FIGHT THE VIRUS. FIGHT THE BIAS. COMBATTING ANTI-ASIAN DISCRIMINATION FUELED BY THE COVID-19 PANDEMIC.

FACTS:

The COVID-19 pandemic has triggered an increase in racial violence and hate speech against the Asian Pacific Islander (API) community, perpetuating the harmful stereotypes that the community has fought for so long to dismantle.

Close to one in three Asian adults (31%) report being victim to slurs or jokes because of their race or ethnicity since the outbreak began

A majority of Asian Americans (58%) admit it is happening more frequently now than before the pandemic

There have been over 3,800 instances of discrimination against Asians that have been reported just in the past year

OUR CHALLENGE

Like all American families, API communities were concerned about their health, job security, and their children's education due to the COVID-19 pandemic. But they also endured an added layer of fear that came from the surge in bias and discrimination directed at people of Asian descent.

OUR SOLUTION

Given the rapid increase in discrimination toward the API community during the pandemic, Facebook and the Ad Council built upon the Ad Council's Love Has No Labels platform to spread a message of equity and inclusion. The campaign featured a custom PSA, directed by Alan Yang, Emmy and Peabody Award-winning writer and producer (*Master of None, Parks and Recreation*, etc), which included personal stories from a diverse group of API individuals. They spoke out about how they are part of the solution, not the problem, aiming to build a sense of humanity and break the silence around the hate and racism impacting the API community. The campaign directs audiences to lovehasnolabels.com/fightvirusbias, which featured new resources for users to get a deeper understanding of the discrimination facing the API community in our country and a custom AR filter.

OUR RESULTS

The campaign reached more than 47.4m people with over 108m impressions and a CPM of $2.55. These ads drove over 10m of video starts and 116k web sessions. This campaign succeeded in reaching over 20% of the entire potential reach of the broad audience targeting, primarily on Facebook Mobile Newsfeed. Via the smaller budgeted video views objective campaign, these ads drove an average watch time of 51%. To date, the AR filter has driven over 9.5k impressions. This campaign included a brand lift study focused on highlighting brand awareness and ad recall. There was a +0.8 point brand lift with as much as +5.3 points with Males 18-24yo. Love Has No Labels brand awareness increased from 23% to 30% in June 2020.

PARTNERSHIP ELEMENTS

- Custom PSA, produced by Alan Yang and featuring Chef, Entrepreneur & TV Personality Melissa King
- Custom Love Has No Labels AR filter
- The campaign received 60 press hits including ABC News, AdWeek, NowThis, Yahoo, and most notably a dedicated article in The New York Times

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AT A GLANCE:

Generated over **9.4 billion** total impressions with posts from influencers like Sandra Oh, David Chang, David Schwimmer & Tiffany Hsu

Over **20%** of the entire potential target audience reached

116K web sessions

+0.8 point brand lift