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Fluent Performance Delivered.

Results-Driven, Audience-Centric Media

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GROUP INC

Polestar Case Study

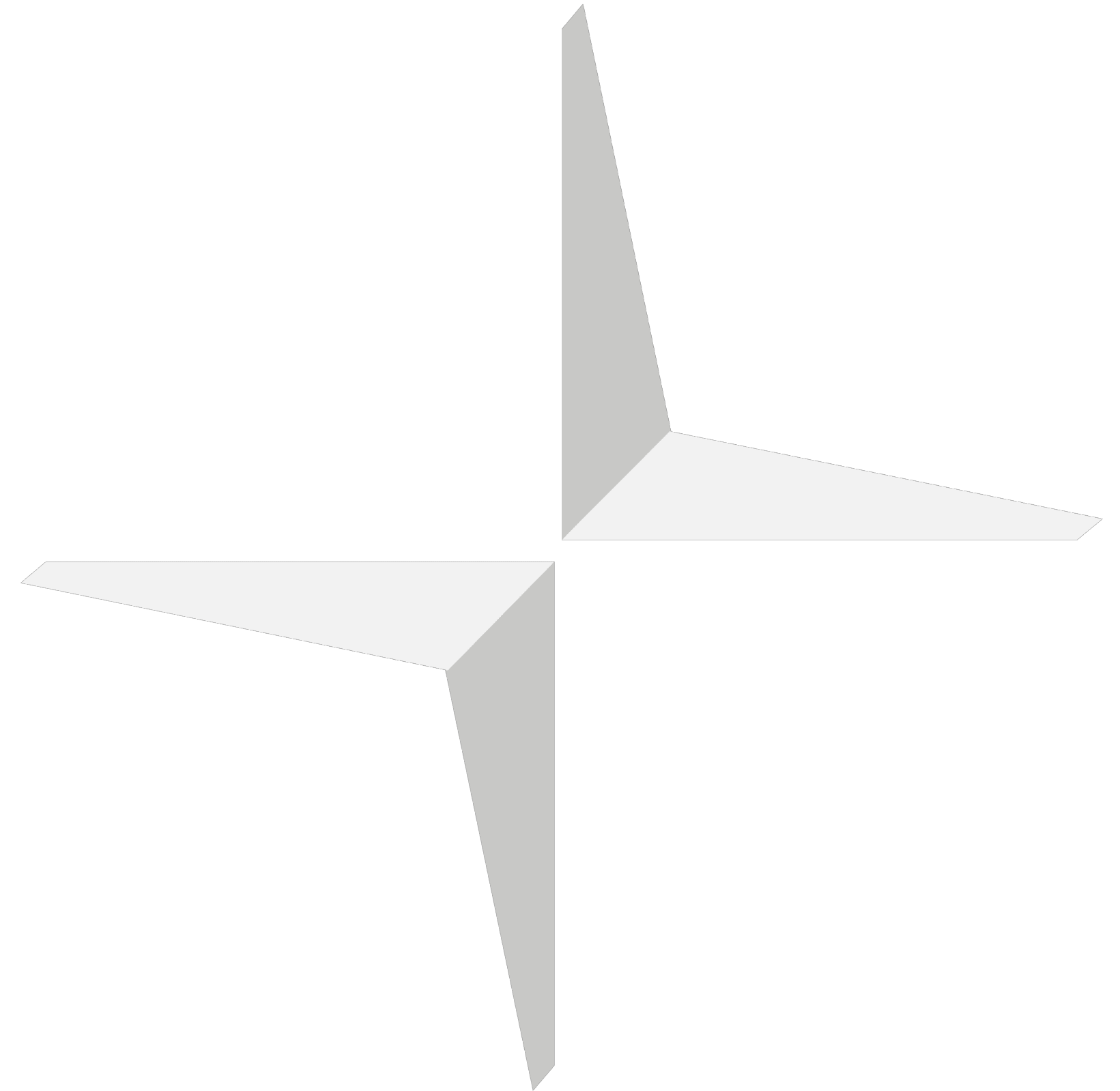
○ Challenge

Generate buzz, awareness to consideration, around a newer make in an increasingly fragmented and competitive EV space.

○ Insight

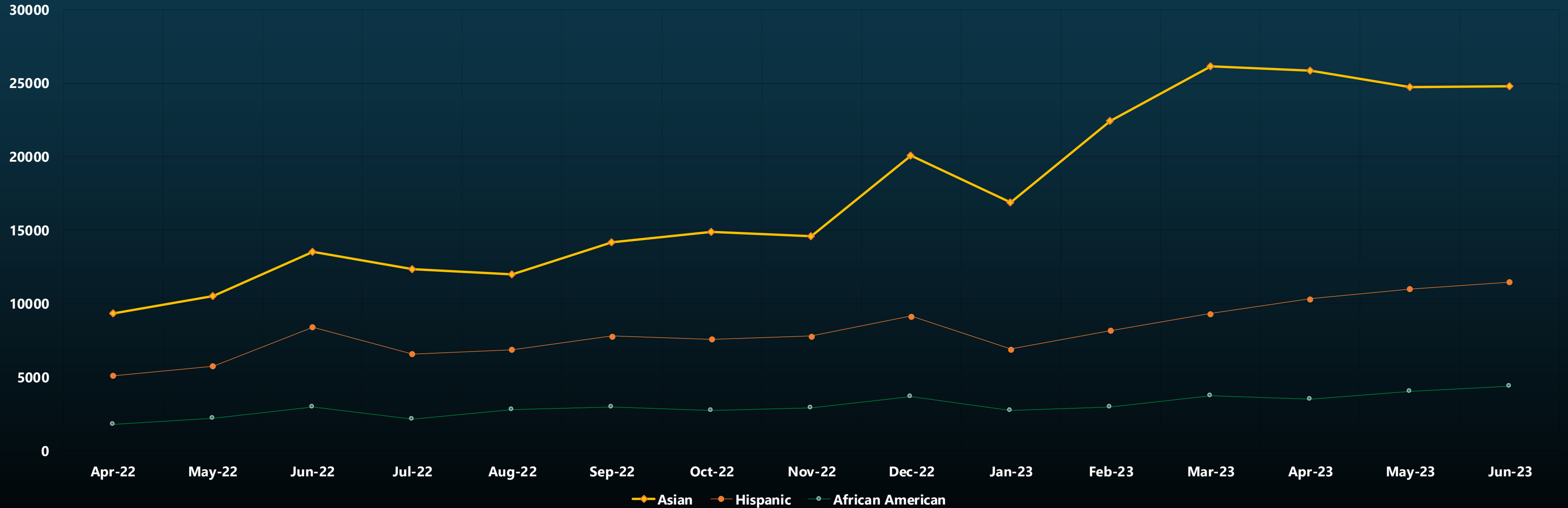
22.7% of ALL EV sales in 1H 2024 were to Asian Americans (S&P Global)

Infrastructure supporting seamless EV adoption is more heavily built out in key metros that align with Asian Am population centers.



New Vehicle EV Registrations – Growth Audiences

Asians have consistently had the highest number of new EV registrations compared to all other groups, and the gap has only continued to increase over the past year.



Polestar Case Study

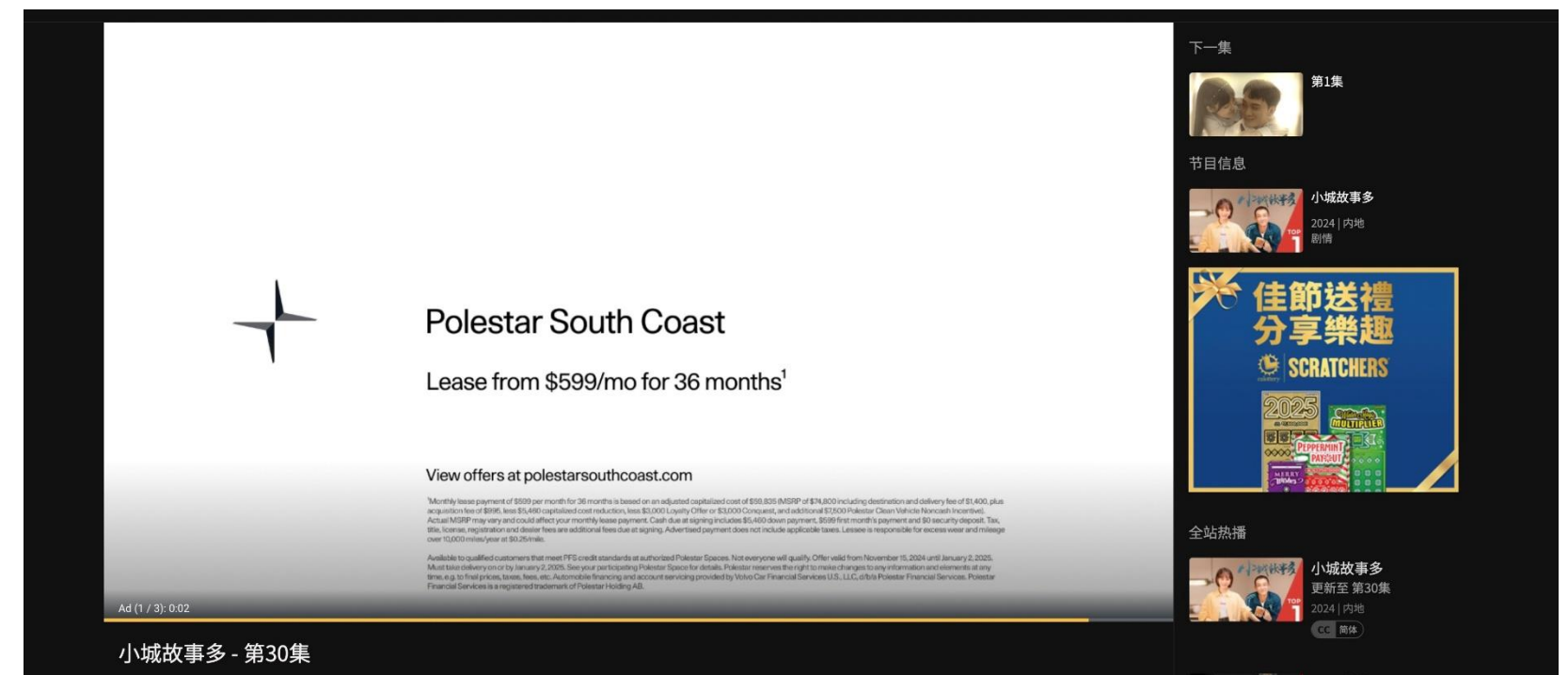
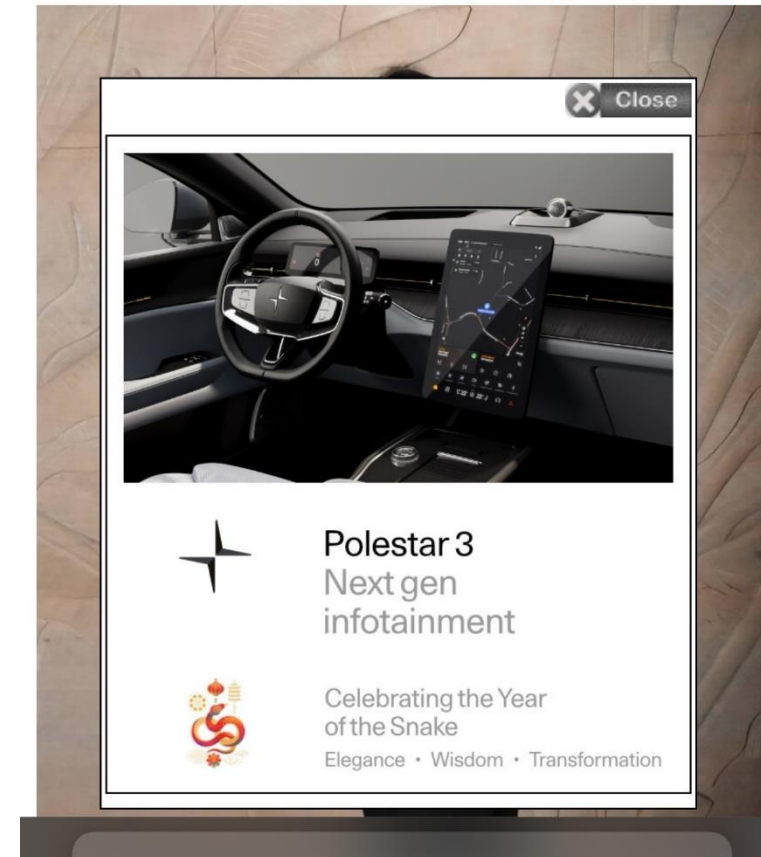
Test

1 region, multi—ethnic reach; keying into the fact that 80% of Asian Americans identify primarily as “ethnicity” or “ethnicity American” rather than “Asian American” (Carnegie Endowment for International Peace, 2022)

Result

Growth to partnership for 6 regions, as it’s a “well-liked strategy.”

2025/01/27 07:54



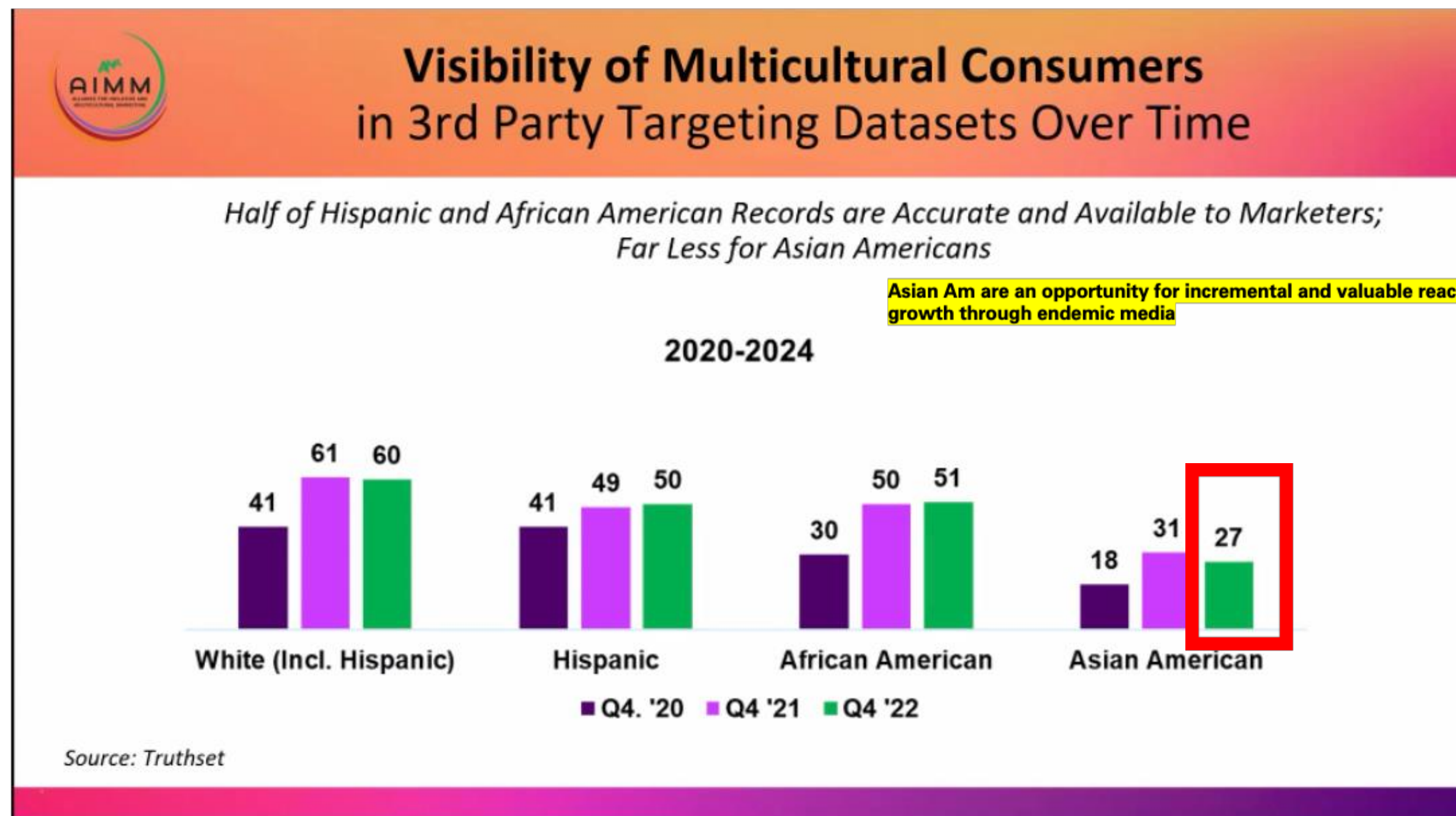
INSIGHT:

The Importance of Ethnic Specificity in Media Reach



80% of Asian Americans identify at “ethnicity” or “ethnicity American” rather than Asian American which is why

Data Updates





ASIAN MEDIA
G R O U P I N C

Differentiators

What makes AMG different?

40-years heritage

25-years digital heritage

Cross-ethnic (top 5 indexing ethnicities)

Cross-platform (OLV, CTV, high impact display, standard display)

Industry leading performance (Cannes, USC etc)

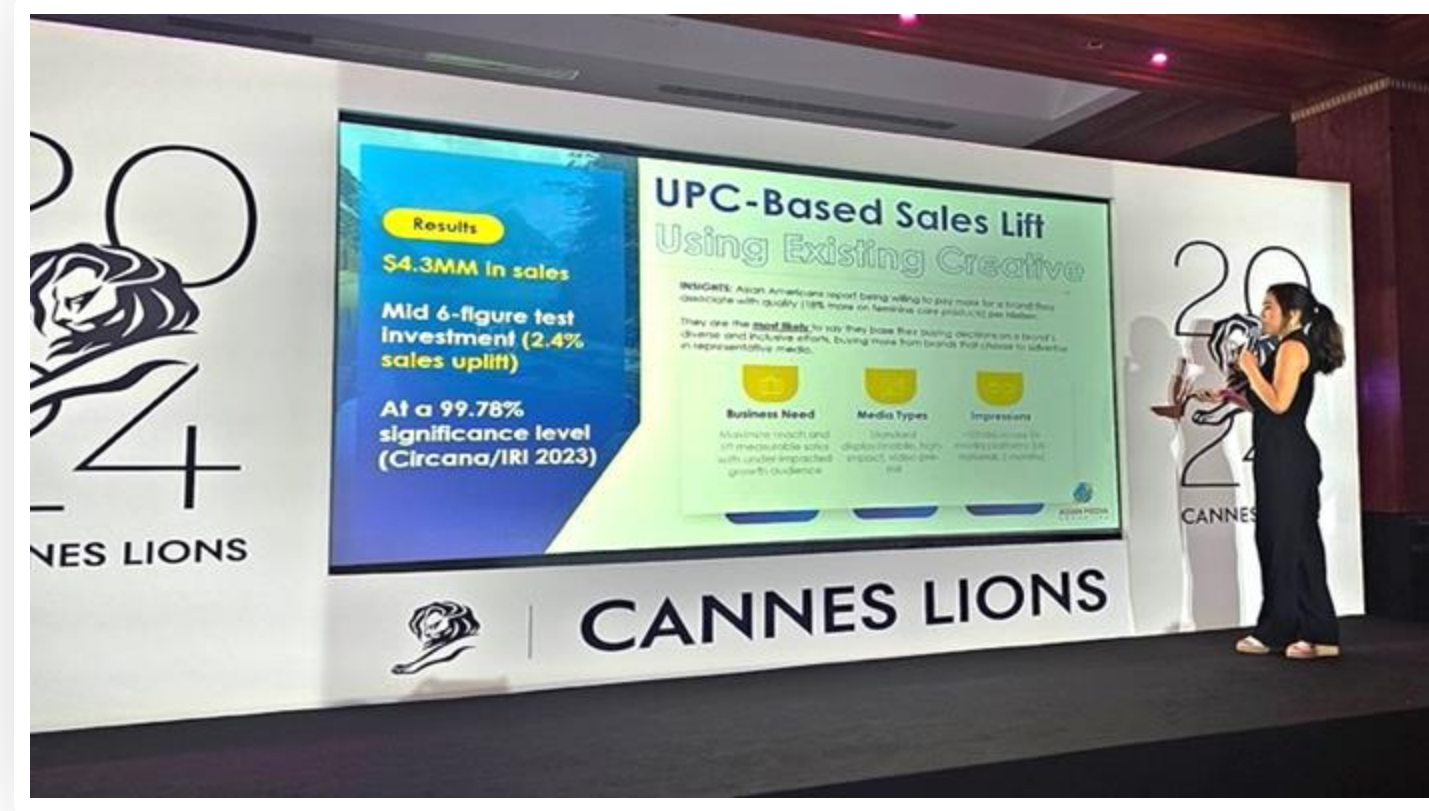
100% ethnic endemic media

Custom, bespoke (to AMG) high impact display units

Reach AND attention quality

Real Results & The Trust

- Presented at P&G's Cannes Lions CMO Summit.
- Invited by a CMO to lecture at USC's Marshall School of Business





Our Story

info@asianmedia.com

@asianmg

Thirty-nine years ago, before "Asian American" was a recognized term, our founders had a bold vision: to create representation where none existed. Starting with magazines, they built platforms celebrating and glamorizing the voices of a growing but often overlooked community. Backed by passionate believers including George Takei, we didn't just aim to survive—we thrived by delivering measurable sales performance that won over even the most skeptical clients.

Today we are digital first, scale, performance and authenticity driven.

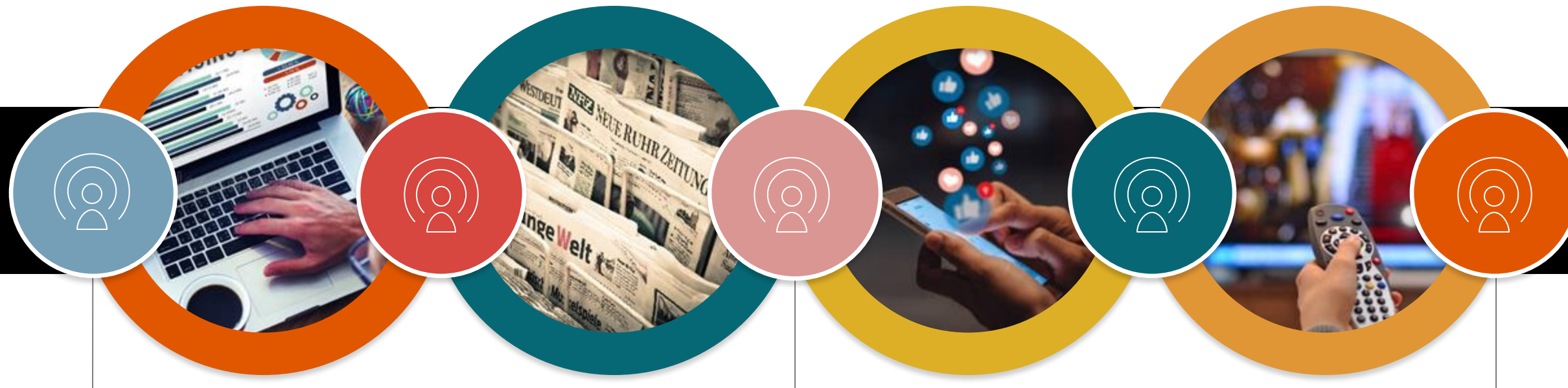
We are 100% Asian American-owned (MBE Certification), and 55% women-owned.

HOLDING COMPANIES WE WORK WITH

Trusted or preferred partner across all top agency holding companies.

IPG


PUBLICIS
GROUPE

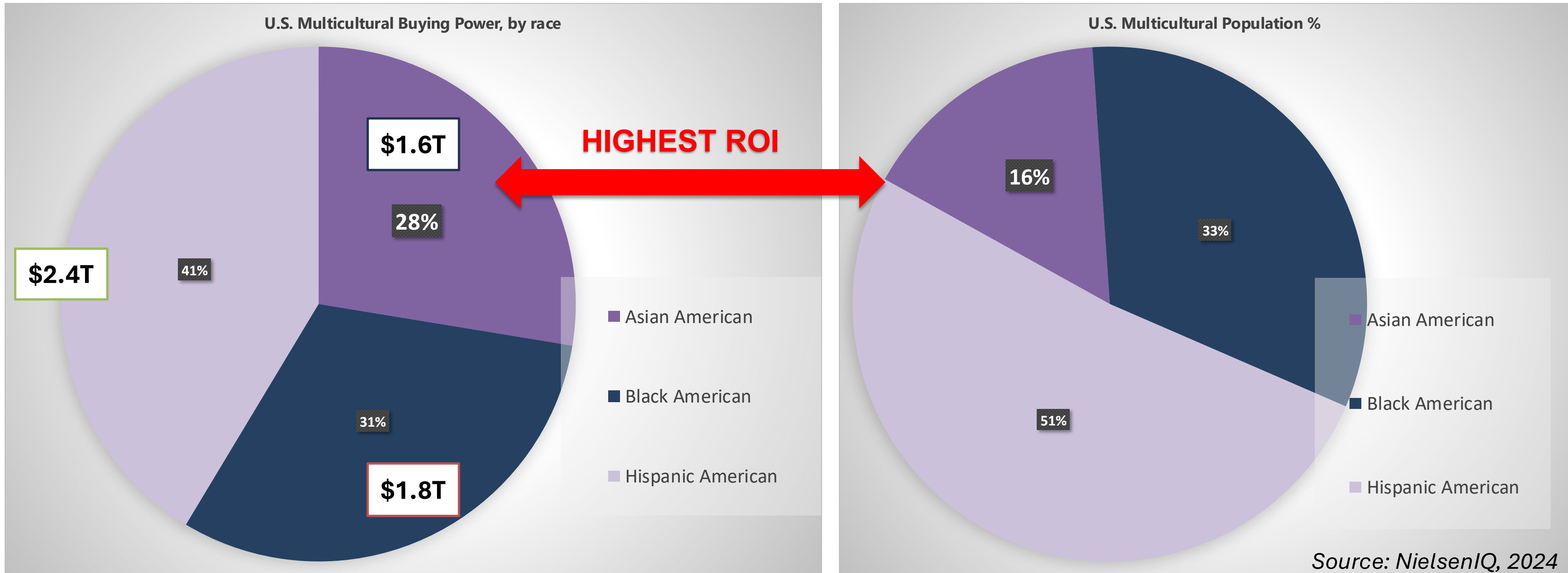


OMG Omnicom
MediaGroup

WPP

dentsu
group

2024 U.S. MULTICULTURAL BUYING POWER



Asian Americans makeup 16% of the U.S. multicultural population and yet account for 28% of all U.S. multicultural buying power

CATEGORICAL OPPORTUNITY

“ UPPER INCOME

- Luxury retail
- Beauty
- Apparel
- Autos
- Travel
- CPG – less generational preference

”

Upper Income



Middle Income



Lower Income



% Asian

32 %

48 %

20 %

According to Pew Research: 80% fall into "middle" and "upper" income defined as follows:

- 32% of Asian Am (vs 19% of general population) are "upper income" with median HHI of \$277K
- 48% are in "middle income" with a median HHI of \$112K

OPPORTUNITIES TO CONNECT

- Media:

- Video (OLV/CTV/OTT)
- Display (standard + high impact)

- Content:

- Mild creative customizations
- Translations/transcreations
- Video and article integrations
- Content production to live within media

- Sponsorships:

- Custom and tailored, media and beyond



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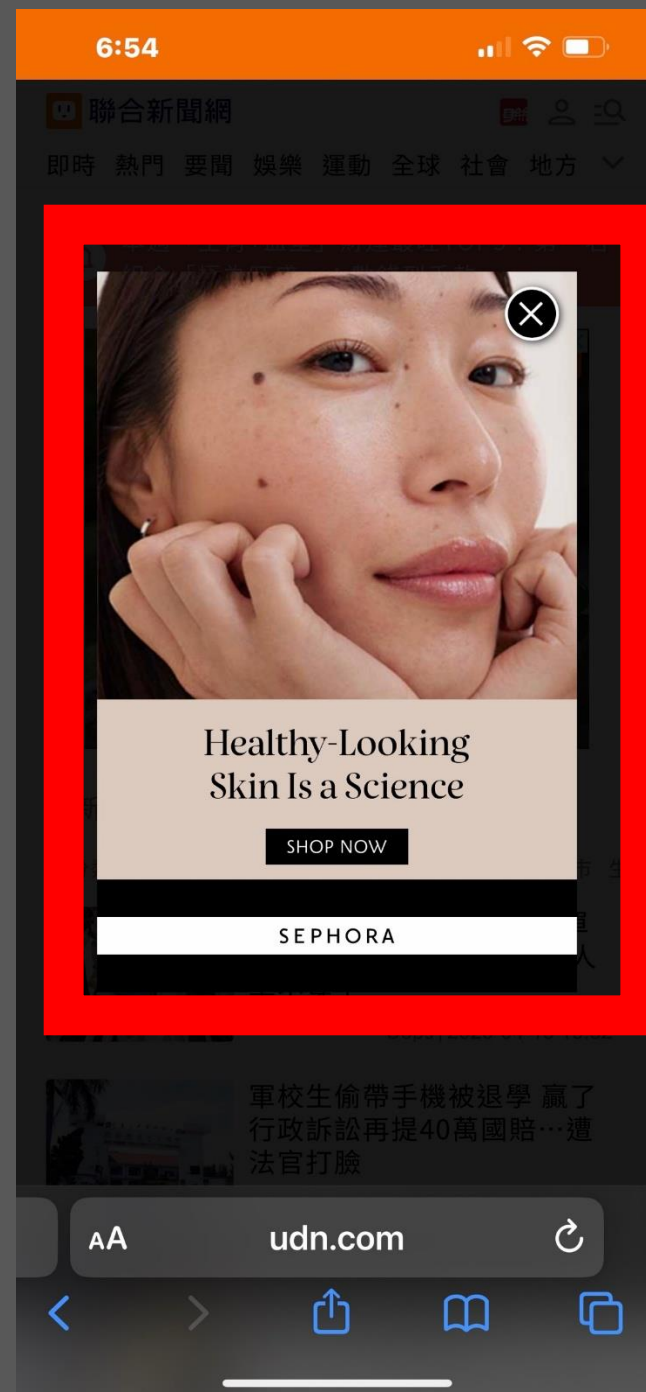


EXAMPLES OF MEDIA ACTIVATIONS

Video & Display

Travel, auto, tourism, upscale retail, liquor, entertainment, CPG, etc.

FOCUS ON HIGH-IMPACT DISPLAY



NATIVE ARTICLES & SPONSORSHIP EXAMPLES



Mommy relives her Disneyland Resort girlhood with her 2 babies

In time for The Walt Disney Company's the 100th anniversary, a family celebrates their two daughter...

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Disneyland Resort Delights the Happiest Foodies on Earth

It's not just an amusement park, it's a culinary adventure!

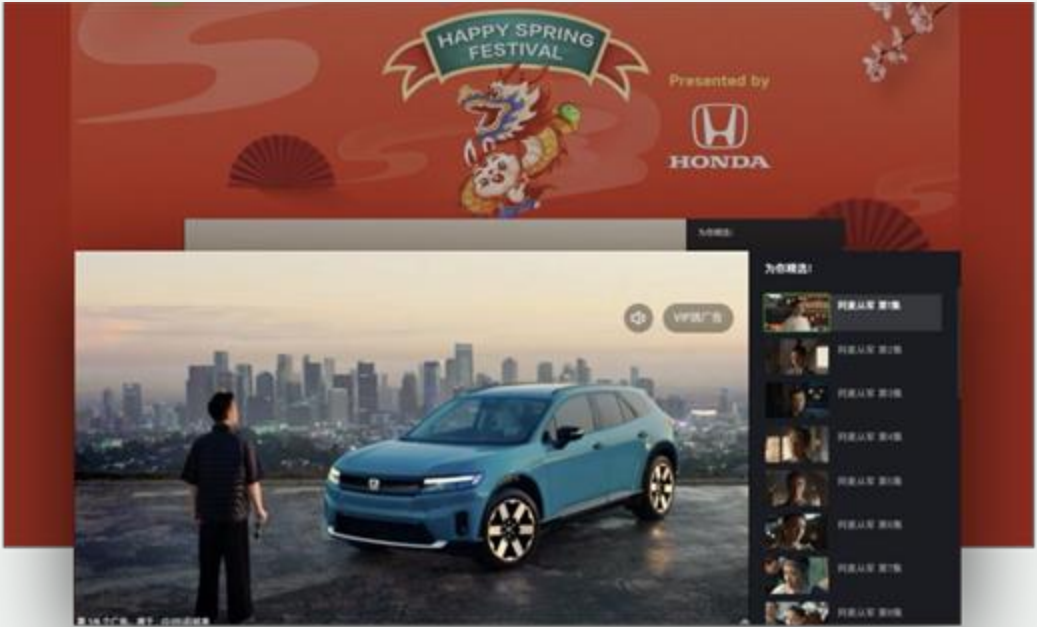
July 11, 2023 13:26:07

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MORE ENTERTAINMENT

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Presented by HONDA

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CONTENT WITH SCALABLE AND DIVERSE DISTRIBUTION

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POWER AND CONFIDENCE TO GO THE DISTANCE

FIRST-EVER ALL-ELECTRIC BLAZER EV

追求刺激快感? 看这对情侣如何尝试他们的全新超酷电动休旅车!

时间: 2023-11-19 20:49 | 更新: 3天前

热门推荐: 罗莎琳-卡特道, 不知家中地板, 海莉获共和党, 投票大亨查尔斯, 沙拉中吃出手, 府党利率维持, 哈马斯遭马, 知名女主持人

지역 홈

중앙일보 THE KOREA DAILY

전체기사 사회 경제 라이프 연예/스포츠 HelloKtown ASK미국

[영상] 역대급 전기 SUV 나온다. 쉐보레 블레이저 EV

치열해지는 전기 SUV 시장, 두마리 토끼 모두 잡은 쉐보레 블레이저 EV

GM이 2024년형 쉐보레 블레이저 EV의 출시 관련 정보를 공개했다. 블레이저 EV는 GM의 최신 얼티엄 플랫폼으로 만들어지는 순수 전기 SUV로 디자인과 성능 등 공개 전부터 눈길을 끈 모델이다.

블레이저 EV는 LT, RS, SS 등급으로 제공될 예정이며, 우선은 RS 듀얼 모터가 장착된 향시 네 바퀴 굴림(AWD) 버전부터 8월 달러 인도가 예정되어 있다. 가격은 60,215달러부터 시작하며 제조사 추정 약 2790마일 주행거리를 가진다. 블레이저 EV는 멕시코 라모스 아리조네 공장에서 만들어지며 이곳에서는 가솔린 블레이저 모델을 만들고 있다.

RS 싱글 모터와 2LT 듀얼 모터 버전은 각각 6,790달러와 56,715달러부터 시작하며 출가를 생산을 시작한다. 2LT 듀얼 모터의 경우는 RS 듀얼 모터와 같이 2790마일 정도의 주행거리를 가질 것으로 보이며 RS 싱글 모터 버전은 320마일 주행이 가능할 것으로 예상된다.

India Explained Opinion Business Entertainment Sports Politics Lifestyle Tech Education Investigations Research Videos Podcast

Freestyler vs Lawnmower

Two very different thrillseekers agree on the all-new Chevy Blazer EV.

Updated: November 14, 2023 12:42 IST

NewsGuard

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- Uttarakhand Tunnel Rescue Operation Live Updates: Rescued workers identified

Indian American couple Jaya and Jason spend their weekends seeking thrills on land, in the water — liquid or frozen — and in the sky. Fortunately the Pacific Coast offers abundance opportunities for thrillseeking.

When it comes to kitesurfing Jason prefers a leisurely slalom along a scenic coastline while keeping most of the sky firmly above him. Jaya, on the other hand, is an extreme freestyler who can't pass up a monster loft despite the risk of an

PUBLISHED ON: NOVEMBER 8, 2023 | DURATION: 1 MIN, 19 SEC

BLAZER AWD

This is an advertisement. Your video will start in 00:07 seconds.

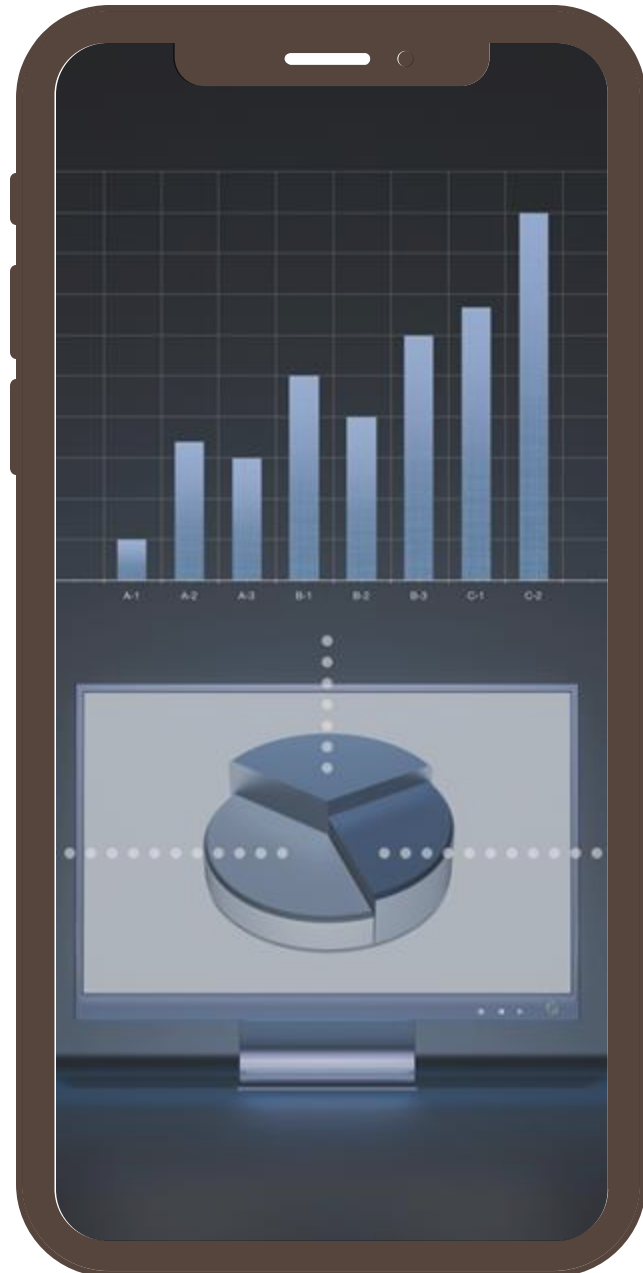
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Everyone Who Believes In God Should Watch This

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AMG Key Numbers

Our audience reach is vast. Our results consistently exceed industry benchmarks.

2024 digital benchmark averages (Cross-platform):

- Video VCR: 93%
- Video CTR: 0.72%
- Standard Display: 0.18%
- Small Interstitial Display: 0.88%
- Large Interstitial Display: 2.32%

2.1B

Monthly NA Imps.

17MM

Reached

1.5X

Min. Performance Lift

\$113K

Audience Avg. HHI

Client Billing Growth Through Performance

Investment Growth With AMG

BRAND 1 (400% growth)

- 2023 5-figure investment → 2024 6-figure investment

BRAND 2 (200% growth)

- 2023 low 7-figure investment → 2024 7-figure investment

BRAND 3 (300% growth)

- 2023 6-figure investment → 2024 just under 7-figure investment



Testimonials



Testimonials

See what agencies & advertisers are saying



Performance Marketing Director at top NYC agency, 2024

"Working with the Asian Media Group for over three years has been an exceptional experience. Their team consistently delivers strong performance, helping us achieve measurable success across key marketing and media objectives. It's been a partnership built on trust, expertise, and results, and their work has truly elevated our ability to connect authentically with Asian audiences.

Their deep cultural understanding and strategic media placements have directly contributed to increased brand awareness, higher engagement rates, and tangible growth in conversions within these communities. Not only do they help us meet our objectives, but they also provide valuable insights that shape how we approach multicultural marketing as a whole."

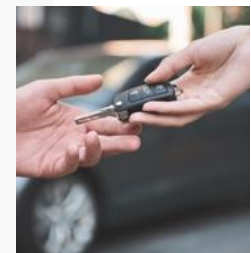
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Zenith Media New York (Publicis), 2025

"Activating with AMG helped expand our reach against diverse audiences and effectively drive user engagement to client's website. This resulted in cost efficient conversions exceeding campaign benchmarks for CPM and CTR. The team created a seamless process to work with that was organized, concise, and communicative. The team was always proactive with their innovative 'first to market' ideas."

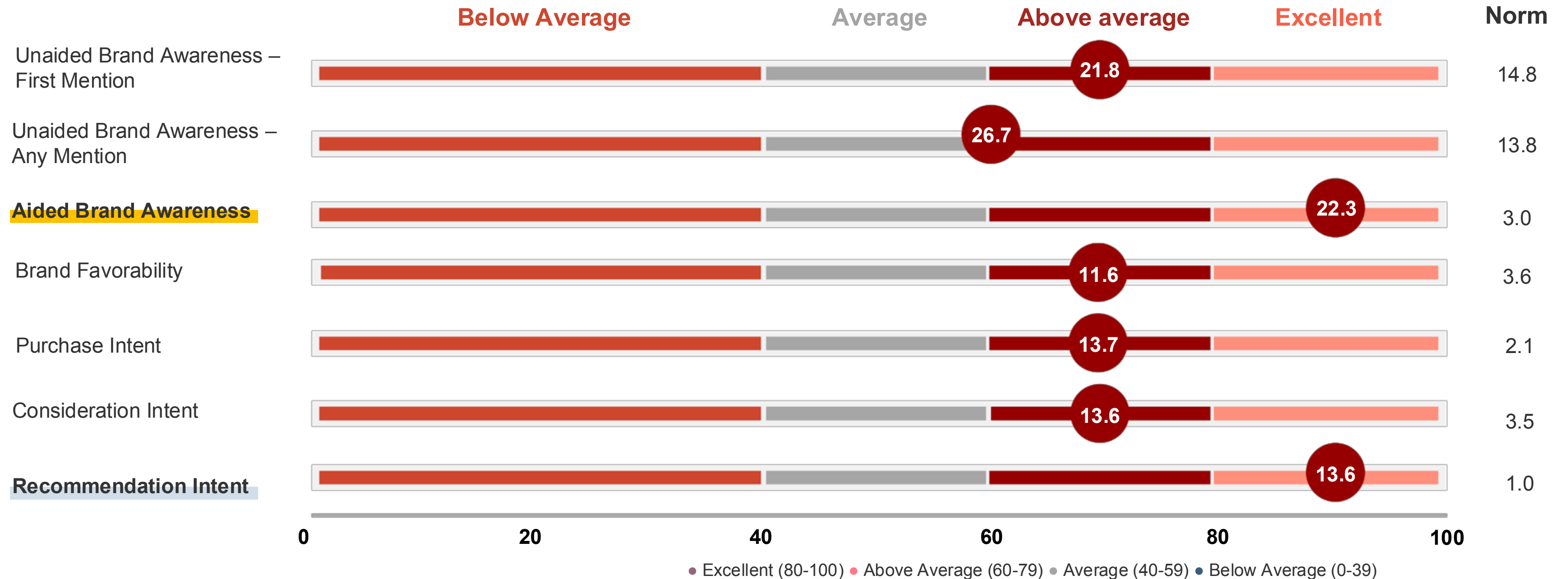
"We saw very strong metrics overall for this campaign, both in terms control vs exposed. [...] The [AMG-produced content and media] campaign saw overall increases not only in upper funnel metrics, but also Intent metrics which are very difficult to move with Auto"

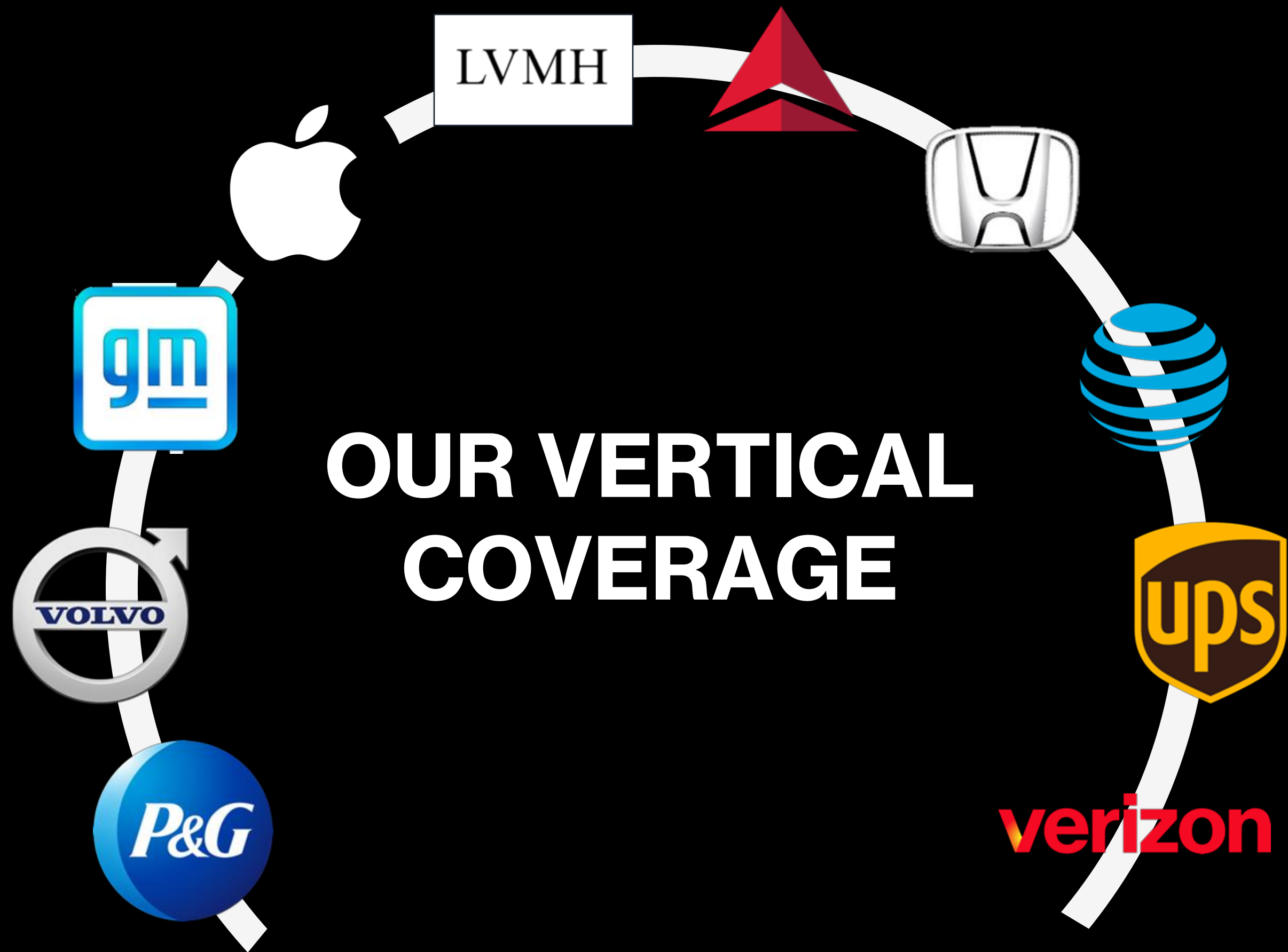
Kantar Milward Brown on Brand Lift, 2024



CUSTOM CONTENT: Kantar Context Lab Normative Brand Lift Study

- Strongest lifts were observed in the Aided Brand Awareness (7x norms) and Recommendation Intent (13x norms) categories.







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THANK YOU

Genessee Semler
Genessee.S@asianmedia.com