

## Eblast Topic Suggestions for Ad Agencies

Popular topics and examples:

- Eblasts promoting client work le State Farm  
[State Farm® Launches New Asian Creative Across Multiple Channels](#)

- Agency news  
[Ethnic Technologies Supports the Juvenile Diabetes Research Foundation](#)

[How C+C Used Poetry to Change Behavior](#)  
<https://bit.ly/2L9ej3f>

[McDonald's Partners Up With Dance USA Dance Season II, 5678 Agency, ZEE TV to Reach South Asians across USA and Canada](#)  
<https://bit.ly/2yADHwd>

[LUCHA LIBRE MASKS BECOME THE NEW SYMBOL IN THE FIGHT AGAINST COVID-19](#)  
<https://bit.ly/31cgmfG>

- Ad Age Top agency list  
[Kang & Lee Advertising Ranked #1 Asian Multicultural Agency by Advertising Age Magazine](#)  
<https://bit.ly/2YJBE3M>

- Autumn Moon Festival  
[Today, September 12th, Many Asian Americans Celebrate the Moon Festival](#)

- Lunar New Year Festival  
[E-Tech Celebrates Asian Lunar New Year - 'Year of the Dog' Beginning February 16, 2018](#)  
<https://bit.ly/3coWJ7e>

[Asian Lunar New Year on January 23, 2012, Ushers in Year of the Dragon, Kang & Lee, the Premier Agency Targeting Asian Multicultural Consumers, Explains Significance](#)  
<https://bit.ly/2SM4f4m>

- New hires

[Republica Appoints Industry Veteran Jeannette Xenodakis as Media Director](https://bit.ly/3c8AToy)  
<https://bit.ly/3c8AToy>

- About Asian American Heritage month

[Ethnic Technologies: Celebrating Asian-Pacific American Heritage Month](#)  
[Ethnic Technologies supports Asian American Heritage](#)

- Eblasts with a Message

[ADMERASIA: Life After COVID-19 & Building Coalitions Against Racism](#)  
<https://bit.ly/2Wk0wNC>

[ColorComm Denounces Anti-Asian Racism During Coronavirus Outbreak](#)  
<https://bit.ly/2TawKcv>

[#SpacewithGrace – ColorComm Changes Logo to Reflect Social Distance](#)  
<https://bit.ly/2Lje4CN>

- New biz wins

[Pharmaceutical Leader Boehringer Ingelheim Selects República as Cross-Cultural Marketing Agency](#)  
<https://bit.ly/2T1YYG2>

- New Campaigns

[d expósito & Partners launches new integrated communications campaign for Amica Mutual Insurance Co. \(Amica\)](#)  
<https://bit.ly/2WTmBBZ>