



We help our clients tap into the powerful and growing buying power of the Asian Market and bridge the gap between the intricate cultural nuances of the Asian culture and American brands.

Our client base covers Fortune 500 firms to small companies. Our category and market experience covers Real Estate, Banking, Medical, Automotive, Consumer Goods, Non-Profits, Government, Telecommunications, Technology, Entertainment, Art and Culture, Fashion/Beauty, Retail, Luxury Brands, Hospitality, Travel & Tourism.

Our experience with advertising, marketing and public relations in this emerging niche market, our knowledge of their languages, cultural characteristics and sensitivities makes Hexa your agency of choice for expanding your existing activities into the Asian marketplace.

WE CONNECT YOU TO ASIANS.

AN UNTAPPED GOLDMINE.

Broad outreach yields broad results. Asian Americans represent a lucrative opportunity for companies seeking to reach a new responsive, brand-loyal consumer group. They are purchasers of conspicuous consumption products and over-index in many key categories. As the U.S. consumer market becomes more diverse, advertising, products, and media must be tailored to each ethnic market segment. The Asian Americans fast-paced growth in buying power demonstrates the increasing importance of Asian consumers and will create opportunities for businesses that pay attention to their needs.

However, the potential of this lucrative market has yet to be tapped by a diverse range of businesses and is widely under-served. Businesses can no longer afford to ignore the growing number of Asians living in America and Asian tourists who prefer to speak and read in their own language and buy in yours:

- 17 million Asian American Consumers with a \$718 billion buying power in 2012.
- Fastest-Growing U.S Race Group at 45.6% between 2000-2010
- Asians grew by 30% or more in nearly every state between 2000-2010
- Highest median household income of all groups in the U.S.
- Strongest rates of business ownership with 800,000 businesses nationwide
- Highest median home value among all population groups (including Caucasians)
- Third largest group of visitors through LAX by nationality
- 87% of Asian-Americans prefer their native language over English and get commercial information from their in-language media!

(Sources: US Census Bureau, Multi Cultural Economy 2012/Selig Center)

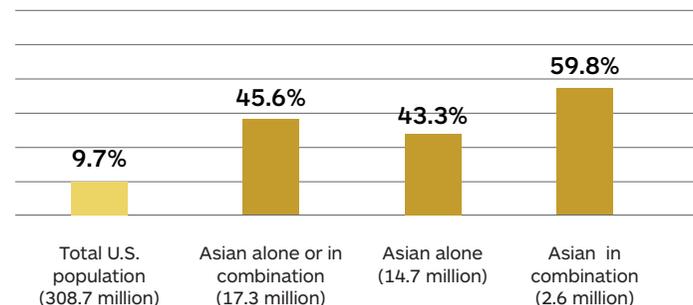
CONNECTING GOES FAR BEYOND TRANSLATION.

"When Kentucky Fried Chicken tried to translate their "finger-licking good" campaign into Mandarin, they inadvertently changed the meaning to "eating your fingers."

"In the early 1980s, when Pepsi took its "Pepsi, the cola for the new generation" and "Pepsi comes alive" slogans to China, the message was translated as "the cola for dead people." For to the Chinese, who believe in reincarnation, the "new generation" does not refer to the young, but to dead ancestors coming back to life."

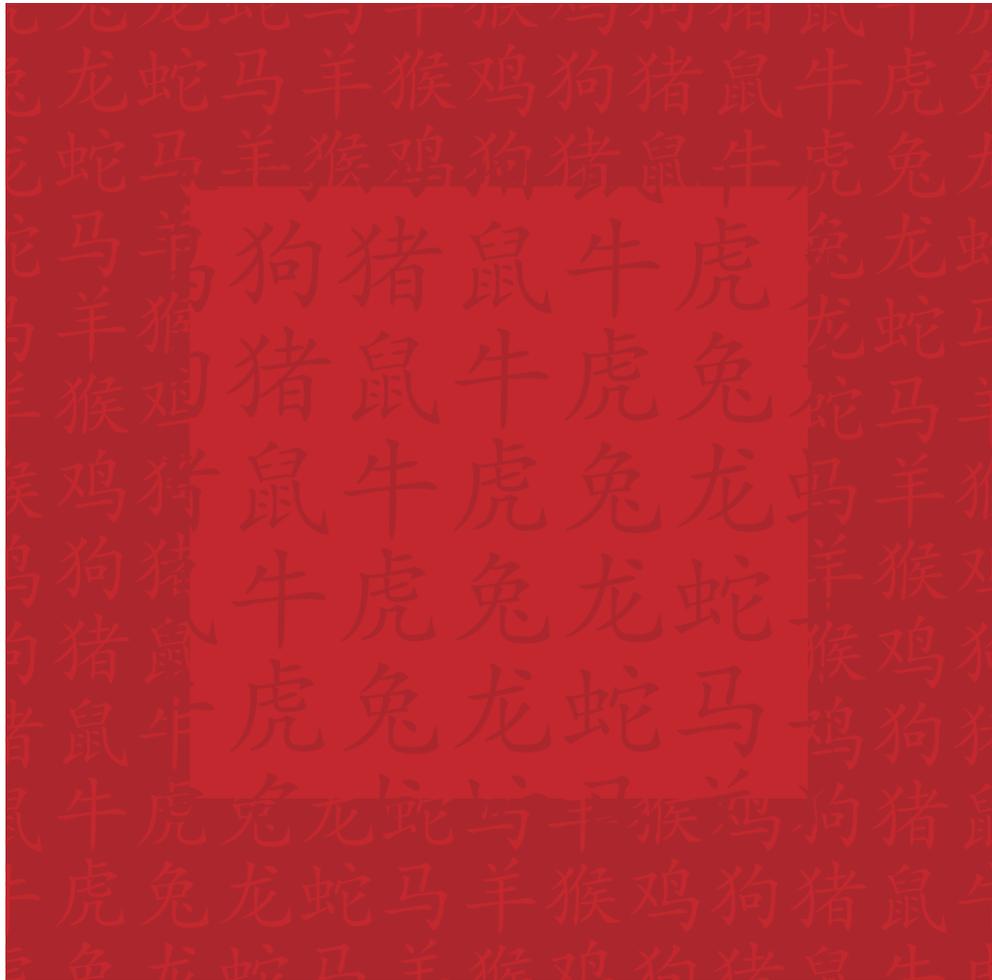
A pretty ad that doesn't deliver is pretty useless. The odds of communication failure are exponential when addressing customers who speak different languages especially by Western Advertising Firms who don't understand the cultural nuances and think mere translation will do the trick.

Asian Americans constitute a unique target market that needs to be understood and approached differently in your marketing plans. Their buying behaviors, spending patterns and marketing response differ from the general Caucasian American market. With our innate understanding and proven track record, we ensure every message is "transcreated" in a culturally sensitive fashion - speaking the language and, more importantly, the culture while not abandoning your core brand values. To craft messages that resonate with ethnic audiences, you need to consult people with an intimate and innate knowledge of the culture.



**Percent Growth of the Asian Population:
2000 to 2010**

Sources: 2000 and 2010 Census from US Census Bureau.



THE HEXA ADVANTAGE.

**We know the Asian market so well
because of one simple fact -
We're a part of them.**

Our thorough knowledge of Asian demographics, psychographics and geographical distribution allows us to implement highly efficient, effective, integrated and geo-targeted campaigns. Ethnic media space can be confusing. Selecting the right Asian centric communication channels and media mix for your product can thus become critical to your campaign. We will select the right communication channels and the smartest media strategy that best suit your product or service and within your budget.

Our deep relationships and strategic partnerships with the most influential Asian media groups both domestically and internationally will ensure that your campaigns run seamlessly across multiple media channels.

Our large media buying volume with top tier media allows us to offer our clients the very best negotiated media rates and placement with the maximum added-value editorial.

Because of the global nature of our business, there is a constant interconnectivity between brands, markets, and people. We leverage our experience to manage complex international advertising and PR campaigns through a global network of agencies and media groups.

When it comes time for clients to enter the cross-cultural market, we leverage our vast network and hard experiential knowledge to help them realize their goals.

Hexa creates culturally sensitive Advertising and PR strategies based on thorough research and a strong understanding of the Asian target markets.

HOW WE
CAN HELP
YOU.



Creative Strategy

- *Full branding and creative development services in print, broadcast, and online*
- *Cultural adaptation and transcreation of existing campaigns*
- *Copy writing, translation and localization using only native translators that understand regional colloquialism to ensure accuracy and cultural sensitivity*
- *Asian targeted micro-web sites in a culturally and linguistically appropriate way to ensure relevance, Asian ad words campaigns and access for Asian users via Asian portals*
- *Sales, marketing and promotional collateral*
- *Email marketing and direct desponse to target Asian groups*

Campaign Execution

- *Media planning and buying in America and Asia*
- *Media management, monitoring and optimization*
- *Niche regional advertising and marketing (in America)*
- *International advertising (in Korea and China)*

Public Relations

- *Strategic communications planning and relevant cultural message development*
- *Targeted Asian media coverage and added value editorial in print, online and broadcast media outlets to coincide with your campaigns*
- *Press kit and release development and/or trans creation*
- *Organization and oversight of press conferences*
- *Media tours and interviews*
- *Asian media management for special events, celebrity Events, political events, red carpet, and fashion shows, movie premiers, grand openings, product launches, etc.*
- *Radio promotions*
- *Celebrity seeding*
- *Asian community and government relations*
- *International PR initiatives include press tours of international press from Korea and China to America and press tours in Korea and China*
- *Media monitoring and crisis management*

General Asian Business Consulting Services

- *Educating employees, sales agents and executives of the intricacies and subtleties of conducting business with Asians both domestically and abroad*
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MR. YOUNG PARK, HEXA OWNER: WITH OVER 30 YEARS OF PROFESSIONAL EXPERIENCE, MR. PARK'S TRACK RECORD IN THE FIELD OF VISUAL AND PRINT ARTWORK IS UNRIVALED IN ASIAN CENTRIC ADVERTISING. EDUCATED IN KOREA AND BARCELONA, HE HOLDS A DUAL MASTER'S DEGREE IN BOTH VISUAL AND FINE ARTS, A DOCTORATE IN VISUAL ARTS, AND HAS A UNIQUE UNDERSTANDING OF INSTITUTIONAL AND PRIVATE SECTOR MARKET. MR. PARK'S PROFESSIONAL PEDIGREE IS HIGHLIGHTED BY HIS WORK WITH KOREAN MEGA FIRMS SAMSUNG, LG, HP KOREA, AND PHILIPS KOREA WHILE WORKING AS ART PRODUCER AT AHN GRAPHICS. PRIOR TO THAT, MR. PARK WAS AN ACCOUNT EXECUTIVE FOR ADVERTISING FIRM CHEIL COMMUNICATIONS WHERE HE EXCLUSIVELY MANAGED SAMSUNG CREATIVE INITIATIVES THROUGHOUT KOREA AND CHINA. MR. PARK'S DEEP UNDERSTANDING OF THE ASIAN PSYCHOGRAPHIC MIND-SET, AND PERSONAL RELATIONSHIPS WITH MAJOR ASIAN MEDIA BOTH IN AMERICA AND ABROAD, CONSISTENTLY PROVIDE CLIENTS WITH POTENT ADVERTISING AND UNRIVALED PR SOLUTIONS.

YOUR ASIAN AMBASSADOR.

PARTIAL CLIENT ROSTER.

RITZ CARLTON RESIDENCES

THE IRVINE COMPANY

SOUTH COAST PLAZA

LEXUS

SAMSUNG

MICROSOFT

KENNEDY WILSON INTERNATIONAL

STARWOOD RESIDENTIAL

A large, stylized number '2' graphic in a light gray color, positioned on the right side of the page. The '2' is composed of two thick, curved lines that meet at the top and bottom, creating a modern, minimalist look.

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