

From: MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]
Sent: Wednesday, June 23, 2010 2:17 PM
Subject: DAE Shares Insights Behind Groundbreaking Hepatitis B Campaign for Asian Americans

THE MAKING OF “WHICH ONE DESERVES TO DIE ?” AD CAMPAIGN

DAE's Groundbreaking Approach to Hepatitis B Education for Asian Americans

San Francisco, CA - June 23, 2010 – Since San Francisco Hep B Free launched its advertising campaign created by [DAE](#), a leading Asian American full-service agency, the number of San Franciscans getting screened and tested for hepatitis B has spiked in just the last month. DAE's provocative “Which One Deserves to Die” campaign also garnered a flurry of media headlines across the nation. [The New York Times](#) writes that “the campaign is aimed at jarring the city's large Asian population into confronting hepatitis B”, and [PBS](#) reports that “such frankness is shocking yet required for a worthy cause.”

Based on the statistics that 1 in 10 Asian Americans is infected with hepatitis B versus 1 in 1,000 from the general population, DAE created a unique multilingual ad campaign featuring 10 Asians on each ad at various settings (beauty pageant, basketball court, family, work) and asks the question, “Which one deserves to die?” Hepatitis B infection is a serious condition that causes up to 80 percent of all liver cancers worldwide.



Beauty Pageant



Family Photo

The ad campaign, currently running in ethnic and local mainstream newspapers, billboards, bus transit boards and on television, is aimed at making San Francisco the first hepatitis B-free city in the U.S. The key people behind this much talk-about campaign share their insights here:



What is the significance of this campaign?

**Ted Fang, Co-Founder,
San Francisco Hep B Free**

"DAE conceived a campaign that not only respects the nuanced cultural protocols of the Asian community, but also breaks through cultural barriers and drives Asian consumers into taking action. This is the first ever major ad campaign to feature real Asian Americans from all walks of life and that's why it's striking some real emotional impact."



Why did DAE get involved and decide to provide pro bono services for the campaign?

Vicky Wong, President & CEO, DAE

"As Asian Americans ourselves, we have the responsibility to do something to help stop hepatitis B. For us, it's a privilege to take this on because we can save lives by using our talent and expertise."



What is the creative approach?

Sunny Teo, Executive Creative Director, DAE

"We know that with the many diseases and causes competing for attention, our communication needs to be different, honest and bold in order to rise above the noise. We also know that Asian Americans are a pragmatic group; to get them to take action, they first and foremost need to understand the immediacy, and experience the situation on a personal level. I believe the campaign has done all that--being that it forces the audience to participate by answering "Which one deserves to die?" and experience the situation first hand."



Have you thought of using a softer approach?

Dennis Chang, Copywriter Group Head, DAE

"We are dealing with people we care about who could die of liver cancer without knowing they could have avoided it. Why should we feel comfortable about that?"

For a comprehensive viewing of "Which One Deserves to Die" campaign, [click](#)



TV Comm



TV Comm

About DAE:

DAE is an EFFIE award-winning, full-service agency specializing in marketing communications to the Asian American market. Founded in 1990, DAE combines mainstream advertising knowledge with a true understanding of East West cultures to deliver breakthrough, strategically focused programs that yield powerful results for clients that include Wells Fargo, South Airlines, Asian Art Museum, and Cathay Pacific Airways. DAE celebrates 20th anniversary this year. For more information, visit www.dae.com or call at 415-341-1280 / hello@dae.com

About San Francisco Hep B Free

San Francisco Hep B Free is a first-of-its-kind collaboration between city government, private healthcare community organizations and businesses. The campaign goal is to make San Francisco hepatitis B-free by (1) creating public and healthcare provider awareness about the importance of testing & vaccinating Asian Pacific Islanders for hepatitis B; (2) promoting routine hepatitis B screenings and vaccinations within the primary care medical community; and (3) facilitating access to treatment for chronically infected individuals. For more info, please go to www.sfhepbfree.org.

But we must not take the message lightly in the name of creative license. We have to think through it and evaluate whether the message is so bold that it leaves a bitter taste or just strong enough to be a wake up call."



Tell us about the talent recruitment process.

Jason Liu, Volunteer Model Coordinator

"I stood by the campaign from day one, but it was not easy finding people to represent a heated message. At one shoot, some of the talents felt the message was too harsh and declined to participate. Those who did become the faces of the message are truly heroes."



Tell us about your experience of working with DAE.

John Fisher, Chairperson, Marketing Committee, San Francisco Hep B Free

"While we struggled with the concept, DAE held firm but allowed us to consider options and understood internal issues within the coalition. The iterative process made the steering team even stronger proponents of the message."



Subway Banner



Billboard