

A MAIP INITIATIVE:  
**MAKING MOVES AGAINST  
ANTI-ASIAN RACISM**



X





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# Meet Quake

Table shakers & wave makers.



*Goodby Silverstein & Partners is a full-service advertising agency that puts people at the center of everything they do.*

They believe in **mass intimacy**: the ability to reach millions, but seem to speak only to you.

- + San Francisco
- + New York City
- + 500+ employees

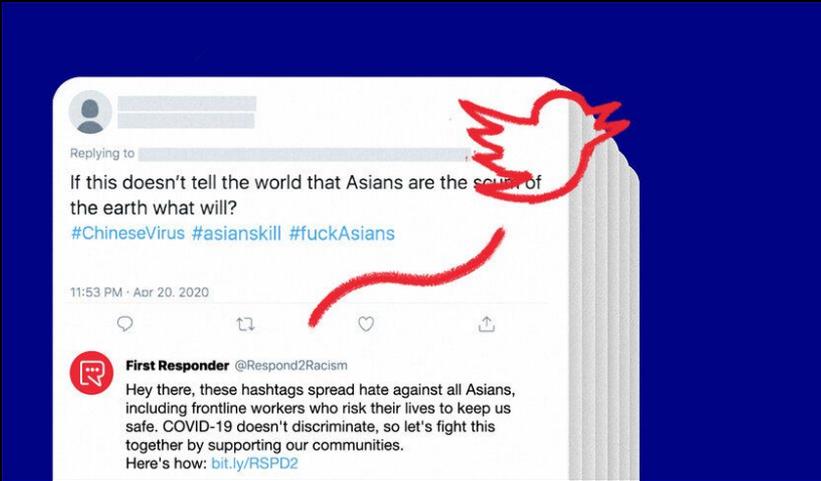
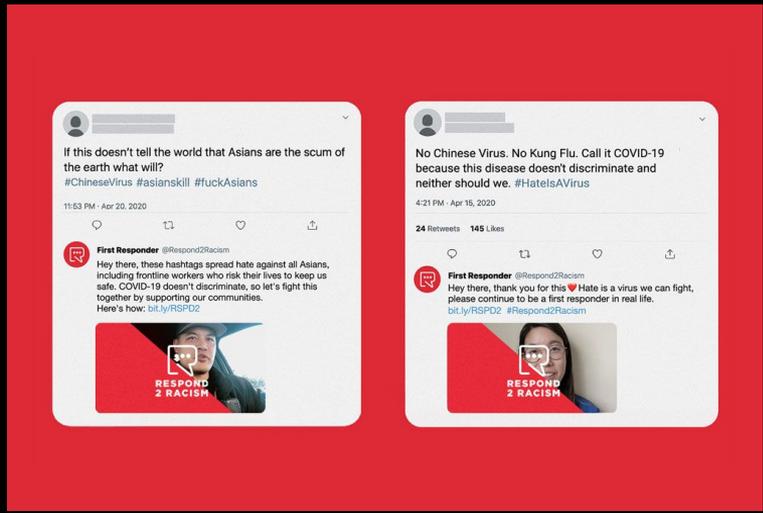


**RESPOND  
2 RACISM**

## **GS&P Responds to Asian Harassment**

As #ChineseVirus, #KungFlu, #ChinkVirus, #HateAsians began to surface the internet, verbal and physical attacks increased across our nation.

**GS&P launched Respond2Racism as a movement to combat discrimination and equip people with tools to address harassment.**



# Brief Three

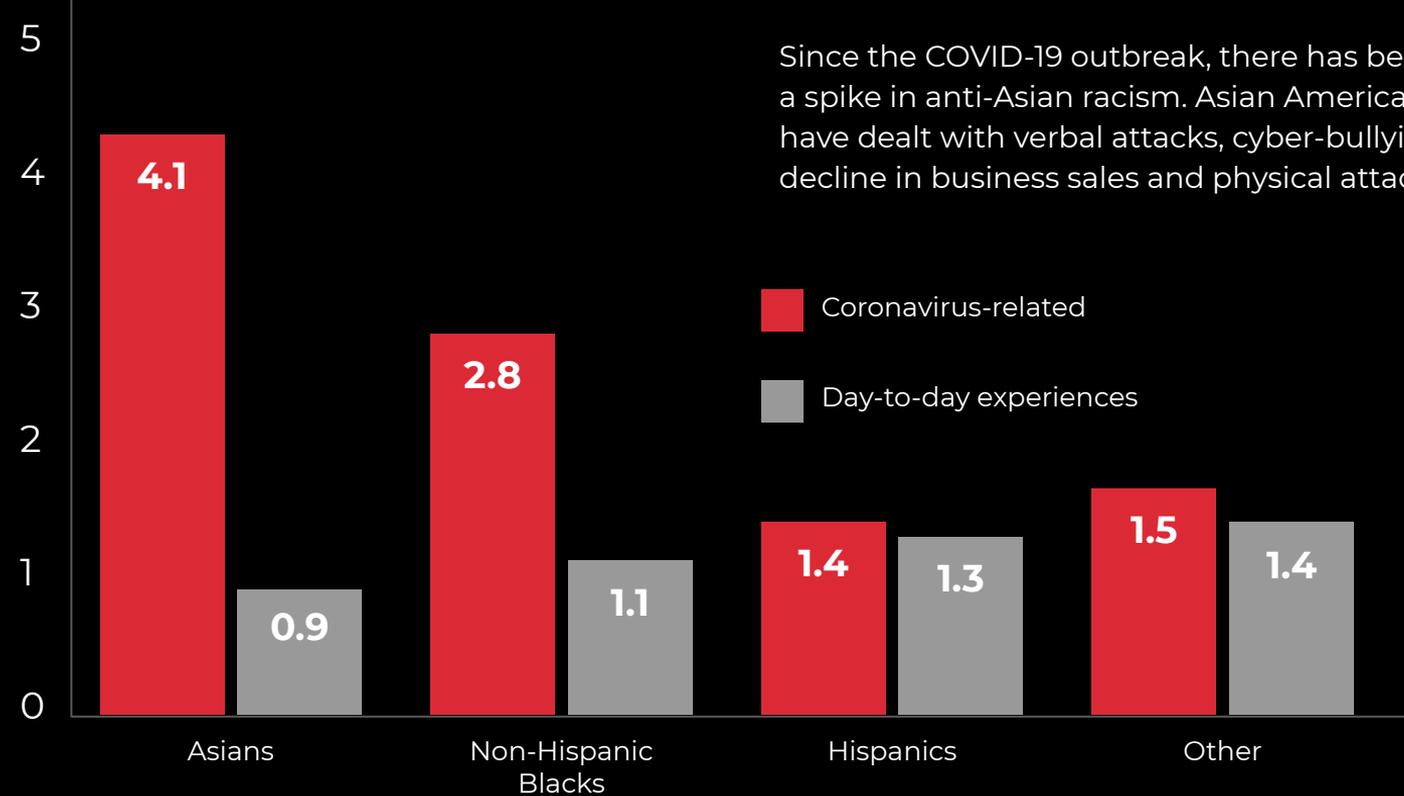
Quake will create **fun, highly shareable and educational resources** on anti-Asian racism for Respond2Racism.



# Why Anti-Asianism?

# The Problem

## The Effects of Anti-Asianism



Since the COVID-19 outbreak, there has been a spike in anti-Asian racism. Asian Americans have dealt with verbal attacks, cyber-bullying, decline in business sales and physical attacks.

# The Problem

## The Effects of Anti-Asianism



### Decline in Business

Asian-owned small businesses cash balances were down more than 20%. By April, 26% of Asian-owned businesses shut down during that month. By May, 21% were closed.

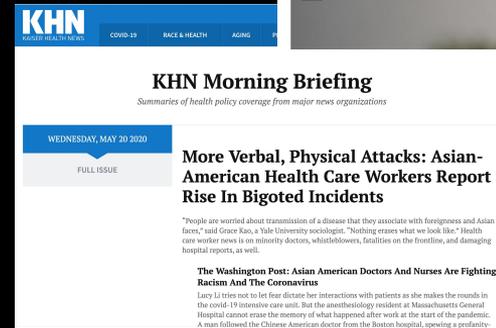
# The Problem

## The Effects of Anti-Asianism

### Physical Attacks

Since February, Asians have been subjected to attacks and beatings that appear to be linked to the pandemic.

As of July 1, the Stop AAPI Hate self-reporting tool had recorded over 800 discrimination and harassment incidents against Asian Americans in California in the span of 3 months, including 81 assaults and 64 potential civil rights violations.





**Despite these horrific facts,  
there was no big uproar in  
defense of the Asian community.**

# KEY FACT 1

## **Asian Americans do not feel comfortable advocating for themselves**

In many Asian-American households, children grow up controlling or hiding their emotions. If you're "too emotional," you may be perceived as someone who complains too much and doesn't try to solve anything for themselves.



# KEY FACT 2

## **Non-Asian Americans don't know how to advocate for Asian Americans**

The so-called “model minority” stereotype, one of the most pervasive and harmful assumptions about Asian Americans, holds that Asian Americans are a uniformly high-achieving racial minority that has assimilated well into American society through hard work, obedience to social mores and academic achievement.

# KEY FACT 3

## **Asian Americans are not advocated for as much as other multicultural communities**

Asian Americans are overlooked in research, clinical outreach and advocacy efforts. Despite being the fastest growing racial group (a 72% increase since 2000), clinical research efforts focused on Asian American, Native Hawaiian and Pacific Islander populations have made up only 0.17% of the National Institutes of Health (NIH) budget since 1992.



# The Impact of Activism in **Social Media**

**45%**

believe social media is crucial when participating in politics and social issues

**54%**

Of users ages 18 - 29 have used social media within the past month to find information on rallies and protests within their area

**69%**

Of Americans have been talking to family and friends about racial equality within the past month

# Target Audiences

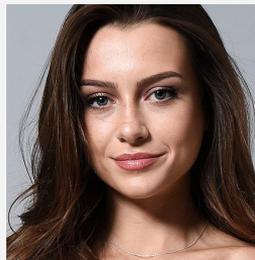
## Primary | The Informed

Asian Americans between the ages of 18-34 years old\* who want ways to break down the stigma and racism reinvigorated by COVID-19

## Secondary | The Want-to-be-Informed

Politically and socially aware allies of Asian Americans. They're also on the frontlines and are unafraid to leverage the fight against racism.

\***Hootsuite:** 18-34 years old are the largest demographic on Twitter



# What People **Are Saying**

“Growing up, I hated taking my traditional lunches to school because I knew my peers would say **unnecessary comments.**”

“My classmates used to call my lunches **‘smelly and disgusting.’**”

“People told me they won’t order from Chinese restaurants anymore because they **don’t want to get infected.**”



# Lunchbox Moments Explained



# The **Insight**

**Anti-Asianism discussions tend to start and stop at the lunchbox conversations.**





# BIG IDEA

But we need to go deeper than those moments for real change.

**Let's unpack these lunchbox conversations.**

# The Strategy

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**UNITY + ACTION = CHANGE**

The fight against Asian American discrimination must go beyond **unpacking** lunchbox conversations.

By partnering with influencers and brands who directly impact the Asian community, we can educate and empower Asians and allies alike.



# ACT ON IT

**Go past the lunchbox conversations.**

Encourage Asian Americans take a deep dive into their own experiences through social media, digital media, and partnerships.

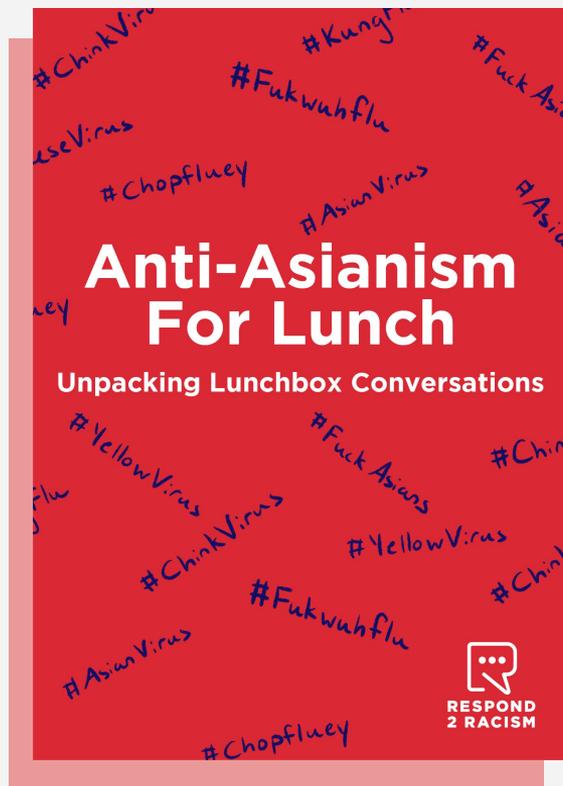
# Execution One

## Mini E-Book Series

The mini handbook series is a collection of real life stories, quick-facts, and resources to help our target audiences gain a deeper understanding of the Asian American experience. This is also to provide space for Asian Americans to share their experiences.

Deeper topics would include:

Incarceration, Deportation, Racism in the workplace, Geopolitical tensions, Poverty, Cultural nuances, and more



eBook Cover

# Execution One

## Mini E-Book Series Vault



# Execution One

## Mini E-Book Series: Getting Influencers Involved

Our selected Asian American influencers represent the diversity of the Asian continent. They were chosen for their reach and progressive values.

We want our influencers to voluntarily help us combat Anti-Asian racism and bring this issue to the forefront of American minds.



**Farah Dhukai & Sal Ali**



**Chriselle Lim**



**Sulhee Jessica**



**Rakshan Sadasivuni**

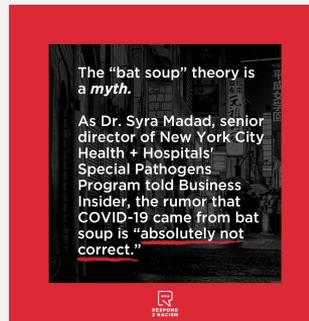


[View Full Influencer List](#)

# Execution Two

## Bulk Clapbacks

We will create a bulk of visual responses, full of facts that our audience/followers can use to combat racist comments as a way to help R2R's bot with what it cannot cover.



# Execution Two

## Bulk Clapbacks: User Journey



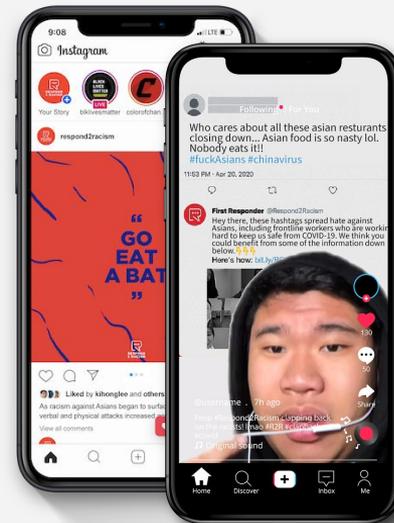
View the racist tweet



Go to R2R's page or website vault and grab an image response



Reply back to the tweet with that image

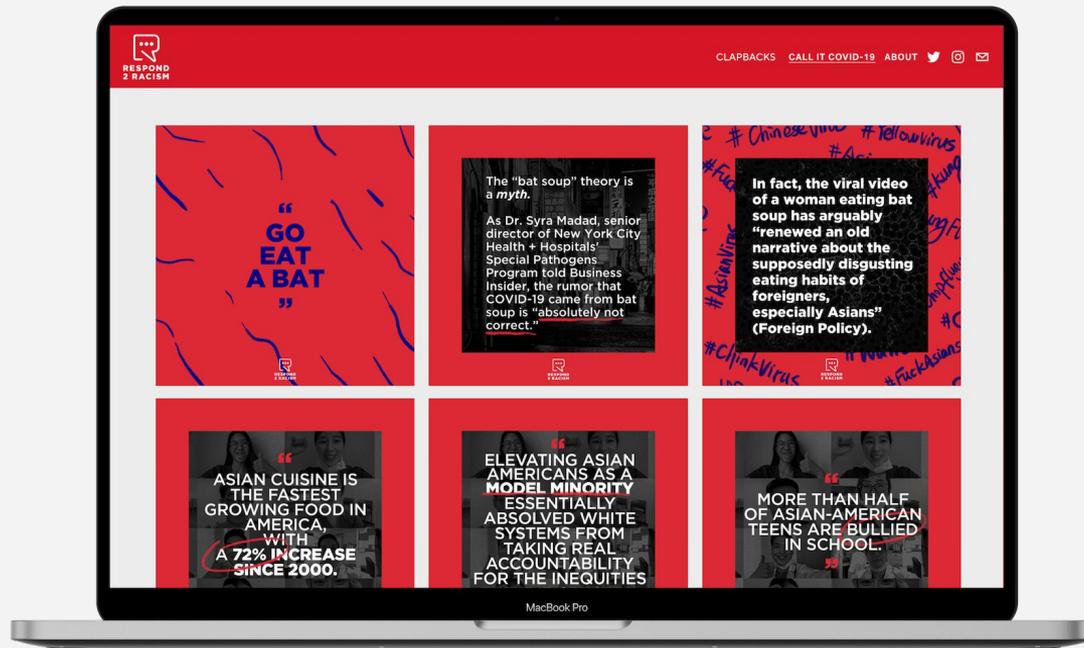


Share the image on other platforms



# Execution Two

## Bulk Clapbacks: Vault

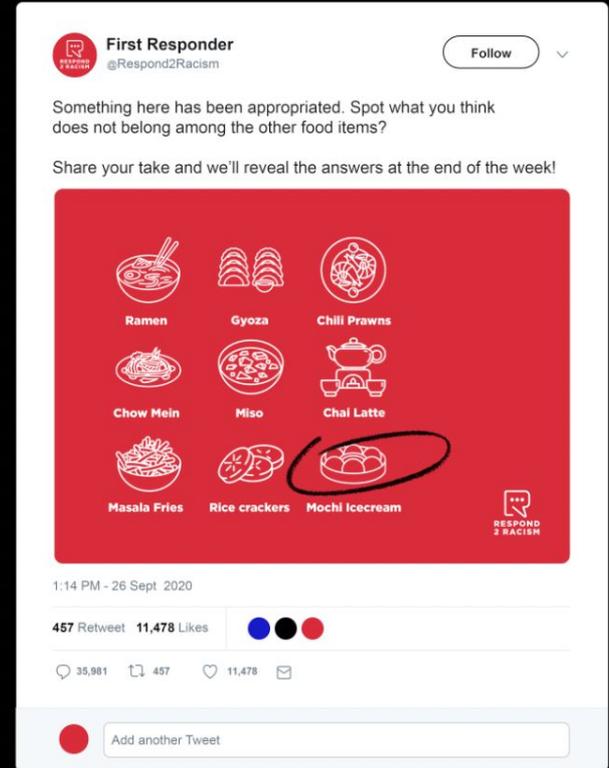


# Execution Three

## Gentrified or Nah?

R2R will post these exercises on Twitter and users will be prompted to identify what items/brands are authentic to Asian culture. We hope to educate all racial groups on the beauty and depth of Asian culture. We hope users will share these with their family and friends; starting necessary conversations.

**Other topics would include** | Food, Household Items, Brands, and Fashion



# Execution Three

## Support Asian-led restaurants, organizations, and voices

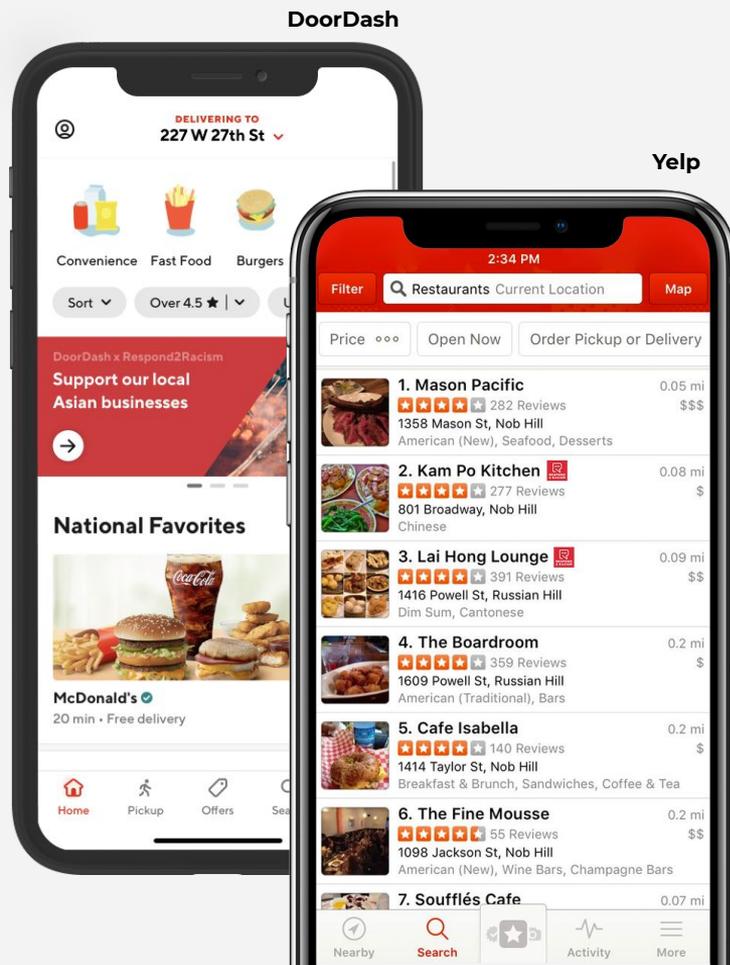
We want to bring more attention to the authentic and Asian-owned businesses throughout America. Through a partnership with **Doordash**, R2R followers will be able to **order and support authentic Asian restaurants**.

Through the **AABDC** (Asian American Business Development Center), restaurants can **smoothly transition onto Doordash**.

R2R will also work with **Yelp** to help users **identify Asian-owned businesses**.

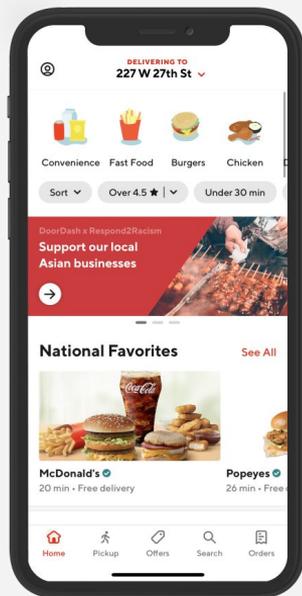


Asian-owned



# Execution Three

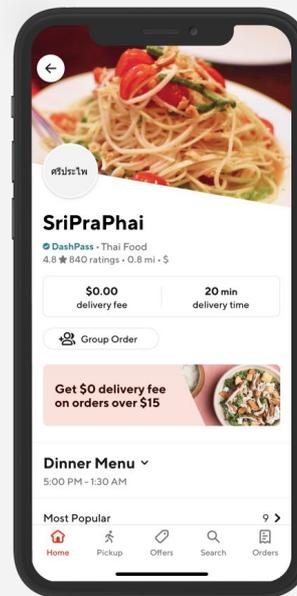
## DoorDash Flow



Promotional banner highlighting Asian-owned restaurants



Showcase list of Asian-owned restaurants



Be able to order from any of the listed restaurants



# **MEDIA ROLLOUT**

# Objectives

## **AWARENESS**

Build awareness of anti-Asianism and R2R

## **REACH**

Have our content go beyond R2R's existing presence on Twitter

## **REVENUE**

Have our work directly help Asian businesses



QUAKE

# Cultural Timeline

## Mid-Autumn Festival

SEPT 20



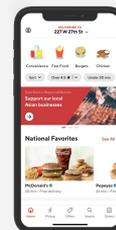
**Phase 1**  
Mini Ebook  
Series Launch

OCT 20



**Phase 2**  
Bulk Clapbacks

NOV 20



**Phase 3**  
Gentried or NAH

[Asian Holiday Calendar](#)

# KPI's

## AWARENESS

### Social / Online

#### R2R

Followers  
Mentions  
Retweets  
Likes  
Replies

#### WEBPAGE

Unique website visitors  
eBook downloads

#### OTHER

eBook reposts  
Relevant conversations

## REVENUE

### OOH

#### DOORDASH & YELP

Restaurants and  
businesses seeing  
increased revenue and  
engagement

## REACH

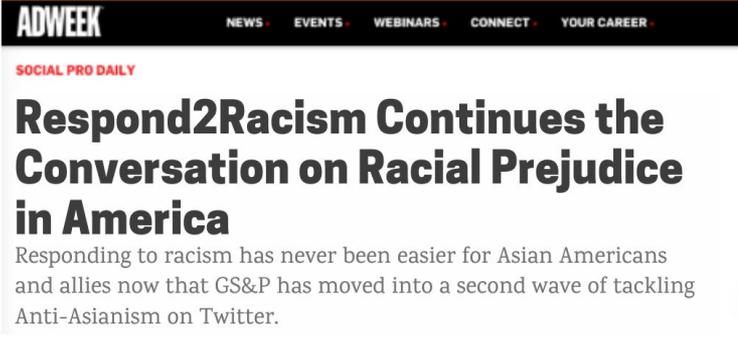
### Earned Media

#### ORGANIC COVERAGE

Adweek, AdAge,  
NYTimes, NBC, etc...



# Organic Earned Media



**ADWEEK** NEWS · EVENTS · WEBINARS · CONNECT · YOUR CAREER ·

**SOCIAL PRO DAILY**

## Respond2Racism Continues the Conversation on Racial Prejudice in America

Responding to racism has never been easier for Asian Americans and allies now that GS&P has moved into a second wave of tackling Anti-Asianism on Twitter.

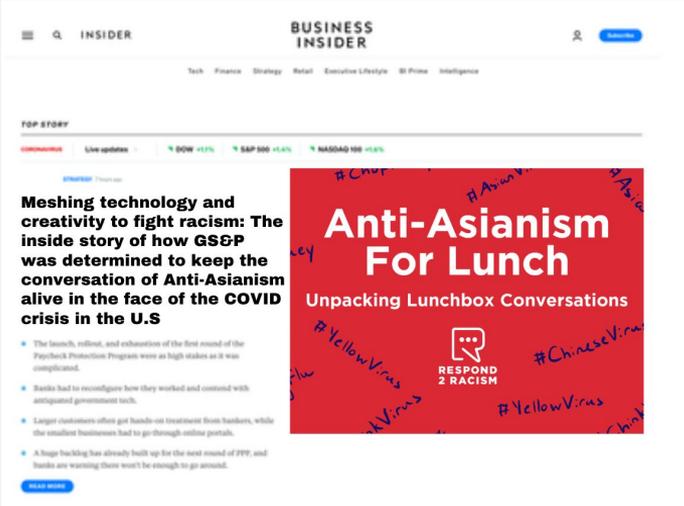


**TRENDING**  
728,848 VIEWS

## Just an FYI, Racism is a No-Go for 2020

First of all, America.

Poster August 18, 2020, at 3:16 p.m.



**BUSINESS INSIDER**

INSIDER

Tech Finance Strategy Retail Executive Lifestyle BI Prime Intelligence

**TOP STORY**

Live updates ▲ DOW +1.7% ▲ S&P 500 +1.4% ▲ NASDAQ 100 +1.5%

## Meshing technology and creativity to fight racism: The inside story of how GS&P was determined to keep the conversation of Anti-Asianism alive in the face of the COVID crisis in the U.S

- The launch, rollout, and evolution of the first round of the Feedback Protection Program were as high stakes as it was complicated.
- Banks had to reconfigure how they worked and contend with antiquated government tech.
- Larger customers often got hands-on treatment from bankers, while the smallest businesses had to go through online portals.
- A huge backlog has already built up for the next round of PPP, and banks are warning there won't be enough to go around.

**Anti-Asianism For Lunch**  
Unpacking Lunchbox Conversations

**RESPOND 2 RACISM**

#AntiAsianism #YellowVirus #ChineseVirus



# Press Release

## FOR IMMEDIATE RELEASE

San Francisco, California--[Goodby Silverstein & Partners](#) (GS&P) has launched a new online initiative with [Respond2Racism](#) (R2R), a nonprofit platform that uses technology, creativity, and empathy to respond to racism against people of color. Respond2Racism was developed as a movement to combat discrimination against Asians and equip people with tools to address harassment. Now, Respond2Racism is increasing their role and becoming a definitive source on anti-Asian racism by creating shareable educational resources.

"Anti Asian discussions tend to start with lunchbox conversations," said Maria Lee, associate creative director at GS&P. "We want to encourage people to go deeper than those moments for real change and unpack those damaging conversations."

GS&P and R2R are releasing a mini e-book titled *Anti-Asianism for Lunch*, a collection of real life stories and facts to better understand the Asian American experience, a vault of shareable clapbacks for allies, and are sharing educational social media exercises about the gentrification of Asian American culture. This anti-racism campaign will begin September 2020 by working with Asian American influencers to hear their stories and spread resources, and will eventually partner with Doordash and Yelp to support Asian-owned businesses in late 2020.

"The world has been hit hard by the COVID-19, with many Asian Americans facing an increased wave of racism," said Jeff Goodby, co-chairman and partner of GS&P. "As witnessed through the summer with the Black Lives Matter movement, social media movements are imperative for change. With Respond Racism we want to continue to spark these necessary conversations by addressing the racism that the Asian American community has dealt with for years."

###



# Reasons to Believe

The world has been hit hard by the COVID-19 pandemic, with many Asian Americans facing more than just a pandemic with an increased wave of racism.

**The global uproar sparked necessary conversations, and has proven that proactive social media movements are necessary for change.**

Respond2Racism is continuing the conversation by addressing the racism the Asian American community has dealt with, not only during COVID, but have continuously struggled with daily.





We're unafraid to shake the table as everyone else stands 10 feet back.

We wake up purpose-driven, relentlessly being the megaphone in the room.

We create instantaneous waves.

We align people towards the things that matter.

We're motivated by opportunities that come with a challenge.

**We are Quake.**

