

**From:** MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]  
**Sent:** Friday, March 05, 2010 6:02 AM  
**Subject:** interTrend Awarded 2010 RACie Award

### **interTrend Wins At 2010 RACie Awards**



#### **Innovation Award for “JCPenney Breakout Performer” Online Video Contest For Teens**

**LONG BEACH, CA (March 5, 2010)** – interTrend is proud to announce that they are the recipients of the 2010 RACie Award in the Innovation category for their Asian American Back to School Campaign for JCPenney. The RACie Awards honor the best retail ads, commercials, digital efforts and any other communication materials. This is the first win for interTrend at the RACies for an Asian American targeted campaign.

Working with their client of over 10 years, JCPenney, interTrend collaborated with popular Asian American entertainers to target teens during the back to school season. In order to reach these teens in a genuine way, JCPenney provided a platform for self-expression. In conjunction with the ISA (International Secret Agents) concert, JCPenney hosted the “JCPenney Breakout Performer” contest where teens could enter by uploading a video showcasing their talents on YouTube. In the video, teens had to wear something from JCPenney and sing, dance or perform to impress. The winner, chosen through popular vote, would perform at the ISA concert and win a JCPenney gift card.

To promote the contest, interTrend worked with Asian American artist Far East Movement (“FM”) and Wong Fu Productions to create videos while wearing JCPenney’s teen labels. The videos included YouTube favorites such as David Choi.

The campaign was a major success. The contest web site generated over 500,000 views and the videos garnered an additional 200,000 views. The artists were able to bring the “cool” factor to JCPenney apparel and even increased sales.

“Being recognized for our efforts is always appreciated. We are so proud of our back to school campaign created by our agency and valuable partner, interTrend,” shared Mike Boylson, chief marketing officer for JCPenney.

Having been recognized and winning a total of five awards in 2009, this RACie win is a strong start for interTrend and JCPenney for 2010. interTrend is honored to be associated with JCPenney in marketing to the Asian American consumer.

**About interTrend**

interTrend is the largest, minority owned, full service, Asian focused marketing communications agency in the United States. Established in 1991, our dedicated and seasoned specialists have a proven track record with Fortune 500 clients. We are extremely proud of the work we do for these clients, and we are equally proud of the pro-bono work we do for our community clients.

**Contact:**

Jennifer Chang  
PR/Event Specialist  
[jennifer@intertrend.com](mailto:jennifer@intertrend.com)  
562.733.1855  
[www.intertrend.com](http://www.intertrend.com)

About This Newsletter

Multicultural Marketing News, is published by Multicultural Marketing Resources, Inc. (MMR). For a free subscription to Multicultural Marketing News, sign up for MMR E-News at [www.multicultural.com](http://www.multicultural.com)

Lisa Skriloff, Editor  
Multicultural Marketing Resources, Inc.  
101 Fifth Avenue, Suite 10B