



# CLUE

Cultural & Linguistic Understanding of Ethnicity<sup>®</sup>

## ADVERTISING AND MARKETING COMMUNICATIONS

For International and U.S. Ethnic Markets

### CREOGLOBAL

offers communication solutions to effectively reach culturally diverse markets and audiences. We ensure that your creative expression and message are appealing, persuasive and on strategy, no matter what audience.

#### Multicultural Communication Services

Communications Planning & Consulting  
Marketing & Branding  
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Typesetting & Desktop Publishing Services  
Audio-Visual & Online Media Production  
Web Site Localization  
Foreign Language Talent

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Building & Construction  
Hospitality, Sports & Leisure  
Travel & Transportation  
Manufacturing & Hi-tech  
Retail  
Government and Non-profit organizations



**Did you know** that there are 600-plus TV, radio, and print media outlets that provide news and entertainment in a variety of Asian languages in the US?

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## Asian-Americans and Healthcare

Much like Latinos, Asian-Americans are becoming the subject of interest for many health care and pharmaceutical marketers who wish to grow their sales beyond their traditional target markets. The numbers are on their side:

- The group overall has experienced **explosive growth** in the past 10 years as the most recent census shows – 10.3 millions in 2000 vs. 6.9 millions in 1990. By 2007, the number of Asians in the U.S. is expected to soar by 27%.
- Asian Americans are highly **concentrated** – 53% reside in the Western region of U.S. and 50% can be found in the top 5 metro areas.
- Asian American households make **more money** than any other ethnic group. A solid 22% of them earn \$100,000 a year or more.

However, "Asian-American" is a blanket term for people from various Asian heritages that now reside in the U.S. Far from being a heterogeneous group, Asian-Americans represent many ethnic groups, including Chinese, Japanese, Korean, Filipino, Asian Indian, Vietnamese, and many others. These groups are **ethnically, culturally and linguistically distinct groups**. This distinction is particularly relevant in the field of health care where socio-economic differences as well as different sets of cultural values and attitudes toward Western medicine and practices make it practically impossible to target Asian-Americans as ONE group.

Asian-American groups differ greatly based on the following parameters:

#### Language

- 67% of Asian-Americans speak their native languages at home. Percentages vary by group: 93% of Vietnamese speak their language exclusively while only 52% of Japanese do.
- Many Asian-Americans speak English; however, they prefer to read Asian language publications and listen to Asian language radio and television.

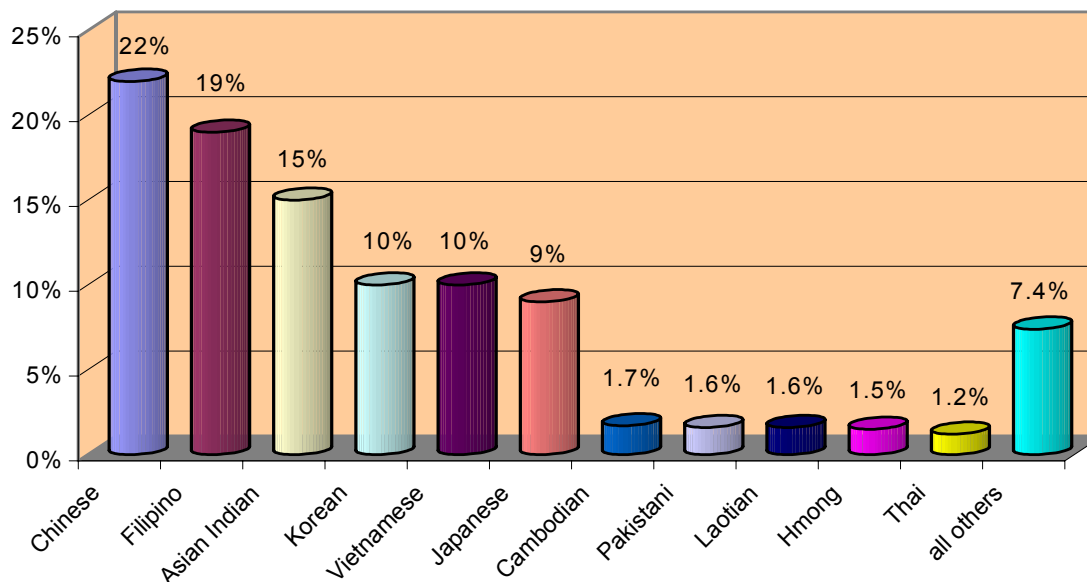
#### Length of Residence in the U.S.

- Except for Japanese and Chinese, most groups are recent immigrants. Most come from countries with underdeveloped healthcare infrastructures.
- Length of residence correlates with the degree of acculturation (identification with native culture vs. U.S. culture).
- Cultural and linguistic isolation hinders communication.

#### Socio-Economic Status

- Asian-Americans, in the aggregate, are the wealthiest of all census groups with an average HH income of \$38,500 (vs. \$31,000 for Caucasians). However, average income varies among Asians based on country of origin.
- Immigrants from India, Japan, Korea, Taiwan and Hong Kong mostly have a middle class background.

## Population of Asian Subgroups in the U.S.



- Immigrants from Southeast Asia including Cambodians, Hmong and Laotians were mostly rural villagers or the urban poor.

**Cultural Values and Attitudes**

- They are primarily defined by the native culture and degree of acculturation.
- There is no "Asian-American" set of cultural values and attitudes, including attitudes toward Western medicine. However, Asians are less likely to seek testing and take preventive measures against diseases.

**Two Asian American Groups at Opposite Ends of the Spectrum****The Japanese**

- Immigration began in late 19<sup>th</sup> century.
- The upbringing of many third and fourth generation Japanese has encouraged them to adopt European-American behavior, values and attitudes. Many do not speak Japanese or display knowledge of Japanese history and culture.
- Their attitude toward medical treatment is strongly influenced by Western healthcare practices.

**The Hmong**

- First arrived in the US in 1975 – today over 100,000 Hmong live in the U.S.
- 70% of Hmong are not high school graduates. Many live below poverty level.
- Hmong believe the primary cause of illness to be the loss of one's spirit or soul. The "soul-caller" plays an important role as a Hmong health care expert.
- Hmong believe that time itself can solve problems better than human intervention; therefore, they don't move quickly to solve problems.

**Connecting with Asian-American Audiences**

Based on the different information needs of each group, companies can provide **appropriate information** and create **culturally relevant messages** in the **preferred language** while identifying **suitable delivery channels**. CREO can help your company sort through the Asian-American maze and create communication material with messages that resonate with these audiences.

**More References**

[www.sina.com](http://www.sina.com)

Online Services for the Global Chinese Community

**Upcoming Conferences**

Strategic Research Institute  
*Pharmaceutical Marketing & PR Conference*  
March 18-19, 2003  
Princeton, NJ

Association of National Advertisers  
*Multicultural Seminar*  
June 16-18, 2003  
Chicago, IL

**In our next issue of CLUE:**  
**How well does your ad travel?**  
**Extending your marketing efforts**  
**to ethnic and global audiences**

**Sources:** U.S. Census Bureau. A. Stein Wellner "Diversity in America" *American Demographics*, Nov. 2002. L. Wentz "Health-care push gears up" *Advertising Age*, Nov. 4, 2002. W. Schwartz "A Guide to Communicating with Asian American Families." *ERIC Clearinghouse on Urban Education*. L. Moskowitz "Missed Opportunity" *Pharmaceutical Executive*, Apr. 2001.