

“Embrace Your Inner Dragon” Insights & Best Practices



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iwg | **AARP** “Embrace Your Inner Dragon” Video



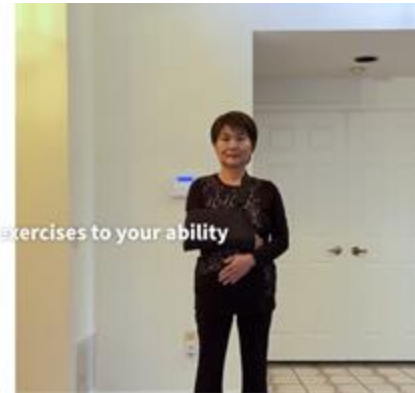
Inspiration behind “Embrace Your Inner Dragon”

- Cultural Significance of the Year of the Dragon (Power, Courage and Identity)
- To inspire audiences to celebrate while prioritizing health and wellness throughout the Year of the Dragon.
- To empower AAPI communities to embrace their heritage confidently.
- Drive engagement and awareness across diverse AAPI demographics
- Challenges: Aligning cultural themes with brand messaging, fitness tutorials, an eyewear giveaway, sweepstakes activation and event activation
- This initiative celebrates the adventurous spirit of Gen X, reflecting resilience, mobility, courage, and agility inspired by martial arts legends, and trendy eyewear.



Best Practices for “Embrace Your Inner Dragon”

- Leveraged real stories behind the scenes with talent involved in Embrace Your Inner Dragon campaign
- Ensured representation across different AAPI subgroups
- Multi-Channel Approach: Social media, video fitness tutorials, eyewear giveaways, sweepstakes activation, community event activation (movie screening)
- Collaboration with IW Group and certified diverse suppliers like the Kinjaz, Paul Vu - EDA Frames, etc.
- Key Metrics, Engagement, Media Impressions, and community feedback



Campaign Impact on AAPI Communities & Broader Audience

- Positive reception in both multicultural and broader audience targets beyond AAPI community
- Important to partner with diverse suppliers for authentic multicultural marketing, messaging
- Investing in culturally resonant storytelling and visual elements
- Measuring success beyond traditional metrics - community feedback and brand sentiment



kristabelle WOW WOW WOW
WOW WOWWWWWW RESPECT!

54w 1 like Reply



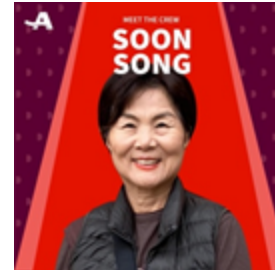
g.o.a.t.sauce This is so sickkkkk

55w 1 like Reply



annettemulligan92 🔥🔥🔥🔥🔥🔥
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Summarize Tips/Learnings:

- When developing campaign, start with cultural insights and strategy
- Prioritize authenticity in messaging
- Leverage diverse suppliers for expertise, shared vision, partnership and credibility.

For further information or collaboration opportunities contact Janet Alikpala, Account Director at IW Group at janet.alikpala@iwgroupinc.com or scan her LinkedIn QR code below:



Thank you!