated to the U.S. as a young child or American-born, this Asian segment is largely acculturated.

They are a part of a segment that embraces English as their primary language, that is less “traditional” in its relationships.

Sees technology and the Internet as a way to embrace the communal aspects of their heritage and get an advantage in the mainstream world.

Heavily focused on education, career, earning potential and overall success.

62% identify themselves by country of origin (i.e., “Korean American”) rather than “Asian” (19%).
Asian Americans prefer to speak a language other than English at home, especially Chinese where 4 in 5 people prefer not to speak English. Thus, in-language advertising efforts are essential.

Source: U.S. Census, 2013 American Community Survey 1-Year Estimates. All sub-segments “alone”
Nearly half of all Koreans and Vietnamese use their in-language media as the primary source of news, information and content.

The balance of populations are bilingual consumers—using in-language media as a secondary source or they consume only English media.

Source: Center for American Progress, “The Ethnic Media in America: The Giant Hidden in Plain Sight,” 2007 (most recent data available). Primary = % audience that primarily relies on this media.
Chinese and Korean TV serves largely as a primary media source for their respective audiences. Only newspapers are stronger. TV has gained a lot of momentum in recent years.

Asian newspapers do a great job at penetrating both Chinese and Korean audiences. However, newspapers fail to deliver a younger, assimilated audience who are online.
Reach Of Asian Internet

Internet is king at reaching the Asian audience.

© 2015 Gravity Media, LLC
Source: Center for American Progress, “The Ethnic Media in America: The Giant Hidden in Plain Sight,” 2007 (most recent data available). Primary = % audience that primarily relies on this media.
Asian Media Landscape

Asian language media outlets increased by a staggering 1,115% from 1999 to 2013.

<table>
<thead>
<tr>
<th></th>
<th>Chinese</th>
<th>Korean</th>
<th>Vietnamese</th>
<th>Asian Indian</th>
<th>Filipino</th>
<th>Other</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print</td>
<td>121</td>
<td>68</td>
<td>76</td>
<td>50</td>
<td>64</td>
<td>30</td>
<td>409</td>
</tr>
<tr>
<td>TV</td>
<td>37</td>
<td>26</td>
<td>18</td>
<td>30</td>
<td>14</td>
<td>11</td>
<td>136</td>
</tr>
<tr>
<td>Radio</td>
<td>32</td>
<td>22</td>
<td>34</td>
<td>21</td>
<td>18</td>
<td>13</td>
<td>140</td>
</tr>
<tr>
<td>Digital</td>
<td>147</td>
<td>84</td>
<td>69</td>
<td>94</td>
<td>87</td>
<td>73</td>
<td>554</td>
</tr>
<tr>
<td>TOTAL</td>
<td>337</td>
<td>200</td>
<td>197</td>
<td>195</td>
<td>183</td>
<td>127</td>
<td>1,239</td>
</tr>
</tbody>
</table>

Source: Nielsen Research, 2013 “Asian American Consumer”
Key Takeaways

- Asians are an ideal consumer group for many brands.
- Language dependency is at a high.
- The Asian media landscape is robust.
- Local or national ad placements can be driven by business objectives.
Chinese Americans
Chinese Immigration Trends

Total Population of Chinese Immigrants in the U.S., 1980-2013

- 1980: 384,000 (+77%)
- 1990: 681,000 (+75%)
- 2000: 1,195,000 (+30%)
- 2006: 1,551,000 (+8%)
- 2010: 1,683,000 (+20%)
- 2013: 2,018,000

Chinese Immigration Destination

- Total Population of Chinese Immigrants in the U.S., 1980-2013
- Source: U.S. Census 2009-2013

Source of Immigration From China

- 2006: 87,307
- 2008: 80,271
- 2010: 70,863
- 2012: 81,794

© 2015 Gravity Media, LLC
Source: U.S Census 2009-2013
Distribution of Chinese in America

37.2%
Chinese age 18+ live in the state of California (1,148,800).

21.5%
Chinese age 18+ that live in New York or New Jersey (667,200).

Source: 2011 U.S. Census, total 3,090,987 total age 18+; Chinese, speaks English less than “very well.”
Chinese Americans

Household Income
- Total Population: $52,250
- Chinese American: $68,149

Education
- Total Population: Chinese Americans
  - Bachelors Degree Plus: 53.4%
  - Other: 46.6%

Foreign Born
- Total Population: Chinese Americans
  - Foreign Born: 60.0%
  - Native: 31.0%

Language Preference
- Total Population: Chinese Americans
  - Not English: 80.5%
  - English Only: 19.5%
Psychographics & Values

- Cautious in personal and business dealings.
- Plan for the long term.
- Prefer communications in their native language.
- Have respect for authority, and elders.
- Employment split between white and blue collar jobs.
- Tech savvy and early adopters of technology.
- Nearly three quarters of Chinese Americans are U.S. citizens.
- Better financial planning.
- Renewal & family time during Lunar New Year.

Source: Gravity
### Young Adults

**Power Player**
- 59% want to get to the very top of their career (index 186).
- 50% like having control over people & resources (index 175).

**Image Conscious**
- 32% agree that designer labels improves a person’s image (252).
- 26% find import cars are more prestigious than American (210).

**Tries New Things**
- 63% try new drinks (191) & 33% are first to try new health foods (201).
- 25% are first among friends to try new clothing styles (235).

**Webcentric**
- 63% spend less time with magazines because of the internet (193).
- 56% spend less time with TV (206).

**On The Go**
- 60% find access to internet while on-the-go important (159).
- 52% access the internet more from mobile device than PC (191).

**eShopper**
- 59% are doing more shopping online than before (160).
- 41% are more likely to buy online than in-store (178).

---

© 2015 Gravity Media, LLC  
Source: Experian Information Systems; Spring 2014 NHCS Adults Study  
Based upon those age 19-29
# Dual Income, No Kids

<table>
<thead>
<tr>
<th><strong>Stylish</strong></th>
<th><strong>Travelers</strong></th>
<th><strong>Influencers</strong></th>
<th><strong>High-end Foodies</strong></th>
<th><strong>Digirati</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>50% prefer driving a luxury vehicle (180).</td>
<td>65% booked travel online in the past year (210).</td>
<td>39% give advice to friends about electronic equipment (213).</td>
<td>47% are 1st to try new food products (238).</td>
<td>74% find it important to have internet access away on-the-go (195).</td>
</tr>
<tr>
<td>55% get many of the options when buying a car (160); 46% buy new cars (159).</td>
<td>66% have traveled internationally in the past 3 years (167).</td>
<td>36% give advice to friends about health &amp; nutrition (193).</td>
<td>45% eat gourmet food whenever they can (233).</td>
<td>57% say the internet is their primary source of entertainment (211).</td>
</tr>
<tr>
<td><strong>Risk Takers</strong></td>
<td><strong>High-end Foodies</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>60% would like their own business in the future (178).</td>
<td>47% are 1st to try new food products (238).</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>46% enjoy taking risks (136).</td>
<td>45% eat gourmet food whenever they can (233).</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Couples With Kids

Image
- 65% find it important that their family think s/he is doing well (135).
- 27% buy things that neighbor/friends would approve (211).

Kids
- 70% like to provide their kids with things they didn’t have (135).
- 62% find out about a car’s safety rating before buying it (128).

Traveling
- 67% find that the internet helps them plan & book travel (149).
- 51% booked travel online in last 12 months (167).

Eco-Friendly
- 75% think people should use recycled products whenever possible (125).
- 54% find it important that others see him/her as eco-friendly (130).

Health Conscious
- 67% use freshest ingredients when cooking (121)
- 61% find nutritional value the most important factor (134)

Dot Com
- 71% find that internet has changed how free time is spent (152).
- 44% find internet their #1 source of entertainment for family (173)

Source: Experian Information Systems, Spring 2014 NHCS Adults Study
Based upon those age 25-54 with children
### Empty Nesters

<table>
<thead>
<tr>
<th>Life &amp; Success</th>
<th>Traditional Media</th>
<th>Digital Light</th>
<th>Financial Attention</th>
<th>Active Travelers</th>
<th>Healthy Bodies</th>
</tr>
</thead>
<tbody>
<tr>
<td>57% pursue a life of</td>
<td>56% find TV as their main source</td>
<td>60% say internet has increased their</td>
<td>50% shop for best deal in financial services (177); 32% pay any price for good</td>
<td>61% try to go some-place different for vacation each</td>
<td>72% eat healthy foods to</td>
</tr>
<tr>
<td>challenge, novelty and</td>
<td>of entertainment (127).</td>
<td>desire to learn/search (123).</td>
<td>advice (226).</td>
<td>time (143).</td>
<td>maintain a balanced diet</td>
</tr>
<tr>
<td>change (133).</td>
<td>38% read a newspaper most days (144);</td>
<td>56% find that internet has changed how they spend free time (121).</td>
<td>38% read the financial section in papers (223).</td>
<td>41% like to go on vacation with activities pre-planned for me (166).</td>
<td>61% are in control of their weight (141); 53% exercise regularly (134).</td>
</tr>
<tr>
<td>45% feel financially</td>
<td>32% rely on magazines (253).</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>secure (147); 42% are</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>workaholics (182).</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Experian Information Systems; Spring 2014 NHCS Adults Study
Based upon those age 50+ without children
Tourists From Mainland China

- Estimated annual visits from Chinese tourists: +800K
- Average spend by Chinese tourists in the U.S.: $3,000, 55% higher than other overseas travelers
- Highest per-trip spenders internationally of any group.

Source: Gravity
Business Owners

1.5MM
Total number of businesses owned by Asian Americans.

5.7%
Percent of all businesses in the U.S. owned by an Asian Americans.

$507.6B
Revenue generated by businesses owned by Asian Americans.

© 2015 Gravity Media, LLC
Source: U.S. Census, 2007 (most recent available)
Key Takeaways

- Many national & regional opportunities for targeting Chinese.
- Chinese are largely early adopters & influencers as well as image conscious.
- Chinese audience segments are familiar, with some nuances.
- Chinese tourists and business owners make attractive sub-segments.
Reaching Chinese Americans
Gravity 2015 Survey of Chinese American Media Habits

Objective:
• Update industry understanding of Chinese American media habits.
• Assess the impact of immigration from Mainland China on the Chinese American mediascape.

Scope:
• Nationwide N>400.
• Representative of country of origin make-up.
• Panel and phone intercept.
Mediascape

Television
+25 Additional Options

Print
+110 Additional Options

Digital
+140 Additional Options

Radio
+15 Additional Options

Outdoor
Many Additional Options

Sample selection, not full list
Consumption of Chinese Media

63%
Chinese Americans that consume half or more of all of their media in-language (e.g., TV, newspapers, radio, Internet, etc.). 22% are nearly exclusively in-language.

74%
Chinese Americans living in CA that consume half or more of all of their media in-language (e.g., TV, newspapers, radio, Internet, etc.). 29% are nearly exclusively in-language.

32%
Chinese Americans living in MD, VA or DC that consume half or more of all of their media in-language (e.g., TV, newspapers, radio, Internet, etc.). Only 7% are nearly exclusively in-language.
Consumption of News

90%
Chinese Americans accessing Chinese websites on a regular basis. Electronic media (TV & digital) has now eclipsed print as most accessed for news & entertainment. Trend is neutral to age and time in America.

56%
Chinese Americans spending 1-9 hours per week readings Chinese newspapers.

49%
Chinese Americans spending 1-9 hours per week using a tablet to access Chinese Websites. 38% are 10+ hours per week using a tablet.
Consumption of TV/Video Content

80%
Chinese Americans watching up to 19 hours of Chinese TV programs on the internet.

69%
Chinese Americans watching up to 19 hours of Chinese TV programs on a regular TV set.

Source: Gravity Asian Media Study, 2015
Language Gets Noticed

76%
Chinese Americans that indicate that they will pay more attention to outdoor billboards if it was in Chinese.

72%
Chinese Americans that indicate that they will pay more attention to direct mail if it was in Chinese.

Source: Gravity Asian Media Study, 2015
Popular Chinese TV Programming

Most Popular Chinese TV News Program Types (Top-2 Box)

- International: 55%
- Local: 52%
- Entertainment: 40%
- Financial: 18%
- Sports: 10%
- Other: 5%

Most Popular Chinese TV Program Types (Top-2 Box)

- Variety Shows: 52%
- Drama: 41%
- Comedy: 31%
- Family: 21%
- Sports: 15%
- Education: 12%
- History: 9%
- Biography: 5%
- Other: 5%

Source: Gravity Asian Media Study, 2015
Top Chinese Radio Markets & Duration

Weekly Chinese Radio Listenership, by State

- CA: 51% (1-9 Hours/Week), 33% (10-19 Hours/Week), 6% (20+ Hours/Week)
- NY/NJ/PA: 51% (1-9 Hours/Week), 19% (10-19 Hours/Week), 7% (20+ Hours/Week)
- TX/IL/Other: 44% (1-9 Hours/Week), 14% (10-19 Hours/Week), 7% (20+ Hours/Week)
- MD/VA/DC: 34% (1-9 Hours/Week), 32% (10-19 Hours/Week), 2% (20+ Hours/Week)

Source: Gravity Asian Media Study, 2015
Top Chinese TV Networks

Despite growth in interest with China-based programming, Hong Kong-based premium networks remain the most popular. Local network Sinovision (NY/NJ) appears to be a little more popular than KTSF (SF) or LA18 (LA).

Little political allegiance to media. Top TV program is from China while most popular print is from Taiwan and Hong Kong.
Top Social & Video Sites

Most Popular Social Networks (Top-2 Box)

- WeChat: 65%
- Facebook: 35%
- QQ/Zone: 24%
- Others: 22%
- Weibo: 17%
- Twitter: 3%
- Instagram: 3%

Source: Gravity Asian Media Study, 2015

Most Popular Chinese Websites For Movies (Top-2 Box)

- YouTube: 66%
- Youku: 46%
- PPS.TV: 35%
- Netflix: 10%
- HULU: 5%
- Other: 4%
- HBO Go: 1%
Top News Sites

Most Popular News/Entertainment/Sports Sites (Top-2 Box)

© 2015 Gravity Media, LLC
Source: Gravity Asian Media Study, 2015
Cultural Events

Percent of Chinese Americans That Indicate That They Would Have Greater Affinity For Brand If It Got Involved In Community Cultural Events

Types of Cultural Events Attended in The Past 12-Months

- Holiday Celebration: 62%
- Street Fair: 32%
- Cuisine/Food Festival: 28%
- Concert: 26%
- Special Casino Event: 15%
- Art Show: 14%
- None Above: 11%
- Sporting event: 7%

Source: Gravity Asian Media Study, 2015
Important for advertisers to recognize that Chinese Americans are on an American holiday schedule.

Best to adapt and leverage messaging for Lunar New Year, New Moon Festival and the major American holidays as well as events—this is often a time they will use for travel.
Key Takeaways

- In-language is vital for communication with Chinese.
- Chinese are the heaviest consumers of TV and the Internet.
- Mobile optimization is critical (smartphone & tablet) for Chinese.
- Reputation is more important than language capability.
Getting Started
## Minimal Investment To Jumpstart

<table>
<thead>
<tr>
<th>Media</th>
<th>1 Week GM Primetime</th>
<th>2 Month Asian Plan</th>
<th>3 Month Asian Plan</th>
<th>6 Month Asian Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>8- (:30) spots</td>
<td>(:30) spot</td>
<td>(:30) spot</td>
<td>(:30) spot</td>
</tr>
<tr>
<td>Print</td>
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<td>Full page 4C</td>
<td>Full page 4C</td>
<td>Full page 4C</td>
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<tr>
<td>Outdoor</td>
<td></td>
<td>Billboards</td>
<td>Billboards</td>
<td>Billboards</td>
</tr>
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<td>Digital</td>
<td></td>
<td>Display</td>
<td>Display &amp; More</td>
<td>Display &amp; More</td>
</tr>
<tr>
<td>Direct</td>
<td></td>
<td>Select Sites</td>
<td>Multiple Top Sites</td>
<td>Letter Pack</td>
</tr>
<tr>
<td>Total Budget</td>
<td>$800,000</td>
<td>$250,000</td>
<td>$400,000</td>
<td>$800,000</td>
</tr>
</tbody>
</table>

**1 Week GM Primetime**
- **Total Budget**: $800,000
- **TV**: 8- (:30) spots
- **Print**: 
- **Outdoor**: 
- **Digital**: 
- **Direct**: 

**2 Month Asian Plan**
- **TV**: (:30) spot
- **Print**: Full page 4C
- **Outdoor**: Billboards
- **Digital**: Display
- **Total Budget**: $250,000

**3 Month Asian Plan**
- **TV**: (:30) spot
- **Print**: Full page 4C
- **Outdoor**: Billboards
- **Digital**: Display & More
- **Total Budget**: $400,000

**6 Month Asian Plan**
- **TV**: (:30) spot
- **Print**: Full page 4C
- **Outdoor**: Billboards
- **Digital**: Display & More
- **Direct**: Letter Pack
- **Total Budget**: $800,000
Automotive Advertising in China
Electronics Advertising in China
Home Appliance Advertising in China
Liquor Advertising in China
U.S. Advertising Targeting Chinese
U.S. Advertising Targeting Chinese
U.S. Advertising Targeting Chinese
Creative Wisdom

Multicultural Creative Myths
• American/global brands have to prove how "Asian" they are.
• Brand positioning must be different.
• Best to always incorporate rich cultural cues, icons.

Multicultural Creative Facts
• Brand reputation and value proposition trump all other factors.
• Brand positioning must not waiver.
• Being in multicultural media is the most respectful cultural message there is.
• Multicultural consumers are global consumers – they’re used to world class advertising and marketing messaging.
• Cultural cues and icons must be used sparingly to avoid look-alike marketing and falling into the "Nostalgia Trap."
2012 Strategic Successes

GEO-CONCENTRATION

MARKET CONCENTRATION

BRAND ADHERANCE
2013 Strategic Successes

21st Century Media Mix

Hispanic; Added Harrah's Rincon

30% More Media + 40% More Direct Marketing + 20% More On Site Executions
## 2013-14 Achievements

<table>
<thead>
<tr>
<th>2x</th>
<th>Rate at which Asian THEO growth has over General Market for Caesars Entertainment.</th>
</tr>
</thead>
<tbody>
<tr>
<td>703</td>
<td>Total number of Asian direct mail and marketing projects completed in 2013 nationally for Caesars Entertainment.</td>
</tr>
<tr>
<td>70.4 MM</td>
<td>Impressions generated from the 8 media tours &amp; the “Culinary Battles” events program.</td>
</tr>
<tr>
<td>212</td>
<td>Total number of Asian advertising executions generated nationwide for Caesars Entertainment in Mandarin, Cantonese, Vietnamese and Korean.</td>
</tr>
</tbody>
</table>

- Launched first mobile ad campaign for Caesars Entertainment
- Development & launch of CaesarsEntertainment.cn.
- Created (:15) TV for ACM in Mandarin and Cantonese
- Produced (;60) Caesars “Resplendence” TV spot in Cantonese, Mandarin, Vietnamese, English to strategically position Caesars Palace as the gateway to all the CET properties in Las Vegas.
- 2013 Silver Davey Award winner for Lunar New Year ad campaign.
2013-14 Achievements
2013-14 Achievements
2013-14 Achievements
Beyond Chinese
## Other Asian Segments To Consider

<table>
<thead>
<tr>
<th>South Asians</th>
<th>Filipinos</th>
<th>Vietnamese</th>
<th>Korean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Most educated and affluent of all American consumers.</td>
<td>3rd largest Asian sub-segment and skews slightly older (median 40.3). Proficient in English, but prefers Tagalog. Cornerstone of healthcare industry.</td>
<td>4th largest Asian sub-segment; has largest household size (3.53). Beginning to disperse beyond traditional gateways of CA, TX and LA. Sending sons to Catholic church.</td>
<td>5th largest Asian sub-segment, also the most entrepreneurial. Arrive highly educated, but lacks English skills. 2nd generation more clannish than other groups.</td>
</tr>
<tr>
<td>Integral to ecosystem in CA, NY/NJ &amp; DC. Immigrating at rapid pace. Influence in healthcare, hospitality &amp; tech.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Getting Started

1. Evaluate Market Size and Potential
   - Internal metrics
   - Secondary data

2. Evaluate Internal Organization
   - Distribution method
   - Sales and marketing organization

3. Consumer research
   - Benchmarking
   - Preference
   - Qualitative factors

4. Creative and Media Development

5. Play to Win
   - Create tests designed to win not "toe dipping"
Thank you.