

Better Living in The US - Asian In-language Television Marketing Test

Early Commercial Storyboard



About Better Living in The US

Goal: To increase Chase visibility as a mortgage lender, drive increased production to local market offices and establish a pre-emptive, meaningful media platform for the firm to market to a sizeable Asian audience more effectively.

Campaign Concept

- Chase receives billing as the sponsor of a home lifestyle show which promotes the sense of pride that comes with owning and making a home your own. The sponsorship credits will appear before during and after each episode airs.
 - The episodes will air as a special segment of a fixed prime time weekly Asian news program to leverage an existing audience base.
 - A host walks the audience through the process of personalizing a room in the featured home.
- Save the Date - Program Premier Events**
- Private media screening events are planned to launch the programming & Chase as the sponsor in each local market.
 - Invites: Local Retail Management, Key LOs doing business with the segment & their guests
 - New York 3/16
 - Los Angeles 3/19
 - San Francisco - 5/19



Contact Your EMA Business Development Manager for more information!

Better Living in The US

New York, Los Angeles, San Francisco

Most current programs on local Chinese American stations are entirely re-run materials from the Far East. They also typically feature mass market commercials which have been dubbed in Mandarin or Cantonese.

These stations are looking for new culturally relevant in-language programs and commercials to offer their audiences.

Chase is leading the industry by creating an original in-language lifestyle program focused on homeownership to fill the void and reach those target consumers. We will also run an in-language mortgage commercial to drive consumers to the local mortgage office for home buying solutions.

Better Living in The US Tactics

- EMA Division Sponsorship Includes**
- Twelve (12) 7 minute lifestyle segments focused on home personalization. Aired weekly for a total 3 month run
 - A thirty (30) second culturally relevant mortgage commercial. The call to action directs consumers to local market in-language capable loan officers for mortgage solutions
 - The program will begin airing in NY & LA on 3/25. The commercial will air in all markets on 3/25. The San Francisco air date is targeted for April.
- NY: Sinovision (Circulation +6.9M '1)**
Target Audience: Chinese (Mandarin)
- Los Angeles: Sky Link TV (Circulation + 1M '1)**
Target: Chinese (Mandarin)
- San Francisco: KTSF (Circulation +2.75M '1)**
Target: Chinese (Mandarin/Cantonese)

- Chase sponsorship and banner ad placement on the "Better Living" TV show website
- LD advertising templates with the Shows logo & Chase sponsorship branding
- LD postcards for distribution to potential and existing clients
- DVD sets for client giveaways after the first run completes

Ways Your Office Can Leverage the "Better Living" Campaign

- Sell names & office locations of LOs who speak Mandarin or Cantonese to Jen K Leung/JPMCHASE by 2/28
- Advertise in local papers during the program run to promote your loan officers and lending programs
- Distribute the marketing materials to consumers
- Use SAS code T346 "EMA CUSTOMER ACQUISITION CAMPAIGNS" to track applications & fundings